

Dear colleagues,  
Welcome to a new appointment of Kairos Life!

We go on with our cycle of internal interviews to let everyone know about the main activities and projects that the company is developing. Today we meet a long-time colleague, who recently was appointed to lead the sales office dedicated to third-party networks. You already understood who I am talking about: he's Diego Saltarella, Head of Wholesale and Institutional Clients. Let's go!

**Q:** Hi Diego, here we are again with your new role, even though your activity has not changed. Just to explain to our colleagues who may not exactly know what type of clients you manage, who are your targets and your goals for 2022?

**A:** I have been in Kairos for over seven years, with promoting and selling purposes for Kairos, with its products, services and people. Our customers are – as said by our office name – networks, composed by all the financial advisors, private bankers and those who deal with distributing our products to other realities and to the final customers. Then, there are the Institutional Clients such as foundations, pension funds, insurance companies, both for their direct investment and for a mediated investment to end customers. Our goal is to try to broaden our customer base and expand the strength on the territory and market penetration. Strategy is important to us, because Kairos is an investment boutique and therefore has a different approach if compared to traditional and larger companies. It has a different and complementary proposal, so those choosing our products want to include a different performance engine in their investment portfolio to boost its efficiency. This year's goal is to increase quantitative growth along with qualitative growth with greater diversification in our portfolios.

**Q:** How are you organising the business, and what are the key points to leverage and promote externally our company?

**A:** We have an alternative approach and a speed of action, that are certainly some of the strengths if we compare ourselves to the big players: in our daily activity, this consists in the one-to-one relationship with individual interlocutors, the presence in the calls and finally the institutional moments. For example, again this year we will participate in the "Salone del Risparmio" with our conference starring Guido Maria Brera; furthermore, there are other institutional events such as, for example, "Itinerari previdenziali".

**Q:** And finally, can you tell us something about your team and how you are organised?

**A:** We are a varied team, but efficiency is obtained from diversity. Margherita Saggese, who is the one with longer seniority in the role, manages Sales Support. Concerning the relationship and business development we can count on Enzo Moretti, who has been in the company for many years and helps us with his long-dated experience. The last one to join us is Mereme Kupe: she has been in the London office for eight years, and therefore having a figure like her, with her experience with international clients, will undoubtedly be an added value.