

BNP Paribas Asset Management appoints Montfort Communications

London, 13 January 2020 – Montfort Communications, the fast-growing corporate reputation firm, has been appointed as strategic communications adviser by BNP Paribas Asset Management.

The Montfort team, led by Nick Bastin and including Gay Collins, Claire Lewis, Shireen Farhana and Jack Roddan, will work closely with BNP Paribas Asset Management to enhance the firm's reputation in the UK market.

BNP Paribas Asset Management is the asset management arm of BNP Paribas, one of the world's foremost financial institutions, and offers high value-added solutions to individual savers, companies, and institutional investors. The firm has a broad range of skills in four investment divisions: Equities, Fixed Income, Private Debt & Real Assets, and Multi-Asset, Quantitative and Solutions (MAQS). Sustainability is at the heart of the strategy and investment decision-making process, making an active contribution to energy transition, environmental protection and the promotion of equality and inclusive growth. BNP Paribas Asset Management has assets under management of EUR 436 billion (as at 30 September 2019).

Nick Bastin, Senior Consultant at Montfort Communications, said: "BNP Paribas Asset Management is a highly successful and ambitious business that is committed to using strategic communications to elevate its UK profile to its full potential. We are looking forward to working with the communications team and wider business on some really exciting campaigns and this year.

"This is an exciting time for Montfort, we are working with a fantastic roster of clients, and on some of the most interesting and briefs across the UK and internationally."

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About Montfort Communications

Headquartered in London, with unparalleled senior expertise, plus access and global reach built over 35 years, Montfort is led by Hugh Morrison, Nick Miles and Gay Collins, who have each set up and run highly successful predecessor companies from the mid-eighties to the present day.

MONTFORT

Montfort advises UK and international clients across diverse sector including asset management, private equity, banking and financial services, luxury goods, industrials, natural resources, leisure and retail.
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