

Kames Capital launches after rebrand - Investment International

Written by Kames Capital
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Kames Capital is the new name for AEGON Asset Management UK in a move that marks the next step in the evolution of the £49 billion business as senior management look to build on the successes to date to create a leading specialist investment manager with a clear and distinctive personality and proposition.

Kames Capital under the AEGON Asset Management brand has become renowned for its fixed income and UK equity capabilities, for which it has won a host of awards, as well as for its multi asset and property propositions.

Headed by Andrew Fleming, Kames Capital will remain an integral part of the global AEGON Asset Management group of companies. It will continue to manage insured funds on behalf of its sister company AEGON UK, while also focusing on enhancing its growth in the wider investment management market.

'The launch of Kames Capital represents the start of an exciting new chapter for the business, and the people that work for it. The new name provides a clear distinction between the role of this business and that of our sister companies. We intend to provide innovative investment products and solutions in parts of the market where we believe we have a distinctive and sustainable advantage,' said Fleming.

Our new name is both a sign of the tremendous progress we have made in recent years and a clear indication of our intent to maintain our reputation for delivering strong investment performance and excellence in client servicing,' he added.

AEGON Asset Management chief executive Sarah Russell said; 'The move to rebrand the business as Kames Capital in the UK follows a strategic review of the wider asset management group earlier this year, and is an important step in that business becoming a major force in investment management'.