



Fiera Capital Announces Dutch Office Opening and Appointment of Head of Benelux and Nordics Distribution in Latest Boost to EMEA Presence

30th April 2024 – Fiera Capital Corporation (“Fiera Capital” or the “Company”), a leading independent asset manager with over USD122.6 billion AUM as at 31st December 2023, has announced the opening of a new office in the Hague in the Netherlands. The activities planned to be conducted from the office are subject to regulatory approval.

The Hague office will be led by Jeroen van Rooij, who has been appointed to the newly created role of Head of Benelux and Nordics Distribution. He will report to Klaus Schuster, Executive Director and Chief Executive Officer, EMEA.

This recent office launch marks the latest step in Fiera Capital’s global growth as it continues the swift roll-out of its regionalised distribution model, including a strategic expansion across the EMEA region. As the Company’s fifth location in EMEA, the Hague office will further strengthen Fiera Capital’s proven ability to service institutional and intermediary investors across this market at all tiers. It will serve as the primary hub for Fiera Capital’s clients and investors in Benelux (Belgium, the Netherlands and Luxembourg) and the Nordics (Norway, Sweden, Denmark, Finland and Iceland), providing a dedicated presence on the ground.

“Our Dutch office opening is the next step in the growth of our rapid expansion in the EMEA region, with successful launches in Switzerland and Abu Dhabi in February this year,” said Mr. Schuster. “I believe Fiera is well-placed to tap into latent demand among institutional investors to diversify their asset allocations and, by extension, their public and private markets exposures. I am pleased to welcome Jeroen to our firm and look forward to working closely together to build Fiera Capital’s presence in the Benelux and Nordic markets.”

Mr. van Rooij added, “I am thrilled to be joining Fiera Capital at this exciting juncture in the firm’s growth. Fiera has a fantastic mix of both private and public markets strategies that will serve to meet growing demand for private market capabilities and hybrid assets in Benelux and the Nordics, particularly among institutional investors. Additionally, the firm’s commitment to prioritizing ESG considerations and sustainability in its investment philosophy is closely aligned with the values of our target clientele in the region.”

With several decades of experience in the asset management industry, Mr. van Rooij brings extensive expertise in the Benelux and Nordic markets and a proven track record of successful business development and leadership in these regions. Leveraging this knowledge and his impressive leadership experience, he will be responsible for effectively driving strategic regional distribution initiatives and enhancing Fiera Capital’s profile locally. Prior to joining the Company, Mr. van Rooij spent over 11 years at Principal Asset Management, where he was responsible for all business development in Benelux as well as managing its country heads for the Nordics and France. Previously, he held similar positions at Robeco Asset Management, SEI Investments, ING Investment Management and Goldman Sachs Asset Management, where he led all business investments in the Netherlands and Nordics.

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About Fiera Capital Corporation

Fiera Capital Corporation is a leading independent asset management firm with a growing global presence. The Company delivers customized and multi-asset solutions across public and private market asset classes to institutional, financial intermediary and private wealth clients across North America, Europe and key markets in Asia. Fiera Capital's depth of expertise, diversified investment platform and commitment to delivering outstanding service are core to our mission of being at the forefront of investment management science to create sustainable wealth for clients. Fiera Capital trades under the ticker FSZ on the Toronto Stock Exchange.

Headquartered in Montreal, Fiera Capital, with its affiliates in various jurisdictions, has offices in over a dozen cities around the world, including New York (U.S.), London (UK), and Hong Kong (SAR).

Each affiliated entity (each an "Affiliate") of Fiera Capital only provides investment advisory or investment management services or offers investment funds in the jurisdictions where the Affiliate is authorized to provide services pursuant to an exemption from registration and/or the relevant product is registered.

In the U.S., asset management services are provided by Fiera Capital's affiliates who are investment advisers that are registered with the U.S. Securities and Exchange Commission (SEC) or exempt from registration. Registration with the SEC does not imply a certain level of skill or training. For details on the particular registration of, or exemptions therefrom relied upon by, any Fiera Capital entity, please consult <https://www.fieracapital.com/en/registrations-and-exemptions>.

Additional information about Fiera Capital, including the Company's annual information form, is available on SEDAR+ at www.sedarplus.ca.

Disclosure

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