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**Banor Capital**, an independent investment firm, has ethical finance in its DNA, supporting Unicef and its infant mortality projects

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MILAN

## Social responsibility and sustainable value Banor focuses on ethics



**WHAT DOES** an artist like Beppe Vessicchio, a famous composer and orchestra conductor, have to do with the world of investments? The answer can be found by visiting the upcoming Salone del Risparmio, where Vessicchio (on 4 April at 11am) will host a lecture organised by Banor Capital. The famous orchestra conductor will be there as Unicef Ambassador, a role which has also seen him involved in some on-site projects in Brazil and Venezuela. His attendance at the lecture stems from the fact that Banor Capital, an independent investment firm twinned with Banor SIM and with more than 18 years of history behind it, supports Unicef and its infant mortality projects.

**SPECIFICALLY**, 40% of the management commissions from the company's bond fund Banor Sicav Euro Bond Absolute Return - Unicef Class are donated to the Comitato Italiano per l'Unicef ONLUS. This initiative (**photo: testimonial by Geppi Cucciari at the presentation**) is in line with Banor's history and tradition, which sought to introduce ethical and sustainable finance into its DNA from the very start. Not by chance, these themes will be at the centre of the lecture that Banor has organised at the Salone del Risparmio 2019 (entitled The Value of Sustainability: Incorporating ESG criteria into value investing to generate efficient and responsible yields). "Our attendance at this year's Salone highlights the impact and benefits of a proper analysis of sustainability, responsibility and investment performance", says Giacomo Mergoni, Chief Executive Officer of Banor Capital. He adds: "The study carried out by Banor in collaboration with the Politecnico di Milano showed that the most virtuous companies tend to have higher performances over time than others on the market, combining benefits for investors with benefits for the community."

**IN FACT**, in addition to the focus on social responsibility, it has been in Banor's DNA from the very beginning to adopt a management style that people in the financial community call 'value investing'. It is a strategy created by Columbia University, whose greatest international member is the famous financial expert, Warren Buffet. Value investing is characterised by the profoundness of the analysis carried out on companies with the objective of identifying those that the market underestimates, but which present excellent investment prospects. Banor then meets with the company's management team to constantly monitor its behaviour over time.

**IN BANOR'S STRATEGY**, social responsibility principles are therefore combined with those of value investing, in a process whereby ethical investments can create value for savings and capital.

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## FINANCE DOSSIER

FOCUS ON SALONE DEL RISPARMIO