

## Press Release

### **99 Advisory appoints Alain Dubois as Senior Advisor in London**



**Paris, London and Luxembourg, January 2nd, 2016.** One of the key players in advisory services on strategy, organisation and regulation for financial services, 99 Advisory announces the appointment of Alain Dubois as a Senior Advisor in London.

The focus will be to assist Financial Firms on their regulatory and strategic challenges with a strong focus on Indices businesses, starting with the implementation of the European Benchmark Regulation, a regulation that is applicable on January 1st 2018. Many Financial Firms such as Banks are not fully aware of the scope, the timing and the consequences of the European Benchmark Regulation, how it may affect their business and their strategy and the various options that are opened for them.

Another area will be to assist Financial Firms in the management of their index data acquisitions, or in the sale of their data, with a view of reducing their costs or increasing their revenues.

Many Banks and Asset Managers are seeing their index data costs increase massively and sometimes not in line with revenues. The development of a strategy to deal with this situation will become more and more an important parameter of their profitability.

Alain Dubois has been Managing Director at MSCI since 2013. Prior to that he was Executive Chairman of Lyxor Asset Management for 10 years. He began his career in the French Finance Ministry before joining Lazard Frères' and moving to the equity derivatives business. Alain Dubois graduated from Ecole Polytechnique and Ecole Nationale d'Administration (ENA). He also graduated in law from Paris University.

With 25 years of experience in equity derivatives and structuring, in managing leading firms in indices, in ETFs and in alternative asset management businesses and in sharing his expertise with Regulatory Authorities, Alain Dubois brings with him a large network of relationships with Banks, Asset Managers, market infrastructures, as well as Regulators.

Olivier Dyer, CEO of 99 Advisory UK commented: *“this cooperation with a personality of such caliber as Alain Dubois is a testimony of the development and the reputation of our firm. We are fully dedicated to assisting our client base in the UK, France and Luxembourg. We look forward to benefit from the expertise of Alain Dubois to develop our client offering.”*

## **About 99 Advisory**

99 Advisory provides senior management within Financial Services with advice on decision making and the implementation of strategic, operational and regulatory projects.

Established in 2009, the firm employs over 60 consultants dealing with more than 100 clients and has executed more than 200 assignments.

The firm has a presence in France, Luxembourg and the United-Kingdom.

We share the same entrepreneurial spirit and motivation with our teams and strive to offer an excellent service to our clients at all times.

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