

PRESS RELEASE

STRONG ALLIANCE FOR FONDSTRENDS.LU: HAUCK & AUFHÄUSER ASSET SERVICING, PwC LUXEMBOURG AND CURE INTELLIGENCE TO WORK TOGETHER

Hauck & Aufhäuser Asset Servicing, PwC Luxembourg and CURE Intelligence will jointly drive the growth of the information platform FONDSTRENDS.LU in the future.

On 28 July 2021, Hauck & Aufhäuser Fund Services S.A. (HAFS) – the Luxembourg-based subsidiary of private bank Hauck & Aufhäuser Privatbankiers AG, professional services firm PwC Luxembourg and CURE S.A. – experts in the fields of media monitoring and analysis, data intelligence and social media marketing, signed a cooperation agreement. The aim of the cooperation is to jointly develop and expand the FONDSTRENDS.LU platform.

"We have been running the website www.FONDSTRENDS.LU together with CURE Intelligence since 2016," says Christoph Kraiker, member of the board at Hauck & Aufhäuser Fund Services S.A. "The portal has developed into an established source of information in the fund industry, which our visitor numbers confirm. At the same time, a new, exciting phase is now beginning for us. In the course of the realignment, CURE Intelligence and PwC Luxembourg will work in cooperation in FONDSTRENDS.LU and contribute intensively to the strategic and operational development. I really look forward to us working together – this will enable us to take things in a new direction."

In order to implement this strategic development, tasks such as editing and coordinating the publications on FONDSTRENDS.LU, community management on the FONDSTRENDS.LU social media channels and controlling the newsletter will be taken over by the cooperative members and further expanded in the future.

"We are taking part in FONDSTRENDS.LU because the platform brings together several areas of expertise on which CURE Intelligence also focuses: quality content (content marketing), social media marketing and trend and topic analysis. We will leverage our online marketing and communication expertise to make the platform bigger and even more visible," says Marco Feiten, Managing Director of CURE Intelligence.

Olivier Carré, Financial Services Market Leader at PwC Luxembourg, adds: "By participating in FONDSTRENDS.LU, we are creating the basis from which to apply our know-how to this platform and we can help drive the portal forward as the place to go for high-quality information in the fund industry in Luxembourg and beyond."

About Hauck & Aufhäuser Asset Servicing

The business segment Asset Servicing of Hauck & Aufhäuser Privatbankiers AG focuses on financial assets and real assets. The bank provides a variety of services relating to investment product administration for independent asset managers, financial services providers, institutional investors, assets managers and investment management companies in Germany, Luxembourg, Switzerland, Austria and Ireland. Hauck & Aufhäuser Fund Services S.A. (HAFS) is a fully owned subsidiary of Hauck & Aufhäuser Privatbankiers AG and it offers holistic advice, product development opportunities and bespoke solutions to complex requirements in the area of fund services.

For more information, see: www.hauck-aufhaeuser.com/en/asset-servicing

About PwC Luxembourg

PwC Luxembourg (www.pwc.lu) is the largest professional services firm in Luxembourg with over 2,800 people employed from 77 different countries. PwC Luxembourg provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice. The firm provides advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. The firm helps its clients create the value they are looking for by contributing to the smooth operation of the capital markets and providing advice through an industry-focused approach.

For more information, see: www.pwc.lu

About CURE S.A.

CURE S.A. was founded in 2009 and the company specialises in media monitoring and analysis, data intelligence and social media marketing. CURE Intelligence helps its customers make better decisions and improve their internal and external communication processes through the effective combination of analytics and marketing. With locations in Luxembourg (Grevenmacher) and Germany (Cologne), CURE Intelligence offers its services to prominent customers in Germany, Luxembourg, Brazil, Canada and the USA, to name but a few.

For more information, see: www.cure-intelligence.com