Dear President of the European Commission,

I am very pleased to contact you on behalf of the French Asset Management Association (Association Française de la Gestion financière – AFG) regarding the EU Commission’s upcoming Retail Investment Strategy (RIS).

AFG represents the 700 asset management firms in France that invest over EUR 4.8 trillion in the economy on behalf of households, employees, pension funds, charities, corporates and public institutions. French asset management ranks first in the EU in terms of financial management (Funds and Mandates).

AFG fully supports the goal to ensure “adequate protection, bias-free advice, open markets and transparent, comparable and understandable product information”.

Those past years, many initiatives (MiFID II, PRIIPS, etc.) have been rightly launched at the EU level to enhance retail investor protection and to improve the quality and the pricing of financial instruments and investment services.

From the perspective of the final investor, advice is the key element in building his savings strategy. It is also important to underline that this advice is only a link of a global retail investment value-chain. As such, the value for money delivered to the end investor is the result of several steps in the value-chain.

That is the reason why we suggest a global approach of the Retail Investment Strategy through the concept of value-chain that encompasses each step of the manufacturing and selling of financial products to the end retail investor. The Retail Investment Strategy is, henceforth, the opportunity to address its whole challenges, from the provision of data to investment services.

You will find attached:

1. a copy of the letter I am sending to you and other Commissioners and Members of the European Parliament. It notably underlines the impact of a ban both for the EU industry and retail investors and introduces new proposals
2. a technical note proposing alternatives for a better service to the retail investor. This latter note is co-signed, in addition to the AFG, by the French Banking Federation (FBF), the French Financial
Markets Association (AMAFI) and the French Association of Retail and Stock Market Investment Products (AFPDB). It proposes several solutions that we would be happy to discuss with you to enhance:

- the assessment of value (= value for money) of financial products;
- the quality of services provided to investors;
- competition and transparency on data providers’ market.

Should you be available for a meeting in the coming weeks I would be happy to discuss this important matter with you, ideally in February. My team and I are at your entire disposal to define the most convenient date for you.

I look forward from seeing you in the near future,

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