



# APSI day n°1 « FinTech: Financial institutions, Technologies & Start-ups »

FinTech in the Luxembourg Funds Industry,  
Christophe Pierron, CIO Caceis Luxembourg

March 26th 2015

# AGENDA

1. A few words about CACEIS and myself
2. FinTech in the Funds Industry

# A Banking Group dedicated to Asset Servicing

## Focus

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CACEIS is one of the leading depositary banks and fund administrators in Europe, and is focused exclusively on providing innovative asset servicing solutions that generate a competitive advantage for its clients' business

## Stability

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CACEIS has delivered strong and sustainable financials since its creation. As a result, its two global shareholders grant us the independence to define the most effective strategy to support our clients

## Experience

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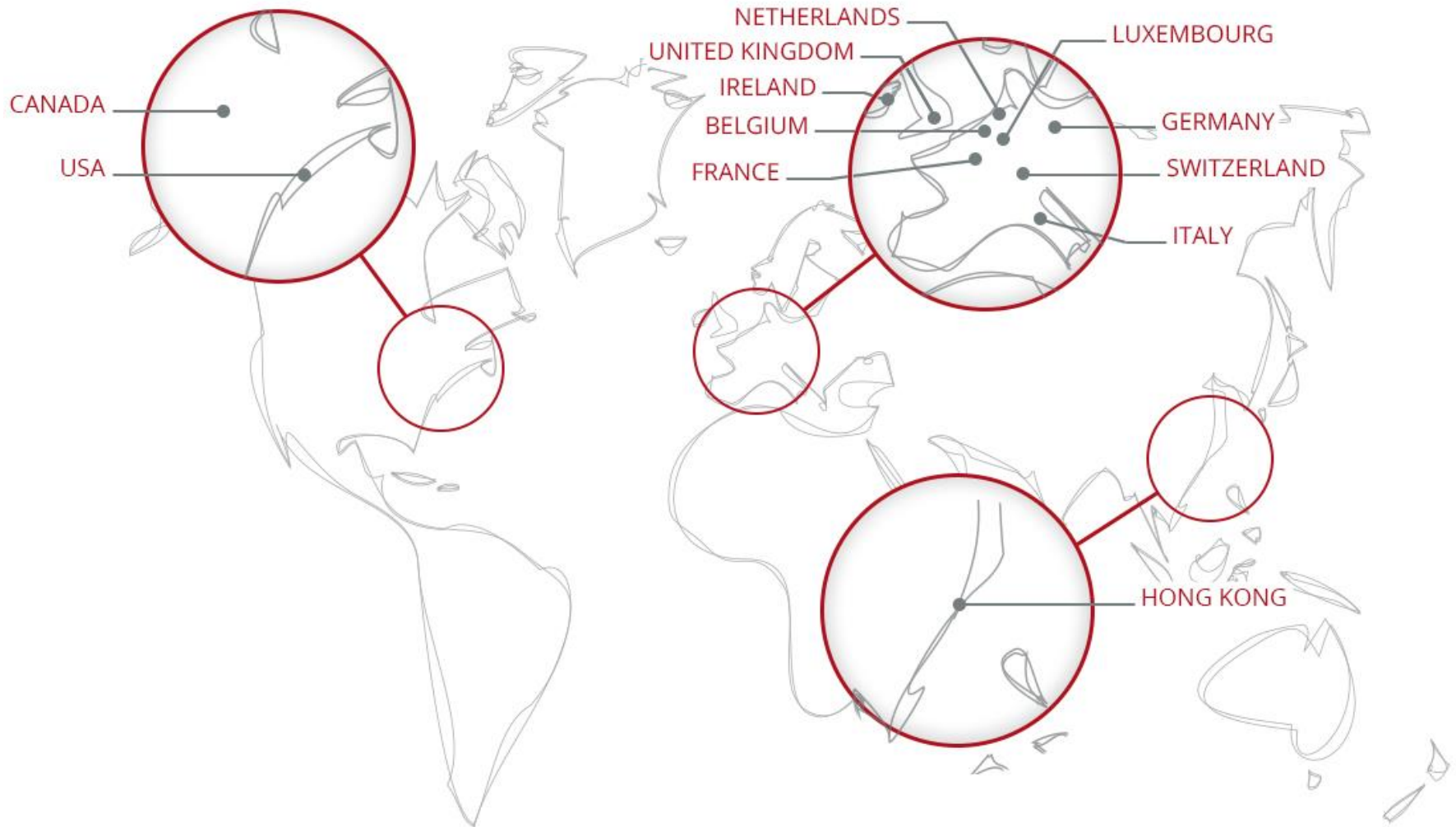
CACEIS is among the world's most experienced asset servicing banks when it comes to undertaking seamless operational migrations and successful insourcing of complex functions with related staff

