

**PRESS RELEASE**

**KAIROS ENTERS THE INDIVIDUAL SAVING PLANS MARKET:  
KIS ITALIA PIR IS ESTABLISHED**

Kairos, a Group active in the asset and wealth management sector, joins the PIR (Individual Savings Plans) market with the product **Kairos International Sicav (KIS) - Italia PIR**, offering the professional skills of three management teams with a wealth of experience.

KIS Italia PIR is created to offer Italian savers the opportunity to invest in the local share market over the medium/long-term, by taking advantage of the tax concessions set forth in the 2017 Stability Law for this type of instrument; at the same time, it represents an effective solution for supporting the development of small and medium enterprises in the country.

KIS Italia PIR is a flexible sub-fund of the harmonised Luxembourg-based Sicav managed with a long-short strategy, which makes it possible to participate in market rises, while keeping the level of risk under control and, at the same time, minimises losses in the most critical periods. The sub-fund has a highly active and dynamic management style.

KIS Italia PIR's portfolio is built around three asset classes to offer a product which is as balanced as possible: Italian Equity, Corporate Bond and European Equity. **Massimo Trabattori**, Head of Italian Equities, **Rocco Bove**, Head of Fixed Income and **Federico Trabucco**, Equity Europe Senior Portfolio Manager will pool their experience by sharing asset allocation choices.

The sub-fund will invest primarily in Italian companies with solid fundamentals, by selecting the best companies with an optimal risk-return ratio in the corporate bond segment, with the objective of balancing the portfolio, and will, to a residual extent, strive to reduce the concentration of country risk, on European companies with high levels of capitalisation in stable sectors and in high-quality mid-caps.

Kairos boasts in-depth knowledge of the economic and business fabric of the country, with extensive monitoring of SMEs in the different sectors and a consolidated network of relations with the top management of companies that the Italian Equity team has been able to develop over time.

*"The PIR instrument introduced by the Government under the recent Stability Law represents a huge opportunity for the Italian banking system and also for savers, who can diversify their portfolio advantageously with a new form of medium/long-term investment. At the same time, the liquidity channelled to these instruments will be a driving force for the growth in our share prices, in particular for less liquid shares" stated **Paolo Basilico, Founder and Chief Executive Officer of Kairos**. "Our KIS Italia PIR product bears all the hallmarks of quality and innovation that have always distinguished Kairos, retaining the focus on performance and the control of risk and volatility".*



## **Kairos**

*Kairos, founded in 1999, is a company operating in the asset management and private banking sector, with 150 staff and more than € 10 billion in assets managed, with offices in Milan, Rome, Turin and some offices in the main international financial centres.*

*The Group engages in effective asset management activities, thanks to management teams not restricted by benchmarking and focused on performance and on risk control and offers a thorough private banking service, which can count on Kairos' management expertise, the know-how of Julius Baer and the institutional research of other investment firms.*

*The strategic partnership of 2012 with Julius Baer, one of the most important private banking groups in the world, now a majority shareholder, also helps to increase the value of the investment boutique business model at European level, with an integrated offering of value for private and institutional customers.*

### **For more information:**

#### **Kairos**

Image Building

Cristina Fossati, Federica Corbeddu, Luisella Murtas, Laura Filosi

Tel. 02/89011300

Email: [kairos@imagebuilding.it](mailto:kairos@imagebuilding.it)