



Partners in change

Company profile

Our Group

Union Investment has been paving its own way for more than 65 years. We are the asset management experts in the Genossenschaftliche FinanzGruppe. Approximately 5.3 million clients* trust Union Investment with their money. We develop investment solutions of substance that add value for private and institutional investors.

Our 4,000 employees* achieve these goals using careful consideration, precise analyses and their many years of experience. That's why, today, we manage assets worth EUR 385.9 billion.* With our wide range of products, we will successfully conquer the next generation of our industry.

Strategic management

Union Asset Management Holding AG

Market development



Private Clients



Institutional Clients

Areas of expertise



Portfolio Management



Real Estate

Services



Fund Services



Infrastructure



Our mission

We grow our investors' assets and in doing so earn their trust.

In fulfilling this mission, we are guided by our values. Entrepreneurial decision-making needs a reliable framework.

What does it take for us to believe in a new idea, and where do new developments take us? We have to act responsibly at all times and live up to our own standards. We achieve this by reflecting on our values – cooperative identity, partnership, professionalism, transparency and sustainability. These are the values that guide us.

The value sustainability means taking responsibility for our actions.

As a custodian ...



- ... who represents the interests of investors in dealings with companies.
- ... who invests the assets of its investors in capital markets based on clearly defined social, ecological and ethical criteria.
- ... who acts responsibly in investment strategies, for example with sustainable real estate as part of the portfolio.

As a company ...



- ... that creates good working conditions for our employees.
- ... that helps shape the social environment.
- ... that puts sustainable management into practice.

Environment



- "2° are achievable" climate strategy
- ISO 14001 certified management system
- Climate-neutral business travel by rail

Employees



- Employee development
- Talent promotion
- Combine career with family life
- Work-life balance

Society



- "mitMenschen" initiative (employees volunteering and giving back to society)
- Promoting financial education

We live out our responsibility as part of society.

A few words

Partners in change

The only constant in life is change. This presents challenges but also opens up completely new opportunities. We make it our business to stay one step ahead of change. This puts us in a strong position to shape the future successfully and sustainably.

www.partnersinchange.eu

Well connected to shape the future: With the move into WINX, Union Investment is continuing its one-location strategy. At the same time, the opportunities for digital collaboration are being successively expanded.

Hans Joachim Reinke

Partners in change

The Covid-19 pandemic has had a vast impact on social and economic life as we know it. In particular the necessity to keep at a distance from one another has massively affected how we live together. But these challenges also present new opportunities which we can harness together from a position of strength.

“We are all facing many new challenges. However, these also present new opportunities, which we can exploit together from a position of strength.”

Hans Joachim Reinke

Chairman of the Executive Board, responsible for the strategy and control of the Union Investment Group, private customer business, personnel and communication



Even if the long term effects of the pandemic cannot yet be predicted in their entirety, certain investment trends are already emerging. And these endorse the strategic course we had previously set.

Low interest rate environment accelerates the evolution of saving

Today, we are seeing a generation growing up that does not automatically assume that savings will multiply of their own accord. In order to ensure prosperity in mainstream society, savers need to rethink their

investment strategies. But the evolution of saving, i.e. saving with investment funds, is an important issue for banks, too. Because in these times of negative interest rates, constructively handling deposit business is becoming the key to their economic success.

Increased demand from investors for sustainable products


The pandemic has given further impetus to the discourse on sustainability issues, in the investment world as well. In addition, there is increasing political pressure to restructure

the economy. Considerable investments are being made into the transformation towards a sustainable world. Both institutional and private investors want to play a part in this transformation.

Thanks to our long-standing expertise in sustainable investment and a range of established products, we are very well equipped to meet this demand. Just last year, 55 percent of our net new business with private savers went into sustainable investment products.

The advancement of digitalisation

In investment consulting, an increased demand for digital solutions can be seen. We anticipate that this trend will only strengthen over time. Over the past years, we have collaborated with our partners to drive these efforts forward with solutions such as Mein-Invest, Fikulinvest and VermögenPlus. We will continue this collaboration in the future to expand our spectrum of digital solutions.

 You can read the whole article at www.partnersinchange.eu/reinke

Alexander Schindler

Solutions for changing client needs

In seeking returns, investors have to accept more and more risks. Consideration of sustainability criteria, the internationalisation of portfolios and alternative asset classes in capital investments are becoming increasingly important for investors in order to purposefully harness opportunities and to manage risks.

“We strongly believe that active asset management can offer an opportunity to generate greater yield, especially in times of change.”

Alexander Schindler
Head of Institutional Clients,
Investment Analysis, Legal &
Compliance



We are seeing an accelerated change in the requirements our institutional clients place on us.

Government fiscal stimulus measures have led to a further increase in the debt burden of Germany's individual states. Interest rates will only move within a very small range for years to come. Investors are forced to take risks in order to hone in on opportunities and generate returns in this environment. In managing these risks, it is becoming increasingly important to take sustainability criteria into account.


