



PRESS RELEASE

Niche Asset Management wins Citywire award for multi-asset capabilities

MILAN 7 March 2023: European fund manager Niche Asset Management has won Citywire's award for its multi-asset capabilities. The investment boutique was founded in 2018 to provide new ideas and perspectives on fund management for institutional investors.

The awards were based on risk-adjusted performance of investment company fund managers in a range of asset classes. They were selected from all the fund managers in the Citywire databases and are calculated based on risk-adjusted performance as of 30 September 2022. All funds registered for sale in Italy are included in the analysis. All fund managers under consideration required a positive Citywire rating.

Called Niche because its products are designed to exploit temporary opportunities like major events or technology disruptions, Niche Asset Management was co-founded by Massimo Baggiani and Andrea Andreis in 2018. The firm has since launched several funds to reflect its market philosophy, including Pharos Asian Value Niche and Pharos Electric Mobility Value.

All Niche Asset Management's projects are both sustainable and unique, with no other funds or ETFs currently offering strategies with exposure to these niches.

Both funds are also authorised for distribution to professional investors in the UK.

Massimo Baggiani, co-founder of Niche Asset Management, said: "Since we launched Niche, we have focused on developing investment products which are able to provide investors with exposure to closely defined opportunities within global markets. This has required us to ensure we have the internal intellectual capital to deliver on these products. We will continue to develop these new strategies for institutional investors using our current platforms, both the Pharos umbrella and Niche Jungle. In the future we will continue to develop new unique strategies for institutional investors using our UCITS Irish platforms the Niche Jungle ICAV."

Baggiani won recognition at Symphonia, the Italian asset management firm where he was an analyst and later a fund manager. At Symphonia he oversaw global equity assets and was responsible for directly managing USD 1.5bn in AuM as well as winning several Italian fund industry awards. The investment products he was responsible for won several awards while he was at the fund manager.

Andrea Andreis co-founded Niche having previously worked as a specialist small caps analyst. He went on to become a fund manager with Symphonia, working closely with Massimo Baggiani.

Andreis added: "Niche Asset Management has a global perspective on investment management that covers a wide variety of potential underlying themes; these can form the basis for future funds. We work to provide a new way of investing that does not rely on the traditional momentum-based approach of traditional fund management."

Niche AM combines both a traditional asset management business with its new Niche Jungle platform, which has been established to explore more specific niche opportunities. Niche Jungle currently features two projects, Japanese Orphan Companies SDG and Korean Reunification SDG. Both strategies have limited capacity and are expected to close to new investment shortly. A new Indonesian infrastructure small caps strategy is being prepared to launch under the Niche Jungle umbrella in May.



About Niche Asset Management and Niche Jungle

Niche Asset Management was established in 2018 to provide a new perspective on asset management, a deep value/contrarian approach to neglected niches. This is in direct contrast to the momentum-driven approach of traditional asset management. The firm seeks out neglected niches and tries to anticipate new trends with strong cost/benefit characteristics.

Niche Jungle is an Irish ICAV that is designed as a launch pad for new and very specific strategies overseen by the Niche team and third-party investment managers. It is being managed using a partnership approach with portfolio managers and investors. It currently hosts the Japanese Orphan Companies SDG and Korean Reunification SDG strategies.

CITYWIRE

MULTI-ASSET flessibili in euro

GESTORI IN NOMINATION

Andrea Andreis
Massimo Baggiani
Niche Asset Management

Joffrey Ouafqa
Auris Gestion Privée

Jason Byrom
BlackRock

Charles-Edouard Bilbault
Yoann Ignatiew
Rothschild & Co Asset
Management Europe

Marco Simion
Zest Asset Management

VINCITORE

 **Andrea Andreis**
Massimo Baggiani
Niche Asset Management

BIOGRAFIA

Andrea Andreis ha co-fondato Niche Asset Management nel 2018. Ha iniziato la sua carriera nel 2002 come analista finanziario per Studi e Investimenti, un provider di ricerca indipendente specializzato in small cap, per poi passare a Banca Intermobiliare nel 2007, dove è stato analista senior nel dipartimento di ricerca finanziaria. Nel 2010, Andreis ha iniziato a collaborare con il cofondatore di Niche Am, Massimo Baggiani, nel ruolo di analista buy-side, coprendo l'universo delle small-cap europee. Successivamente è diventato assistente del gestore del fondo e poi gestore del fondo, aiutando Baggiani a gestire gli asset azionari globali. Andreis si è laureato in economia all'Università di Torino.

Massimo Baggiani ha fondato Niche Asset Management nel 2018, dopo aver lasciato Symphonia Sgr dove era head of equity. È entrato in Symphonia nel 1999, dove è stato prima analista finanziario, poi assistente del fund manager e, dal 2001, fund manager. Dal 2006 alla fine del 2017 si è occupato della maggior parte degli asset azionari globali della società, gestendo direttamente circa 1,5 miliardi di dollari distribuiti su diversi fondi comuni e mandati istituzionali, coprendo diverse aree geografiche, prodotti e asset class. Nel frattempo, ha anche riorganizzato e guidato Symphonia Multisicav Sgr, società sorella di Symphonia, focalizzata sui fondi di fondi. Dal 2005 all'inizio del 2018 Baggiani è stato amministratore di Symphonia Lux e dal 2015 al 2016 amministratore di Leo Fund Managers, un piccolo asset manager britannico. Baggiani è un analista finanziario europeo certificato e ha conseguito una laurea in economia presso l'Università di Torino.