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Swiss Life Asset Managers signals UK expansion plans with Mayfair Capital rebrand

Mayfair Capital Investment Management Limited, the specialist UK real estate investment arm of Swiss Life Asset Managers, has rebranded as Swiss Life Asset Managers UK. The rebranding follows the acquisition of Mayfair Capital by Swiss Life Asset Managers in November 2016.

Swiss Life Asset Managers is an established asset manager and leading institutional real estate investor in Europe with over 165 years of market experience and extensive expertise as a risk manager, and more than 120 years of experience in real estate. Swiss Life Asset Managers has a presence across Europe, with offices in Switzerland, France, Germany, Luxembourg, the Nordics and the UK. Of assets totalling £279 billion, £99 billion assets are invested in real estate¹.

Enhanced client proposition and business efficiencies

The introduction of a renowned European investment management brand to the UK market will present a strong and coherent proposition to institutional investors and will significantly enhance Swiss Life Asset Managers' profile and capital-raising ambitions internationally. The rebranding will also enhance corporate efficiencies, including cross-border transactions and client initiatives and the streamlining of business operations between London, Zurich, and the wider Continental European business.

Increased commitment to the United Kingdom

Swiss Life Asset Managers sees scope for increasing capital commitments to UK real estate. While macro headwinds have limited investments since its acquisition of Mayfair Capital, Swiss Life Asset Managers is beginning to see the relative value and structural tailwinds in UK industrial, logistics, living, healthcare, and self-storage sectors. Swiss Life Asset Managers UK's team has considerable expertise and success in acquiring and managing such assets in the UK and will be pivotal as commitments increase. Swiss Life Asset Managers UK currently manages around £2 billion of assets on behalf of institutional, charity and endowment investors.

Stefan Mächler, Group CIO Swiss Life, comments: "Six years on from our acquisition of Mayfair Capital, the rebranding to Swiss Life Asset Managers UK is a natural step for the benefit of our clients and employees. Swiss Life Asset Managers has a successful history of being thorough and methodical in incorporating acquired businesses into the Swiss Life Asset Managers brand. Shifting to Swiss Life Asset Managers UK is an opportunity to unify the brand across the UK and Europe, and to champion real estate assets and our key thematic strategies across all business operations. Swiss Life Asset Managers offers the scale and qualities of an international investment manager with a focus on Europe, where we have deep coverage of real assets markets. This gives us strong investment execution capabilities, operational excellence and the ability to provide clients with long-term, sustainable performance."

Giles King, CEO of Swiss Life Asset Managers UK, comments: "The rebranding of Mayfair Capital to Swiss Life Asset Managers UK marks an exciting step forward for our company. It will help accelerate our business growth by presenting a strong and coherent brand to our existing clients and attracting new institutional investors across real estate assets, generating more opportunities, and thereby strengthening our UK and Pan-European real estate platform. Over the last six years, we have made several UK investments on behalf of Swiss Life Asset Managers' pan-European strategies. We have provided asset management services to these funds, and we expect this part of our business to continue to grow over time. There are several Swiss Life Asset Managers' pan-European funds that are actively looking to invest in the UK with compelling opportunities across a variety of sectors. We are confident this move will help us to grow and further our reputation for excellence in the management of real estate."

¹As at 31 December 2022

Information

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Swiss Life Asset Managers

Swiss Life Asset Managers has more than 165 years of experience in managing the assets of the Swiss Life Group. This insurance background has exerted a key influence on the investment philosophy of Swiss Life Asset Managers, which is governed by such principles as value preservation, the generation of consistent and sustainable performance and a responsible approach to risks. Swiss Life Asset Managers offers this proven approach to third-party clients in Switzerland, France, Germany, Luxembourg, the UK and the Nordic countries.

As at 31 December 2022 assets under management for third-party clients amount to £ 117.5 billion. Together with insurance assets for the Swiss Life Group, total assets under management at Swiss Life Asset Managers stood at £ 279 billion. Swiss Life Asset Managers is a leading real estate manager in Europe¹. Of the assets totalling £ 279 billion, £ 99 billion is invested in real estate. In addition, Swiss Life Asset Managers, in cooperation with Livit, manages real estate totalling £ 24.3 billion in value. Total real estate under management and administration at the end of December 2022 thus came to £ 123.6 billion.

Swiss Life Asset Managers employs more than 2100 people in Europe.

Self-determined Life

Swiss Life enables people to lead a self-determined life and look to the future with confidence. Swiss Life Asset Managers pursues the same goal: We think long-term and act responsibly. We use our knowledge and experience to develop future-oriented investment solutions. This is how we support our customers in achieving their long-term investment objectives, which in turn also take account of their client's needs so they can plan their financial future in a self-determined manner.

¹ INREV Fund Manager Survey 2022 (AuM as of 31.12.2021)