

## Media Release

### **COLUMBIA THREADNEEDLE INVESTMENTS BRAND TO REPLACE BMO GAM (EMEA) NAME AND LOGO FROM JULY 2022**

- **Major milestone in the transition to one organisation**
- **CT prefix to replace BMO across fund range**

**LONDON, 17 March 2022:** Columbia Threadneedle Investments confirms that it will rebrand the BMO GAM (EMEA) business, acquired last year, to Columbia Threadneedle Investments in July 2022. The rebranding is a significant milestone in the integration of BMO GAM (EMEA) into Columbia Threadneedle.

Aligned with the removal of the BMO name and brand, the BMO fund ranges<sup>1</sup> will be renamed with the prefix CT, reflecting the Columbia Threadneedle branding. It is intended that the Threadneedle-named fund range will also transition to the CT prefix over time from July, providing consistency across the combined open-ended retail fund ranges in Europe, the Middle East and Asia Pacific. The naming convention for the Columbia Funds range in the US remains the same.

**Nick Ring, CEO, EMEA at Columbia Threadneedle Investments, said:** “Bringing all products and capabilities under our established global brand this summer will be an exciting point in the integration.

“We are proud of the broad offering that we have built for our clients as we continue to meet their ever-evolving needs. In particular, the acquisition expands our existing solutions and alternatives businesses, as well as enhancing our responsible investment capabilities. Taking this complementary suite of products and solutions to the market under one brand will benefit both our clients and our business.

“The strong cultural fit between Columbia Threadneedle and BMO GAM (EMEA) was an important consideration in the acquisition and will be further strengthened as we come together under the Columbia Threadneedle brand. We share a client-centric culture, a collaborative and research-based investment approach and a long-held commitment to responsible investment principles, these common characteristics will drive the further development of our brand identity.”

**Leslie Walstrom, Global Head of Marketing at Columbia Threadneedle Investments, said:** “The Columbia Threadneedle Investments brand is well established and recognised in its core markets of EMEA, Asia Pacific and the US, ranking amongst the 35 most recognised<sup>2</sup> global asset management brands. We are pleased to bring the capabilities and products of the BMO GAM (EMEA) business under

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<sup>1</sup> See Notes to Editors

<sup>2</sup> Source: NMG Brand Study 2020

the Columbia Threadneedle branded offering, as well as launch a new CT prefix for our expanded range of funds for clients in UK, Europe and Asia.”

## ENDS

### For media enquiries please contact:

Laura Cook (UK)  
+44 20 7464 5650 / +44 (0)7766 905826  
[Laura.Cook@columbiathreadneedle.com](mailto:Laura.Cook@columbiathreadneedle.com)

Campbell Hood  
+44 20 7011 4243 / +44 (0) 786 091 1622  
[Campbell.Hood@bmogam.com](mailto:Campbell.Hood@bmogam.com)

Carlos Melville (US)  
+1 617.897.9384 / +1 617.921.6313  
[Carlos.Melville@ampf.com](mailto:Carlos.Melville@ampf.com)

Nicolas Duperrier (EU)  
+44 20 7464 5940 / +44 (0)7786 396113  
[Nicolas.Duperrier@columbiathreadneedle.com](mailto:Nicolas.Duperrier@columbiathreadneedle.com)

### Notes to Editors

- Branding of the BMO Investment Trust range will be determined separately by the Investment Trust Boards and their shareholders. Shareholders will be updated on any brand changes as necessary.
- There are no planned changes to the branding of Pyrford, our specialist international equities capability.
- The BMO GAM (EMEA) OEIC, SICAV and LDI ranges will be renamed in July 2022. For more details see [www.bmogam.com/strongertogether](http://www.bmogam.com/strongertogether)
- BMO GAM (EMEA) became part of Columbia Threadneedle Investments in November 2021 on completion of the acquisition by Ameriprise Financial. The acquisition combines two leading asset managers, bringing together complementary investment capabilities and distribution networks to deliver added value for clients and better meet their evolving needs. Columbia Threadneedle has a strong legacy of helping clients grow their assets through deep single asset class expertise, both traditional and alternative, and BMO GAM (EMEA) brings additional capabilities in areas of growing importance for clients such as solutions, alternatives and responsible investment.

### About Columbia Threadneedle Investments

Columbia Threadneedle Investments is a leading global asset manager that provides a broad range of actively managed investment strategies and solutions for individual, institutional and corporate clients around the world.

We have more than 2500 people including over 650 investment professionals based in North America, Europe and Asia<sup>3</sup>. We manage £557bn / €663bn / US\$754bn<sup>4</sup> of assets across equities, fixed income, multi-asset, solutions and alternatives.

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<sup>3</sup> As at 31 December 2021, Columbia Threadneedle Investments including BMO GAM (EMEA)

<sup>4</sup> Source: Ameriprise Financial Q4 2021 earnings release

Our priority is the investment success of our clients. We know investors want strong and repeatable risk-adjusted returns and we aim to deliver this through an active and consistent investment approach that is team-based, risk-aware and performance-driven. Our investment teams around the world work together to uncover investment insights. By sharing knowledge across asset classes and geographies we generate richer perspectives on global, regional and local investment landscapes. The ability to exchange and debate investment ideas in a collaborative environment enriches our teams' investment processes to ensure the best insights are applied to portfolios. More importantly it results in better informed decisions for our clients.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE:AMP), a leading US-based financial services provider. As part of Ameriprise, we are supported by a large and well-capitalised diversified financial services firm.

[www.columbiathreadneedle.com](http://www.columbiathreadneedle.com)

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In the EEA: Threadneedle Management Luxembourg S.A. Registered with the Registre de Commerce et des Sociétés (Luxembourg), Registered No. B 110242, 44, rue de la Vallée, L-2661 Luxembourg, Grand Duchy of Luxembourg.

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