

PRESS RELEASE

Pioneer for sustainability in client portfolio: public imaging assumes responsibility for BMO Global Asset Management's PR brief

public imaging has won a new account in international asset management: the Hamburg-based financial communications agency is assuming responsibility for BMO Global Asset Management's communications in Germany with immediate effect. The investment management arm of Canada's Bank of Montreal specialises in sustainable investments, systematic (factor-based) investing as well as stocks in emerging markets, and currently has assets of around 208 billion euros under management (at 31 January 2018).

Hamburg, 20 March 2018 – New brief: PR agency public imaging has acquired new client **BMO Global Asset Management** as it continues to expand its portfolio of international clients.

BMO Global Asset Management is one of the pioneers of sustainable investments. The Canadian specialist launched Europe's first investment fund managed in accordance with ethical investment criteria back in 1984. Today, the London-based Governance & Sustainability Investment Team – with 14 analysts, one of the largest in Europe – concentrates primarily on the fields of voting & engagement, offering sustainability investment around the world, including emerging markets. In addition, the company established itself in the field of systematic, factor-based investment (quant equity strategies) over 14 years ago, with a 5-factor model that is managed according to a risk-parity approach and which they developed in-house.

International brand with over 200 years of experience

The Canadian asset manager was founded in Canada in 2010 and is part of the BMO Financial Group, which has more than 45,000 employees. Over 1,200 staff currently work for BMO Global Asset Management in more than 25 cities in 14 countries around the world, including central offices in London (United Kingdom), Toronto (Canada), Chicago (USA) and Hong Kong (China). The investment manager has operated on the German market from an office in Frankfurt since 2014. BMO Global Asset Management also uses a network of highly specialised investment boutiques around the world. These include LGM Investment (specialising in emerging markets) and Pyrford International Ltd. (specialising in absolute returns).

“We will continue to expand our business in Germany in the wholesale field. Just like us in the field of sustainability, public imaging is a pioneer in financial communications. We chose to collaborate with public imaging for our strategic PR work

as we were convinced by the holistic, research-based concept of the agency, which has been established on the market for over 20 years,” says Guido Hansmeyer, Director - Head of Wholesale Germany.

Arne Pflugrad, Managing Director of public imaging, adds, “With the cooperation with BMO Global Asset Management, we will be addressing a range of topics in which our agency has built up a considerable level of expertise in recent years: emerging markets, responsible investing and factor-based investing – these forms of investment are very much in demand among investors in German-speaking countries. Our remit will be to enhance BMO Global Asset Management's profile as a pioneer of sustainable investing and to accurately position the company in Germany with its sound solutions and expertise that it has built up over the decades. Besides in-depth editorial content on specialist topics, we'll be using innovative digital content management solutions and PR tools that we developed ourselves – making modern communications transparent and measurable – in order to conduct an efficient dialogue with media and target groups.”

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About public imaging Finanz-PR & Vertriebs GmbH

public imaging was founded by managing partner Peter Ehlers in 1996. In addition to conventional and online PR, the Hamburg-based agency also offers full service in the areas of content marketing, digital solutions, social media, film production, media planning and corporate media in the finance, insurance and real estate sectors. Clients include companies such as AB, Berenberg, Edmond de Rothschild Asset Management, HSBC Global Asset Management, moneyou, Robeco, Schroders, UBS AG Asset Management and Vanguard.

About BMO Global Asset Management

BMO Global Asset Management is a global asset manager with a presence in over 25 cities in 14 countries, offering its customers on five continents outstanding service. Assets under management total more than 208 billion euros (at 31 January 2018).

Our four major investment centres in Toronto, Chicago, London and Hong Kong are complemented by a network of excellent specialist managers located around the world: BMO Real Estate Partners, LGM Investments and Pyrford International Ltd. BMO Global Asset Management is a signatory of the UN-supported initiative “Principles for Responsible Investment” (UNPRI).

BMO Global Asset Management is a part of the BMO Financial Group, a diversified financial services provider based in North America and employing over 45,000 people.