



ASSET MANAGEMENT  
COPENHAGEN

# PRESS RELEASE

## Carnegie Asset Management changes name to C WorldWide Asset Management

**Carnegie Asset Management will change its name to C WorldWide Asset Management as of March 2017. We are changing our name to crystalize our identity in an industry where clients increasingly search globally for the best asset managers. "During the last 25 years, we have delivered industry leading results for our clients. We are now continuing our professional ambitions through a new unique trademark," says Bo Knudsen, CEO of Carnegie Asset Management.**

### **THERE IS AN INHERENT POWER IN CLARITY**

For many years, we have shared the same name with Carnegie Investment Bank AB of Sweden (CIB). In 2009, we agreed with CIB to spin-out Carnegie Asset Management from the investment bank taking the first step to establish an independent asset management company.

The Carnegie-brand has a strong recognition and legacy, which we have been an integral part of. However, two separate companies sharing the same trademark can cause confusion.

Since the spin-out, we have strengthened Carnegie Asset Management's position in the Nordic home market and achieved international success among

global clients that appreciate our long-term and global investment perspective. Now the time is right. We have finished a thorough search and selected a new unique name that reflects our core beliefs and manifest the independence of our company, so our clients and partners can have a clear understanding of our company.



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## **A GOOD INVESTMENT REQUIRES A GLOBAL PERSPECTIVE**

Since 1986, we have been committed to delivering long-term value and growth to our clients by analysing investments and opportunities through a global lens.

Today, in an increasingly interlinked and complex world a global lens is the key to superior investment decisions.

Our global insights, coupled with a long-term approach and collective investment expertise enable us to identify superior stock picks. This is the foundation to creating long-term, market-beating results.

"C" is pronounced "see", and together with "WorldWide" the name frames the importance of the global perspective. This is also reflected in the logo – a "C" shaped as a globe.

This is the identity of C WorldWide.

## **THE NEW LOGO**



## **SAME COMPANY**

Despite the name change, it's business as usual. We retain the same visual identity and we stick to the core idea of finding the best equity investments through a global lens. Our philosophy remains unchanged and is based on three timeless principles: Focus, Stability, and Passion. We retain the same experienced team of portfolio managers, same well-tested investment philosophy and decision process.

## **WORLD CLASS RESULTS OVER 25 YEARS**

Our stable team, collective investment expertise, and consistent approach are prerequisites for predictability – the key to understanding future returns. Our investment portfolios have proven their lasting and cumulative worth over time. Going forward we remain committed to delivering superior outcomes to our clients and partners around the world. We value these client relationships as they place their trust in our efforts and believe in our ambitions. We look forward to sharing our journey going forward – under a new name.

For lasting investments – C WorldWide.

## **FURTHER INFORMATION**

You can find more information about our new name and our story on [carnegieam.com/new-name](http://carnegieam.com/new-name). For further enquiries, please contact CEO of Carnegie Asset Management Bo Knudsen on phone +45 3546 3546.

We hope you will give our new name, C WorldWide Asset Management, a good reception in March 2017.

## **CARNEGE ASSET MANAGEMENT FONDSMAEGLERSELSKAB A/S**

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