

Eric Iszraelewicz

Director of Le Monde

I am very pleased to welcome you here; I'm not totally in an unknown territory for me because, maybe some of you know, I am coming from the financial press ; I worked during the last 10 years in the daily business in France at *Les Echos* and then *La Tribune*, and I just joined again *Le Monde* three weeks ago, and it is a great pleasure for me to have the opportunity to have such a meeting for my introduction in this business.

I worked at Le Monde before; I worked at Le Monde, when the first Eurofonds experience was introduced, 12 years ago.

Year after year Le Monde found a great number of reasons to congratulate ourselves for such an initiative. We are not the only ones that have to be congratulated.

First of all we want to thank

We thank you for attending this meeting, and we do appreciate that many come from abroad for this specific occasion,

We want to thank Mr Roland Bellegarde, Group Executive Vice-President of NYSE-Euronext, for accepting to share this year's event; in addition to his presidency, Mr Roland Bellegards will take part actively to the round-table.

We specifically want to thank each of the newspaper represented here tonight ,all active members of the Eurofonds group of media. Representing those nexspapers tonight are :

- Mrs Bernadette Gonzalez Harbour,vice- director of *El Pais*,
- Mrs Danielle Fonk, vice CEO of EditPress Luxembourg ,for the newspapers Tageblatt and Le Jeudi with Mr Fassone, Editor in Chief,
- Mr Glauco Maggi from *La Stampa*,
- all the staff from *Le Monde*, Laurent Greisamer, Stéphane Lahauer, Clément Lacombe and Jérôme Porier, who will be the moderator of the debate.

Our thanks also go to the Members of the Jury, who are here tonight, and we want to stress out their contribution the success of this ceremony.

Our jury was chaired by Mrs Carole Gresse, Professor in the Paris Dauphine University, and the head of the Master program dedicated to Asset Management and Financial Market. Mrs Gresse will present the result of the jury deliberations.

We also, of course, want to thank our sponsors for tonight event: namely Sungard, NYSE-Euronext, Finesti, and as well our media partners. BFM Business.

Last but not least we finally thank all supporting staff who worked hard for the preparation of the success of this event.

You are attending tonight the 5th edition of the Eurofonds-FUNDCLASS awards. If we consider only the number of attendants we can congratulate ourselves for the award initiative launched 5 years ago.

5 years, it is a short time, a big figure too, a small number by comparison with the age of some other European events, especially in the cultural area for instance; but also a great number in considering that our event focuses on a business activity that suffered a great commotion in the past years, and still currently experiences a number of substantial structural modifications in term of an economics as well of regulation impact.

One could wonder that why the results of mutual funds be a major interest for us, general newspapers in media.

The answer is quite simple. We do worry, at Le Monde and the other newspapers here represented, about the concerns and the expectations of our readers, and specifically about their need to understand economic issues, sometimes hard to understand.

For the last 12 years those needs and expectations were addressed and materialized through a ranking system, then by a notation chart. For the last 5 years, its visibility has been reinforced by the organization of several European awards, the results of which were placed under the scrutiny of independent and external auditors. In these occasions, the French Institute of Finance *Dauphine* which delivered a satisfaction about the applied methodology and provided the vigilance of an international jury.

Other awards are, of course, granted in this activity, but Eurofonds-FUNDCLASS awards are, as far as we know, the only one truly European.

Finally, let me give you some very short information about *Le Monde*.

Circulation of Le Monde in France is today around 290 000 thousand copies, circulation is flat during last years, which is quite good in comparison with what's happening on the market. The website Le Monde has around 100 000 pages subscribers. Our Iphone App of Le Monde is free and ranks number one with a traffic exceeding Weather App or Sports App, as L'Equipe for example. Generally we had 10 000 000 visits, and 50 millions of viewed pages., regarding to the figures of the Official Control Authorities. On Facebook Le Monde totalizes 150 000 fans and 200 000 followers on Twitter.

Le Monde has some new partners; we have been recapitalized during last year : 3 investors have decided to invest quite a lot in Le Monde, and have helped us to come back and to redefine a new strategy for the group; this is my responsibility on the editorial side.

