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PRESS RELEASE

BNP Paribas Cardif and BNP Paribas Banque Privée expand private equity product range for life insurance investments with Apax Partners

BNP Paribas Cardif and BNP Paribas Banque Privée have introduced Apax Private Equity Opportunities (APEO), a private equity unit-linked product managed by Apax Partners and marketed exclusively to clients of BNP Paribas Banque Privée.

BNP Paribas Cardif is including the Apax Private Equity Opportunities (APEO) venture capital fund (FCPR¹) in life insurance savings contracts marketed by BNP Paribas Banque Privée. This new investment product for life insurance clients is managed by Apax Partners, a recognized leader in private equity in Europe.

Approved by French financial markets regulator AMF², APEO is an evergreen fund³ eligible for inclusion in French unit-linked life insurance contracts. This product offers private investors a new way to make meaningful long-term savings investments by contributing to direct financing of the real economy via unlisted French and European small and mid-market firms that are aligned with environmental, social and governance (ESG) criteria to ensure responsible business plans with a long-term vision.

The fund is diversified across the size of the companies financed (valuations between 10 and 500 million euros), sectors (Tech & Telecom, Services, Healthcare and Consumer) and geographies (France and Continental Europe).

Commenting on the creation of APEO, **Apax Partners President Eddie Misrahi said:** *“Private equity has long been considered as an asset class able to deliver performance, but lacking liquidity and inherently high-risk, making it attractive mainly to institutional investors. Since the 1980s, however, this asset class has become more mature and structured and has outperformed other asset classes with moderate risk exposure, particularly in the buyout capital segment, which targets established, profitable businesses. This is why Apax Partners has decided to make these private equity opportunities more widely available to private investors by bringing them access to the most attractive venture capital transactions.”*

“We have been offering private equity investment solutions to clients of BNP Paribas Banque Privée since 2016. This new fund underlines our commitment to providing seasoned investors seeking to diversify their asset allocation in today’s low interest rate environment exposure to a solution that at the same time enables meaningful investment savings. By expanding our private equity offers within unit-linked life insurance contracts and capitalization contracts we are contributing to the long-term growth of unlisted businesses and supporting the real economy,” said **Fabrice Bagne, Head of BNP Paribas Cardif France.**

¹ At least 50% of the assets in FCPR (Fonds Communs de Placement à Risques) venture capital funds are invested in unlisted securities.

² Autorité des Marchés Financiers.

³ Open-ended for 99 years with no initial marketing period set.

“Reflecting our focus on continually finding better ways to meet the needs of our clients, including venture capital funds in life insurance contracts enables our clients to diversify their portfolios via an asset class that was long reserved to institutional investors. This fund provides access to attractive, complementary strategies that are relatively decorrelated from conventional financial investments, while facilitating financing of the long-term business plans of French and European small- and mid-market enterprises,” added **Nicolas Otton, Director of BNP Paribas Banque Privée.**

APEO has been available since 2 November, 2020 in the range of life insurance and capitalization contracts proposed by BNP Paribas Banque Privée⁴.

About BNP Paribas Cardif

The world leader in bancassurance partnerships and creditor insurance⁵, BNP Paribas Cardif plays an essential role in the lives of its policyholder clients, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed insurer, BNP Paribas Cardif works to have a positive impact on society and to make insurance more accessible. In a world that has been deeply transformed by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partner distributors in a variety of sectors (including banks and financial institutions, automotive sector companies, retailers, telecommunications companies, energy companies among others), as well as financial advisors and brokers who market the products to their customers. With a presence in 33 countries and strong positions in three regions – Europe, Asia and Latin America – BNP Paribas Cardif is a global specialist in personal insurance and a major contributor to financing for the real economy. With nearly 8,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €29.8 billion in 2019.

Follow the latest news about BNP Paribas Cardif on  [@bnpp_cardif](https://twitter.com/bnpp_cardif)

About BNP Paribas Wealth Management

BNP Paribas Wealth Management is a leading global private bank and the largest private bank in the Eurozone. Present in three hubs in Europe, Asia and the United States, it employs over 7,000 professionals who support private investors in protecting, growing and passing on their assets, bringing long-term value to themselves, their families and society. The bank has €377 billion worth of assets under management as at 30 June 2020.

BNP Paribas Banque Privée is the French division of BNP Paribas Wealth Management.

<https://mabanqueprivée.bnpparibas/>

Twitter : @LeCercleWealth

LinkedIn : <https://www.linkedin.com/company/bnp-paribas-banque-privée/>

About Apax Partners

Apax Partners is a leading European private equity firm based in Paris. With over 45 years of experience, Apax Partners provides long-term equity financing to build and strengthen world-class companies. Funds managed and advised by Apax Partners exceed €4 billion. These funds invest in fastgrowing middle-market companies across four sectors of specialisation: Tech & Telecom, Consumer, Healthcare and Services.

Paris-headquartered Apax Partners (www.apax.fr) and London-headquartered Apax Partners (www.apax.com) have a shared history but are separate, independent private equity firms.

www.apax.fr

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⁴ Marketed exclusively by BNP Paribas Banque Privée until 31 March 2021.

⁵ Source: Finaccord.

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