

Kick-off for the NEAM and NEF Fund rebranding

Trento, 01.07.2024 – NEAM S.A., the Cassa Centrale Group's asset management company, launched its **new corporate identity**, the result of an ambitious evolutionary project that also involved the **NEF Fund**.

The **rebranding** emphasises the strong ties and shared values within the Cassa Centrale Group, creating a unique and distinctive communication mood.

Developed by Paolo Ferretti's communication agency **hmc**, the project involved **design and development** of the new logo and visuals, both institutional and for each segment, standardising communications on the website www.nef.lu, LinkedIn profile, promotional and information materials and the entire *digital* content, as well as in the branch displays of Banks that distribute the NEF sub-funds.

"Invest in new horizons" is the **claim of the institutional campaign** that focuses on nature, emphasising NEF's role alongside investors, with an eye on the future. The new visual represents two natural landscapes, symbol of NEAM's commitment to sustainability and new returns opportunities for investors while respecting the environment and people.

The origami chosen to represent the different sectors underline the **sustainable direction taken by NEAM and the NEF Fund**: the geometric paper shapes conjure up the schematic and precision approach required to construct origami, the transparent *modus operandi* adopted by NEAM. Adaptation and the ability to create a variety of forms, on the other hand, account for the investment flexibility and the wide choice of NEF sub-funds.

Creating continuity between the institutional campaign and the creativity designed for the NEF sub-funds and services is the *pattern*, inspired by the new logo, whose elements resemble "rays of light" and evoke the two institutional and primary colours of the Cassa Centrale Group (teal and saffron).

Gruppo Cassa Centrale – Credito Cooperativo Italiano includes 66 BCC – Casse Rurali – Raiffeisenkassen and 1,480 branches across Italy, with more than 12,000 employees and over 470,000 cooperative partners. With balance sheet assets of EUR 89.6 billion as at 31 December 2023, the Group ranks among Italy's top 10.

NEF is an investment fund under Luxembourg law, multi-manager and umbrella fund, whose management company is **NEAM** (Nord Est Asset Management S.A.), which manages the Fund's assets by delegating management of the different Sub-funds to leading international companies. NEF offers a wide and diversified variety of options for investing on the world's major stock exchanges, international financial markets and emerging markets, distributing possible risks among several investments and countries. It has offered ethical investment funds since 2015.