In addition, the sustainable restructuring of the economy is gaining additional momentum against the backdrop of the Covid-19 pandemic. However, the economy cannot be restructured to become sustainable without the provision of private capital. As an active asset manager, we intend to go beyond selecting sustainable businesses for our investments and to target investments in businesses that have just embarked on the path to sustainability. We seek to support and promote the transformation of these businesses in order to share in their success for the benefit of our investors.

Increasing importance of portfolio internationalisation and alternative asset classes

There is also a growing need to internationalise portfolios. The European bond market offers less potential for returns than other regions. At the same time, the European stock market lags behind in digital technologies by international standards. Yet there is ever increasing demand in precisely these technologies. These are just two examples that illustrate the advantages of a gradual internationalisation of portfolios. And alternative asset classes are also becoming increasingly important for many investors in their search for returns.

Solutions tailored to clients' needs

In recent years, we have systematically tailored our solutions to our clients' demands mentioned above, enabling us to continuously expand and improve our range of products and services. This is illustrated by the increase in the number of clients and mandates – an increase which incidentally can also be seen in the alternative investments segment – as well as by the high levels of customer satisfaction.

 You can read the whole article at www.partnersinchange.eu/schindler

Jens Wilhelm

Actively shaping change

The market environment is in a state of flux. We are actively helping to shape this change in order to grow our investors' assets.

"Far-reaching trends such as low interest rates and a focus on sustainability are driving structural change. For us, this presents opportunities as well as challenges."

Jens Wilhelm

Director of Portfolio Management and Real Estate



Unparalleled extent of aid packages keep interest rates low. Risky investments therefore offer great potential for returns. Conditions are particularly favourable for shares – loose monetary and expansionary fiscal policies support investment and consumption.

Sustainability remains a key factor in our investment decisions: In setting our goals, we ensure that ecological, social and economic concerns are addressed. This allows us to create benefits for our investors while conserving resources for future generations. To achieve this, we focus on business

models that offer the greatest potential on the path toward economic sustainability. Identifying these "transformation champions" requires thorough analysis and active engagement through constructive dialogue.

Diverse solutions for a complex environment


Real estate property remains an important component in our clients' asset structure. Although the Covid-19 pandemic has led to shifts in the real estate property sector, the broad diversification of our investment funds across different types of use, tenants

and regions allows us to unlock potential. For example, the logistics sector has shown itself to be robust in these trying times, and residential real estate has also shown stable growth. That is why one of the investments made by Union Investment in 2020 included increasing its share of the ZBI Group to 94.9 percent.

We are constantly on the lookout for future-ready assets. Alternative investments offer institutional clients high yield prospects. We are therefore gradually expanding our expertise in this area through partnerships and new strategies.

Continuous development

The Covid-19 pandemic shows how rapidly social and economic circumstances change. Far-reaching trends such as low interest rates and a focus on sustainability are driving structural change. For us, this presents opportunities as well as challenges. We are constantly evolving in order to seize these opportunities and create added value for our clients. That is the strength of active management.

 You can read the whole article at www.partnersinchange.eu/wilhelm

Alexander Lichtenberg

Change as a driving force

With the Covid-19 pandemic, the megatrend of digitalisation has gained further momentum. Digital capability is therefore increasingly becoming a factor that can provide a competitive edge.

“Digitalisation is changing from being a supporter to a driver of sustainable business models.”

Alexander Lichtenberg
Director of Infrastructure and Fund Services



The megatrend of digitalisation is gaining rapidly in importance and changing from being a supporter to a driver of sustainable business models. One of the most obvious examples of this is the growth of online retail, which is increasingly competing with conventional retail.

We want and need to take advantage of the opportunities offered by this more and more digital environment. It offers the opportunity to make processes even more efficient and effective, for instance through the use of

company-wide platforms and by working with cloud computing. At the same time, digitalisation is changing the behaviour of our clients. This requires the development of tailored solutions for collaborating with our partners to cover the digital interface between us and our joint clients. Development work in this area is continuing successfully. We have taken on a pioneering role in the Genossenschaftliche Finanz-Gruppe cooperative network with projects such as MeinInvest and Vermögen Plus.

Becoming even stronger in a time of change

To leverage further potential, we need to become even more flexible and tech-savvy, while at the same time taking particular account of the needs of our partner banks and clients. Their interests are the primary concern of our developments. This is one of the reasons why the future-oriented optimisation of the investment and custody business is one of our key focus areas. Our goal is to create an omnichannel

environment by the end of 2023, which we can use to collaborate even more successfully with our partners and reach our clients in a way that is tailored to target groups. We are confident that this will better equip us to pursue opportunities at a time of change, and position ourselves even more strongly.

[You can read the whole article at
www.partnersinchange.eu/lichtenberg](https://www.partnersinchange.eu/lichtenberg)

“The logic of this plan is to more effectively demonstrate to savers investment solutions that return a profit. The aim is to change the way we think about money.”

