



## Letter to Shareholders

*In the recent weeks, the management and I have discussed with some of you on the recent business trend, which remains very solid as Q1 financials proved, and moreover on the very weak share price performance.*

*We fully share your frustration; at the same time, let us remark that we see the stock evaluation absolutely not in line with the Group's financial results and prospects.*

*Despite the good performance of financial markets in the first months of 2019, flows remain weak and well below our expectations and estimates (especially for the retail segment), although in line with our industry. The main reasons lie in the uncertain and unstable environment, both locally and globally, affecting the risk appetite of retail investors, and also in the regulatory changes introduced by the new Budget Law on 29<sup>th</sup> December 2018 effective from 1<sup>st</sup> January 2019 that zeroed flows into PIR solutions, the most successful product of the past two years in our industry.*

*In addition, the new TLTRO, very important for the Italian banks, was officially defined by the ECB only recently. This will ease Italian banks' funding and should be seen as very positive considering that in Q1 these banks collected liquidity also in the retail segment through bonds and certificates while they will now be able to bring back their focus on asset management.*

*Let me also remind that we already experienced other difficult periods in the past, also before our 2014 IPO, with weak flows and negative market performance in conjunction with highly unstable macroeconomic scenarios.*

*We always managed to get out of those phases stronger than before and we are sure this time will be the same.*

*Our industry is cyclical; however the industry continues to have a long term growth potential, especially in Italy.*

*Our country has a huge total financial wealth of around €4,400 billion, of which ca. 1/3 sitting on bank deposits, increasing in the last few months as a consequence of customers' conservative approach. This wealth will have to find over time a more efficient allocation and therefore it represents a tremendous opportunity for the whole industry, of which ANIMA holds over 8% market share and a key role over the last years.*

*The distribution of financial products in Italy continues to be widely done through banks and post offices. Thanks to our long-term strategic partnerships we have preferential access to 17% of the total branches in the country and last November we signed a 15-years distribution agreement in the AM business with Poste Italiane, allowing us to be the preferred partner of one of the largest groups in the industry owning 12% of Italian households' financial wealth.*

*The management team and I are fully committed on the Company's targets, we are aware of the current stock underperformance and strongly focused on delivering organic growth, as we did in the past. We are also perfectly aligned with you as shareholders. Last year we fully subscribed the 2018 rights issue and we purchased additional shares on the market in May 2018, with the share price in the €4.5 area.*



*As a further tangible sign of confidence in our Group and its future, we decided to increase our stake holdings.*

*Over 30 ANIMA senior managers, including myself, the General Manager and the CFO of ANIMA Holding and the Deputy GMs of ANIMA SGR, recently bought an aggregate of over 290,000 shares on the market, for a total amount of over 780.000 Euro.*

*Short term, I will personally attend the Mediobanca CEO Conference in Milan (25<sup>th</sup> June); our General Manager Alessandro Melzi d'Eril will be in London on July 3<sup>rd</sup> at the Autonomous Conference.*

*I hope we can meet in person to address your questions and to listen to your suggestions.*

*We would like to thank you for your support and feedback on the above-mentioned topics and we look forward to meeting you.*

*We remain as usual at your disposal for any additional topics you would like to discuss with us, both in person during our usual roadshows and attended Conferences, or also over a call.*

*Marco CARRERI*

*CEO ANIMA Holding*