

PRESSE RELEASE

Public imaging wins mandate of 7ORCA Asset Management AG

From analysis to target group: the Hamburg full service agency public imaging accompanies the growth strategy of 7ORCA Asset Management AG. The independent investment specialist was founded in 2017 by seven partners under the leadership of CEO Tindaro Siragusano. With the new budget, public imaging takes over the communication for the asset manager in Germany.

Hamburg, June 11, 2018 – New mandate: public imaging has 7ORCA Asset Management (7ORCA) as a customer and continues to expand its customer portfolio.

7orca is an independent, systematic and focused asset manager. The manager serves institutional clients in the area of currency overlay management and short volatility strategies. The financial company was founded in 2017 by seven partners and has since been accompanied by the supply plant of the Dental Medical Association Berlin and the asset manager Assenagon. In the previous 10 years, the team has jointly established and is responsible for the global currency overlay management of a leading European asset manager. The experienced team based in Hamburg currently consists of twelve employees. While the "7" represents the number of founding partners of 7orca, "Orca" stands for overlay, risk management, currency and the alpha.

"With our specialised team, our many years of expertise and our mature infrastructure, we want to achieve a lasting added value for our customers. Public imaging is an established communications agency that accompanies us on our growth course. We appreciate the experience of the consultants as well as the close network on relevant media," says Tindaro Siragusano, CEO of 7orca.

"With public imaging, we want to increase the attention to our systematic and quantitative investment approaches and raise awareness of our broad expertise in customers and media. We are convinced of the long-standing knowledge of the international financial markets and the proven expertise in the financial communication of our partner. In addition, the innovative and digital approach, in which we see a large intersection with us, is also a trendsetter. We are looking forward to working together in all channels of modern and classical communication," says Silke Blum, CAIA, head of marketing and PR at 7orca.

Arne Pflugrad, managing director of public imaging, about the partnering with the Hamburger asset manager: "7orca is a successfully growing asset manager due to its set-ups and its experience. As a market-leading and modern full-service agency, we will design the impact of the 7orca multidimensional brand, sharpen the profile and successfully address the topics in depth. For an efficient dialogue with media and target groups, innovative digital content solutions as well as our self-developed PR tools are used in addition to the editorially substantiated preparation of specialist topics – they make communication transparent and measurable. "