

FOUR MEGATRENDS SHAPING TOMORROW

AND THEIR INVESTABLE THEMES

DEMOGRAPHICS

Shifting population patterns, aging societies, urbanisation, and evolving consumer behaviours.



INNOVATION

Advances in AI, biotechnology, renewable energy and automation are potential catalysts for improved productivity and stronger economic growth.



ENVIRONMENT

The urgent transition to sustainability, clean energy, resource efficiency, and climate adaptation.



GEOPOLITICS

The changing global order, sovereignty, security, and the quest for resilience in a multipolar world.



THE INVESTMENT THEMES



CLEAN ENERGY

Energy sources, infrastructure, applications and related assets compatible with a net zero emissions energy system provide numerous opportunities for long-term investments.



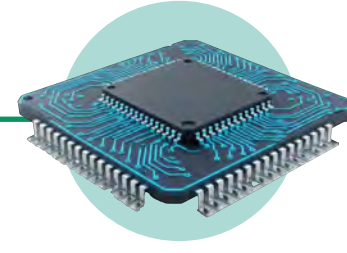
NATURAL CAPITAL

Protecting and bolstering the world's stock of natural resources through sustainable forestry and agriculture and ecosystem restoration presents major investment opportunities.



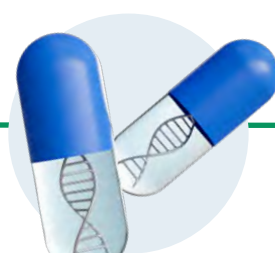
SOCIAL EQUITY

Inequality presents risks. Across sectors, portfolios and asset classes, there are significant opportunities to invest in companies improving equality.



DIGITAL TRANSFORMATION

Digital transformation is reshaping the global economy. Companies that lead in these technologies are positioned to outperform over the long term.



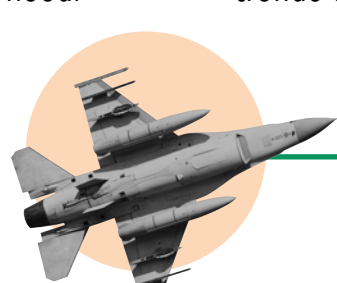
HEALTHCARE INNOVATION

Ageing populations, increasingly unhealthy lifestyles and growing wealth in emerging markets are driving demand for healthcare. Innovation is helping to address this need.



CONSUMER THEMES

Businesses that understand the spending power and preferences of generation Z and the elderly are set to benefit from consumer trends toward health and wellness.



SOVEREIGNTY & SECURITY

Amid rising geopolitical tensions, investment opportunities are emerging in defence, cybersecurity and energy, as well as critical infrastructure that supports national resilience.

**THEMATIC INVESTING IS DESIGNED TO GIVE INVESTORS
FOCUSED EXPOSURE TO THESE DYNAMIC OPPORTUNITIES**

WHY BNP PARIBAS ASSET MANAGEMENT?



**A 20-YEAR TRACK
RECORD IN THEMATICS**



**A EUROPEAN LEADER
IN THEMATIC INVESTING**



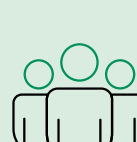
**A COMPLETE
THEMATIC OFFERING**



**SUSTAINABILITY
IS A CENTRAL VALUE**



**EXPERIENCED AND
DEDICATED TEAMS**



**GLOBAL SCALE
AND RESOURCES**

For more on how to invest in these themes, go to:
<https://bnpp.lk/bWvrGo>

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**The sustainable
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