

INVESTMENT WEEK



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TOBAM brings multi-asset strategy to retail market

Launched in 2016



Quantitative asset manager TOBAM has made its multi-asset offering available to distributors and retail investors for the first time.

Paris-based TOBAM, which founded the proprietary Maximum Diversification approach, is making its Anti-Benchmark Multi-Asset strategy available to the retail market.

Initially launched in 2016, the strategy implements a 100% bottom-up approach, which involves investing without macroeconomic views and without forecasting asset price movements.

By maximising diversification between and within asset classes, the strategy seeks to avoid risk concentrations and reduce volatility, while improving return and providing steadier capital growth than traditional market-cap driven approaches.

TOBAM is **one of the pioneers of smart-beta investing**, and already began building its relationships with distributors, banks and IFA's via partnerships in Canada and the US in 2016.

Christophe Roehri, deputy CEO, said: "In an environment where markets have arguably become increasingly difficult to forecast - looking back at recent events such as Brexit, the US presidential elections or last year's financial market downturn - TOBAM offers for the first time a proven and robust multi-asset solution that does not rely on the ability to implement the right scenario.

"Based on TOBAM's patented Maximum Diversification® approach, adopted by some of the world's most sophisticated institutional investors, the unique Anti-Benchmark® multi-asset strategy answers investors' needs for simple, rigorous and reliable investment

solutions to navigate through the markets going forward."

TOBAM's multi-asset strategy is now available on the MDP Luxembourg SICAV, for distribution to external clients.