



Lloyds Chambers
1 Portsoken Street
London E1 8HZ
Tel: 020 7702 0888 Fax: 020 7702 9452
www.hermes-investment.com

PRESS RELEASE

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HERMES REVEALS NEW CORPORATE IDENTITY – HERMES INVESTMENT MANAGEMENT

Hermes has today revealed a new corporate identity and logo that reflect the firm's evolution into a fast growing global investment management firm.

Over the past few years, under the leadership of Chief Executive, Saker Nusseibeh and Head of Business Development, Harriet Steel, Hermes has been transformed into a successful manager of third party assets, having trebled them from £2bn to more than £6bn over the last three years.

The new brand, "Hermes Investment Management", and its visual identity have been designed to create a modern and energetic feel – reflecting Hermes' dynamic, active and innovative approach to investment management and its increasingly international presence. At the same time it retains a strong link with Hermes' unique heritage and ownership by the UK's largest corporate pension scheme.

Saker Nusseibeh, Chief Executive Officer, said, "Hermes has rapidly evolved into a third party asset manager in recent years. In January 2012, third party assets only accounted for 8% of our revenue, whereas they now account for almost 40%. We remain committed to building on this growth and establishing Hermes as an industry leader. The new brand and its visual identity is a strong reflection of our business as it is today and our ambitions for the future".

Follow us on Twitter: [@Hermesinvest](https://twitter.com/Hermesinvest)
Website: www.hermes-investment.com

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For further information, please contact:

Hermes Investment Management

Jeannie Dumas
+44 (0)20 7680 2152
jeannie.dumas@hermes-investment.com

Melanie Bradley
+44 (0)20 7680 2118
melanie.bradley@hermes-investment.com

Notes to Editors:

Hermes Investment Management

Hermes is focused on delivering superior, sustainable, risk adjusted returns for our clients – responsibly.

Hermes manages assets on behalf of more than 200 clients* across equities, fixed income, alternatives and real estate, with £27.4 billion* assets under management. In Hermes Equity Ownership Services, we have the industry's leading engagement resource, advising on more than £108.6 billion* of assets.

We believe in **Excellence, Responsibility** and **Innovation**

- **Excellence:** We aspire to excellence in everything we do. This manifests itself most visibly in our investment performance. We will only offer products to our clients where we believe there is a strong investment thesis and where we can deliver sustainable alpha.

- **Responsibility:** We believe it is our responsibility to lead discussion and debate about the fiduciary responsibilities of fund managers to our clients, their stakeholders and, ultimately, society at large. We have always sought positive engagement with the firms in which we invest.
- **Innovation:** We have the entrepreneurial culture to identify forward-looking products that meet those needs, along with the resources and speed-to-market mentality to develop them rapidly.

Our structure gives clients globally the benefit of access to a broad range of specialist, high conviction investment teams operating within an established and robust operating platform.

Hermes' investment solutions include:

- **Equities:** Global, Emerging Markets, Small & Mid Cap, Europe, Asia Ex Japan
- **Fixed Income:** Inflation-Linked, Government Bonds, Investment Grade, High Yield
- **Real Estate:** Segregated, Unitised, Debt, UK, US Residential, European
- **Alternatives:** Commodities, Hedge Fund Solutions, Infrastructure, Private Equity

*Please note the total AuM figure includes £3.6bn of assets managed or under an advisory agreement by Hermes GPE LLP ("HGPE"), a joint venture between Hermes Fund Managers ("HFM") and GPE Partner Limited. HGPE is an independent entity and not part of the Hermes group. £0.4bn of total group AuM figure represents HFM mandates under advice. Source: Hermes as at 30 June 2014.