## Expertise

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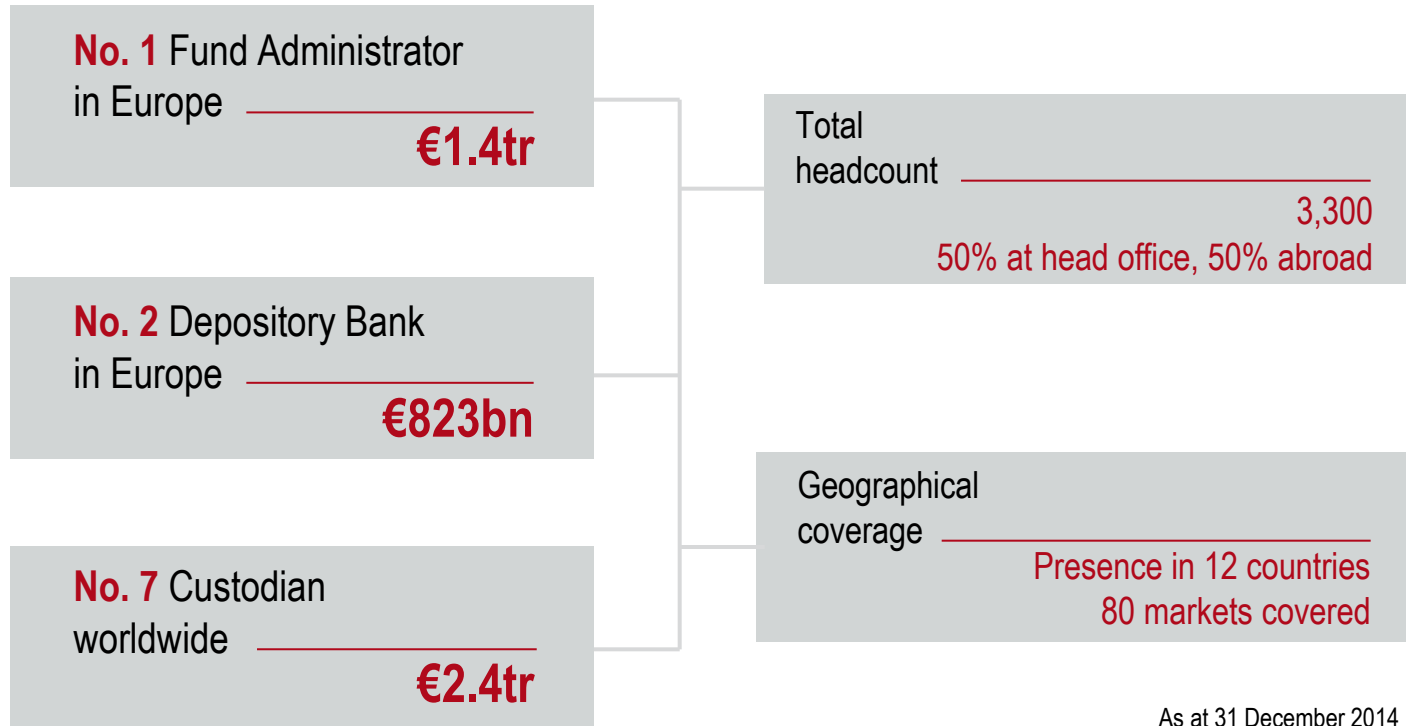
CACEIS has the business agility to give clients a first-starter advantage in today's changing regulatory environment. And by handling clients' non-core functions in an effective and efficient manner, it helps them focus on generating investor value

# A global player with a broad European footprint



# A top-ranking international player

- CACEIS has a strong yet steady growth rate in terms of assets, clients and geographical coverage.



As at 31 December 2014



## Christophe Pierron

*CIO of CACEIS Bank Luxembourg*

- 48 years old, software engineer (SupInfo – Paris / France)
- He starts his career in 1989 as a consultant within Arthur Andersen.
- In 1992, he joins the Société Générale Group where he will occupy 4 positions : IT manager of Fimat Tokyo (now NewEdge), group project manager within Fimat Facilities Mgt (Chicago), CIO of Fimatex (now Boursorama) and IT manager of 'open' developments for SGSS (Nantes).
- After a short but intense period with an 'online banking' startup, he joins in 2001 Natexis Asset Management and became in 2002 the CIO. In 2005, he's part of the of the creation of Natixis Investor Servicing (fund administration) as CIO.
- He joins Caceis early 2008 as CIO of CACEIS Fastnet Paris
- Since Sept. 2009, CIO of Caceis Luxembourg.

Some topics in the Fund industry (not exhaustive...)  
and where FinTech are already there...

➤ Big Data

- Be able to manage large data, internal and external
- Client use : Frequent calculation-simulation, risk analysis, portfolio rebalancing real-time reporting, Marketing / Financial datamining, ...  
*Great asset that Asset Manager / Fund Administrator don't leverage enough*
- Client 360° vision : analysis of web / email / phone / twitter... traffic
- Operational use : everything in 1 DB, and central data used more and more

➤ API

- Bring value to our data
  - Aggregate data (anonymous) as a client service
  - Public / private
- Do partnership
  - Information (on Funds) more and more important and complex to manage (collect / verify)

## ➤ Social Network

- More and more information / advices about funds from clients-prospects but also journalists / experts.
- Information is also used for trading.
- Asset Managers must be present and give added value (analysis, ...) in order to redirect to the web site at the end or promote their funds  
But they must also analyze what is said about our funds

## ➤ Fund Distribution

- Current model through distributors will change a lot
  - Regulation
  - Information more easily available
  - New comers : Alibaba, but why not Google / Facebook...
- A risk for Asset Managers but also an opportunity if good partnership

## ➤ Crypto-currencies & P2P

- Funds activities will part of it :
  - Funds in bitcoin currency
  - Payments, subscriptions, as a collateral
  - Settlement in peer to peer (without CSD)