

PRESS RELEASE

**KAIROS CHOSSES ELECTA ITALIA  
FOR THE ELTIF PROJECT**

Milan, 23 November 2020. The asset management company Kairos Partners SGR has chosen the consulting services of Electa Italia, a company specialized in advisory activities for investment and M&A transactions and financial engineering, for the private market sector which today represents an important area in the recovery and growth path of the real economy.

In particular, Kairos will also count on the support of Electa Italia to build the portfolio of KAIS Renaissance ELTIF, one of the first Alternative PIRs in the Italian market launched last September and which is in the placement phase until next March 31<sup>st</sup>.

Electa Italia has in fact a significant experience in Deal Structuring and in the private market, including private equity, Club Deal and Pre-IPO, with a specific focus on high-potential SMEs where approximately 25% of the new fund managed by Kairos will be invested. The core investment of KAIS Renaissance ELTIF will focus on SMEs with interesting growth prospects, in particular unlisted or listed Italian companies with a capitalization of less than 500 million euros, a market segment in which Kairos boasts a long and consolidated experience thanks to the two fund managers Massimo Trabattoni, Head of Italian Equity - with his long track record in Italian small and medium cap investments - and Rocco Bove, Head of Fixed Income - who covered, since its birth in the early 2000s, the European high-yield bond market, which is the least liquid component of the corporate bond segment.

*"Building a bridge between patient private capital and companies has now become a necessity to contribute to the recovery and growth of the real economy and, at the same time, to offer investors interesting opportunities to increase their assets value", Massimo Trabattoni, Head of Italian Equity at Kairos declares. "In order to develop the ELTIF project we have decided to enhance our deep knowledge of the European, and above all, Italian SMEs with the expertise of Electa Italia, thus contributing to create a real virtuous circle for savings. Nowadays finance is playing a very important role that leads to adopt new investment models to support more and more the growth of companies, also in foreign markets".*

*"It is now even more urgent to develop an open ecosystem to which many excellences can contribute, through innovative industrial finance solutions, to direct financial resources to support companies, sharing their performance in the medium-long term", Simone Strocchi, Managing Partner of Electa Italia, explains. "We have been working with passion for many years, helping to guide investments towards Italian SMEs that want to grow with great positive results and excellent returns for investors, promoting the spread of collective well-being and making the environment more fertile for us and the next generations".*

## **Kairos**

*Kairos, a Julius Baer Group company, was founded in 1999 as an entrepreneurial initiative in the asset management industry sector. With around EUR 5 billion of assets under management and its own offices in Milan, Rome, Turin, and London, it offers a select platform of services and investment solutions for private investors, professional players, and institutional clients.*

*Kairos is a point of reference both in asset and wealth management. Its asset management activities are characterised by a flexible management methodology, oriented towards performance and risk control, while its wealth management service offers effective responses to financial and asset management needs.*

*Majority shareholder Julius Baer, the leading Swiss wealth management group and a premium brand in the global wealth management industry, also contributes to enhance the investment boutique business model at European level. The three long-standing managers Guido Maria Brera, Massimo Trabattoni and Rocco Bove have recently become Kairos minority shareholders.*

Sito [www.kairospartners.com](http://www.kairospartners.com)

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