

# COMBINING THE BEST STYLES WITH A MULTI-FACTOR APPROACH

## The Europe Multi-Factor Equity Strategy

### Active management combining four equity investment styles

**Valuation**  
Buying shares at  
a reasonable price

**Momentum**  
Favouring shares benefiting  
from advantageous trends

**Quality**  
Favouring the most  
profitable companies

**Low Volatility**  
Favouring shares with  
a lower level of risk

## WHY INVEST?



European exposure



Complementary  
styles



An innovative approach  
based on our academic  
research



Strict risk  
management

there is no guarantee in terms of achieving the performance objective

CREATIVE SERVICES AM- 2021- P2001021

BNP PARIBAS ASSET MANAGEMENT Luxembourg SA, a management company governed by chapter 15 of the law of 17 December 2010 and an alternative investment fund manager governed by the law of 12 July 2013 supervised by the Commission de Surveillance du Secteur Financier (CSSF) under number S00000608 and A00000763 respectively, incorporated under the form of a société anonyme, with its registered office at 10, rue Edward Steichen, L-2540 Luxembourg, Grand-Duchy of Luxembourg, RCS Luxembourg B27605, and its Website : [www.bnpparibas-am.com](http://www.bnpparibas-am.com) (hereafter the "Company"). This material is issued and has been prepared by the investment management company. This material is produced for information purposes only and does not constitute: 1. an offer to buy nor a solicitation to sell, nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or 2. investment advice. Opinions included in this material constitute the judgement of the investment management company at the time specified and may be subject to change without notice. The investment management company is not obliged to update or alter the information or opinions contained within this material. Investors should consult their own legal and tax advisors in respect of legal, accounting, domicile and tax advice prior to investing in the financial instrument(s) in order to make an independent determination of the suitability and consequences of an investment therein, if permitted. Please note that different types of investments, if contained within this material, involve varying degrees of risk and there can be no assurance that any specific investment may either be suitable, appropriate or profitable for an investor's investment portfolio. Given the economic and market risks, there can be no assurance that the financial instrument(s) will achieve its/their investment objectives. Returns may be affected by, amongst other things, investment strategies or objectives of the financial instrument(s) and material market and economic conditions, including interest rates, market terms and general market conditions. The different strategies applied to the financial instruments may have a significant effect on the results portrayed in this material. All information referred to in the present document is available on [www.bnpparibas-am.com](http://www.bnpparibas-am.com).



**BNP PARIBAS**  
ASSET MANAGEMENT

The sustainable investor for a changing world

# COMBINING THE BEST STYLES WITH A MULTI-FACTOR APPROACH

## The Europe Multi-Factor Equity Strategy



### LIST OF THE RISKS:

**Risk of capital loss:** The value of investments and the income they generate may rise as well as fall, and investors may not fully recover their investments. Past performance and returns are no indicator of current or future performance.

**Liquidity risk:** this risk stems from the difficulty in selling an asset at a fair market price and at the desired moment due to a lack of buyers.

**Risks related to equity markets:** the risks associated with investments in equities (and similar instruments) include significant fluctuations in prices, negative information relative to the issuer and the market and the subordinated character of equities related to bonds issued by the same company. The value of investments and revenue that they generate may also rise and fall and investors may not fully recover their investments. The sub-funds investing in growth stocks may be more volatile than the market as a whole and may react differently to economic, political, market and issuer-specific events.

CREATIVE SERVICES AM- 2021- P2001021



**BNP PARIBAS**  
ASSET MANAGEMENT

The sustainable investor for a changing world