Klaus Riester

Member of the Management Board of Union Investment Privatfonds GmbH, Head of Sales Private Clients

Changing the way we think about money

Since 2000, the share of liquid assets in the total financial assets of German savers has tripled. This means that the world champions in saving are losing out because of the sustained low interest rate environment. High stocks are also a cause of concern for the banks. Changes are needed.

www.partnersinchange.eu/plan



“Sustainable investing pursues two goals: returns and impact. But we will achieve neither if we invest exclusively in “green” businesses. This is because sustainability requires that “brown” businesses become greener.”

Dr. Henrik Pontzen

Head of Department, ESG Portfolio Management

Building a sustainable future

Megatrends such as sustainability and digitalisation have grown significantly in importance due to the Covid-19 pandemic. The world is undergoing a fundamental change. Sustainability is, with all its facets, a key driver here. How can we actively shape this change for the benefit of our clients?

www.partnersinchange.eu/sustainability



“Our goal is to offer our clients high-quality solutions tailored to their needs.”

André Haagmann
Member of the Management Board of Union Investment Institutional GmbH, Head of Institutional Clients

The changing face of institutional investment

The low interest rate environment is a huge challenge for many investors. They are looking for investment opportunities that offer adequate returns at manageable risk levels. The focus is changing and alternative asset classes are becoming increasingly popular.

www.partnersinchange.eu/institutional

The future of city centres

City centres are on the brink of massive structural change. The Covid-19 pandemic has accelerated the transformation of the retail sector. At the same time, the logistics sector is booming and moving closer to city centres. What needs to be done to maintain a high quality of life in our city centres?

www.partnersinchange.eu/realestate



Don't be afraid to jump in at the deep end

Teodora Keranova has kept her sights firmly on her goal. But what should you do when unexpected obstacles get in your way? The 31-year-old's journey shows how, with plenty of creative will and courage, she has found new tasks from which she has benefited.

www.partnersinchange.eu/keranova

"Change has brought me forward in life."

Teodora Keranova
Senior Manager Digitalisation and Innovation



“We were there for clients and advisors the entire time.”

Jan Dorstewitz
Digital & Innovation Development
Manager in Customer Service

A helping hand

The investment and custody business operated by Union Investment stands for high-quality, flexible and efficient solutions. Jan Dorstewitz reports on how customer service managed to deliver this service commitment in the challenging past year and beyond.

www.partnersinchange.eu/customerservice

Thinking outside the box

Since August 2020 Mario Beck, 43, has managed the Human Resources Department. Just a few weeks after he started, almost all employees of Union Investment were working permanently from home due to the Covid-19 pandemic. This presented Mario Beck with a real challenge in his new role.

www.partnersinchange.eu/beck



“As I see it, the core task of a good manager is to understand their team colleagues and to engage with them on a personal level.”

Mario Beck
Head of Human Resources

“By closely inter-twinning client needs, business units and IT, we are harnessing the potential of digital change. The Union Investment Group is future-ready – to the benefit of our clients.”

Irene Lehrbach-Appenheimer
Head of Infrastructure

Securing the future together

The Covid-19 pandemic is accelerating the digital transformation. To ensure that this change is also reflected in the company, Union Investment is becoming more tech-savvy and flexible. At the same time, close collaboration and customer focus remain our number one priority.

www.partnersinchange.eu/workenvironments



“Together, we want to turn the ZBI Group into a leading portfolio holder and a high-performing residential real estate investment company.”

Dr. Daniel Günnewig
Head of Group Strategy,
Management and Sustainability
at Union Investment

The ZBI: the centre of expertise for residential real estate

In September 2020, Union Investment increased its share in the ZBI Group from 49.9 percent to 94.9 percent. Dr. Daniel Günnewig from Union Investment and Jörg Kotzenbauer from ZBI report on the strategic decision leading up to the integration.

www.partnersinchange.eu/zbi

2020 at a glance

Facts and figures

Milestones offer orientation and provide answers. 2020 presented us with many challenges. We look back with pride on the milestones we achieved together – while at the same time drawing confidence from them to actively shape change from our position of strength.

EUR
15.1
billion

of net new business: 2020 was one of the best years in terms of sales in the history of Union Investment.



EUR 385.9
billion

funds managed by
Union Investment
at the end of 2020.



3 million agreements

In September 2020 the number of classic fund savings plans passed the three million mark. Despite Covid-19, Union Investment recorded more net new instalment savings agreements in 2020 than in the previous year (2019: 404,000 new savings agreements, 2020: 470,000).



For the
18th time
running,

Union Investment received a five-star rating from Capital magazine's "Fonds-Kompass". No other provider has achieved this level of continuity in the annual evaluation.

55 % is the share
of sustainable
fund solutions
in the net sale of
private funds
(EUR 8.8 billion at
the end of 2020).



35

is the average
age of new
savings plan
customers.

Funds
with
substance

at Union Investment:

EUR 3.8 billion was invested in equity funds in 2020. Funds with substance were the focus of investor interest in 2020.



Around
90 %

of our 4,004 employees worked from home during Covid-19 (figure correct as of March 2021)

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