



EDMOND DE ROTHSCHILD ASSET MANAGEMENT APPOINTS MELINDA KÄSDORF AS HEAD OF MARKETING PRIVATE MARKETS

Edmond de Rothschild AM announces the appointment of Melinda Käsdorf as Head of Marketing Private Markets, effective October 23, 2024.

Paris, 23 October 2024: Based in Paris and reporting to Global Head of Marketing and Products Rupert Pybus, Melinda Käsdorf will be responsible for developing and implementing a tailored marketing strategy for Edmond de Rothschild's private markets franchise with €21,8 bn AuM.

As the company's main ambassador within the private markets industry, Melinda will orchestrate the development of the global marketing strategy for this business segment. In her new role, Melinda will oversee marketing initiatives for the entire range of funds, mandates, and partnerships within Edmond de Rothschild's private markets investment platforms, including Private Equity, Real Estate Investment management and Infrastructure Debt. In this capacity, she will closely collaborate with the sales teams, fund management, and communications teams to drive growth in the private markets business and enhance the group's footprint in the illiquid assets space. She will also work closely with product experts and develop relationships with strategic partners to support fundraising efforts.

With over 20 years of experience in marketing and financial analysis within leading financial institutions, Melinda Käsdorf brings valuable expertise to Edmond de Rothschild. Prior to joining the group, she served since 2019 as Marketing Director at BlackRock for France, Belgium, and Luxembourg, successfully strengthening the brand among professional investors in the region. Prior to this, Melinda held the position of Head of Marketing for Listed Securities at La Française Group. She also gained solid experience in private markets at AXA Real Assets and Access Capital Partners where she started her career with a 5-year tenure as a Financial Analyst in Private Equity. Melinda holds a Master's degree in European Business from French business school ESCP-EAP and a law degree from University of Passau, Germany and King's College London.

Rupert Pybus, Global Head of Marketing and Products at Edmond de Rothschild Asset Management, commented: *"We are delighted to welcome Melinda Käsdorf, her in-depth expertise of private markets marketing will be a major asset to strengthen our positioning in this strategic segment. Melinda's diverse experience will significantly contribute to the execution of our marketing strategy. We look forward to working with her to build on the successes of our private markets teams and accelerate our development in this area."*

ABOUT EDMOND DE ROTHSCHILD

As a conviction-driven investment house founded upon the belief that wealth should be used to build the world of tomorrow, Edmond de Rothschild specialises in Private Banking and Asset Management and serves an

international clientele of families, entrepreneurs and institutional investors. The group is also active in Corporate Finance, Private Equity, Real Estate and Fund Services. With a resolutely family-run nature, Edmond de Rothschild has the independence necessary to propose bold strategies and long-term investments, rooted in the real economy. Founded in 1953, the Group had more than CHF 163 billion in assets under management at the end of December 2023, 2,600 employees, and 28 locations worldwide.

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