

SRP Europe Awards 2022: Hedios capitalises on conviction-based approach

Europe | Conferences

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Hedios has won the award for ‘Best Performance Europe’ and ‘Best Performance France’ at this year's SRP Europe awards.

SRP considered 25 **products** from the company that were subject to early redemption between 1 October 2020 and 30 September 2021. The structures, which sold a combined €100m at inception and were issued via BNP Paribas (16), Natixis (five) and Société Générale (four), provided an average annualised return of 11.4%.

Hedios launched 12 **structured products** worth an estimated €75m in the French market during 2021. The structures were all autocalls on European equity indices that are part of the company's Gammes H series.

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Our conviction-based approach and our online distribution business model are unique in the market - *Julien Vautel, Hedios*

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They included 11 products on the S&P Euro 50 Equal Weight Synthetic 5% Price Index, which were issued via BNP Paribas. The remaining product, **H Absolu 9**, was linked to Solactive Eurozone 75 Equal Weight 5% AR Index and issued on the paper of Credit Agricole CIB.

“2021 has been our best year ever, both in business and in reimbursement, and we broke many of our records,” said Julien Vautel (*pictured*), CEO, Hedios.

The absolute highlight of the year was **H Performance 31**, another product from the company's Gammes H offering.

The 12-year structure was issued via Société Générale and collected €8.8m during its subscription period. It knocked out at the first time of asking after the underlying Euronext Eurozone 40 EW Decrement 5% Index

increased by more than 10% on 3 August 2021, returning 100% of the nominal invested, plus a coupon of 44%.

“If you invest in a single stock at the right time, it is possible to achieve a similar return, but when you achieve this by investing in a structured product with a principal protection barrier of 40%, it is an outstanding performance,” said Vautel.

Since then, another 10 of Hedios’ products were redeemed early, including **H Performance 33**, which returned 141% after just one year while **H Performance 35** (120%) and **H Rendement 49** (108.50%) also autocalled on their first validation date at the start of 2022.



Left to right: François Delaye, Julien Vautel and Guillaume Ruscica

Unlike most of its competitors, which design tailor-made products, Hedios’ offering is conviction based. After it has built a product, the structure is then proposed based on its own conviction to its customers via the internet – a model that is quite different from the rest of the structured products industry in France.

“Our conviction-based approach and our online distribution business model are unique in the market,” said Vautel.

Hedios wants to further develop its Gammes H offer in continental Europe from its London office while it also plans to open an office in Italy next year. At the same time, specific themes for its structured products will mainly surround around the resilience of the biggest European companies, according to Vautel.

“We continue the trend of 2021 for our business on the French market and even with market fluctuations we are expecting another record year.

“Our structured products are suitable for all market levels and our customers have confidence in our know-how,” Vautel said.

The SRP France database registers 24 live **autocallable products** that are marketed by Hedios to retail investors, dating back to February 2017.

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