



WEASTEM

Finance x Strategies
For the New Climate Era

PRESS RELEASE

“WEASTEM, FINANCE X STRATEGIES FOR THE NEW CLIMATE ERA” : STRATEGY ADVISORS TO SUPPORT THE ACCELERATION OF TRANSITIONS IN EUROPEAN FINANCE

Paris, July 1, 2025

- Co-founded by Emmanuel Parmentier and Imène Maharzi, with Charlotte Salmon newly appointed as Partner, **WEASTEM** emerges from 15 years of experience in strategy consulting and sustainable finance, and one clear observation: the sustainable finance model developed in the 2010s has reached the limits.
- Actively positioned at the intersection of strategy, finance and sustainability, the 20-person team adopts a **systemic vision of finance** to support European investors in shaping expansion and investment strategies adapted to the **New Climate Era**.

Determined to bring a fresh approach to European finance professionals, **Weastem** is launched with the ambition to provide innovative, impactful solutions across the entire financial value chain - from banks, insurers, pension funds, family offices, and asset managers to corporates - helping them structure development strategies aligned with 21st-century environmental and social realities.

Led by an experienced team of 20 professionals, including Founding Partner Emmanuel Parmentier, Co-founding Partner Imène Maharzi, and newly promoted Partner Charlotte Salmon, Weastem addresses the growing strategic uncertainties facing the financial ecosystem: from planetary boundaries being breached and increasingly violent crises to the obsolescence of traditional business models.

LEARNING FROM THE PHASE THAT HAS ENDED

Emmanuel Parmentier explains: *“After helping design and deploy the first wave of sustainable finance over the past 15 years, we are now convinced we should go deeper - and learn from the limitations of the previous stage. Despite the financial community’s efforts, we officially passed the 1.5°C warming threshold last year. Biodiversity is collapsing, inequalities are deepening, regulatory momentum has slowed sharply in recent months, and technological solutions have yet to deliver at the scale required.”*

Sustainable finance may have once appeared as the solution to these challenges - but the results have fallen short.

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« The current model of slow, incremental ESG progress, built on marginal adjustments and limited resources, no longer holds up. A sustainability approach that avoids questioning core models or reallocating capital is no longer sufficient », insists Emmanuel Parmentier.

Today, the model is creating burnout among sustainable finance professionals, strategic detachment among corporate actors grappling with urgent disruptions they don't always associate with ESG, and a gradual retreat from 2030 commitments now perceived as lower priority.

Weastem's clients - what the firm calls a "new generation of finance" - are clear-eyed about scientific realities and future shocks. But they don't consider sustainability in isolation. The phase of siloed ESG is over. What's needed is a systemic perspective, which translates into cross-functional, integrated approaches to strategy, risk and value creation, in the context of unprecedented environmental and social shifts.

A NEW CHAPTER FOR STRATEGY AND SUSTAINABILITY

With sustainable finance evolving rapidly, **Weastem believes it's time to write a new chapter** - one where strategic advisory empowers clients to re-examine assumptions, adopt future-proof tools designed for volatility, rethink their practices, and experiment with new forms of cooperation.

"We want to provide our clients the best possible conditions to manage the transitions required by the New Climate Era - with structure, responsibility, and collaboration," state the Partners.

As we enter the New Climate Era, finance is increasingly called upon to serve an economy focused on essential needs and services - ultimately in support of the regeneration of the living. There will be multiple pathways to enable these transitions which, by design, will involve every financial ecosystem player, directly or indirectly.

« Sustainability, adaptation and transition management can no longer be confined to specialists. These topics are bound to guide decision-making across the entire financial system », the WEASTEM partners emphasize.

A DISTINCTIVE MODEL AND TAILORED CLIENT OFFERING

WEASTEM's offering is structured around three core services, designed to address the personalized needs and concerns of the individuals active within larger organizations:

- **Strategic advisory for CEOs**, integrating sustainability, long-term vision and investment trade-offs;
- **Operational support for Chief Sustainability Officers**, combining deep technical expertise with integrated support across the full sustainability scope;
- **Support for deal teams** (including Private Equity and Investment Banking), helping strengthen equity stories before, during and after due diligence, as well as redefining value creation and protection in light of climate realities.

"We catalyse the increase of capital flows toward 'solution companies' - businesses whose products and services have a clear, positive impact. At the same time, we work with the

broader economy - the one we all know - which remains highly vulnerable to climate disruption and biodiversity loss. That economy also needs support to evolve.”

COOPERATION AT THE CORE

Weastem is powered by a seasoned core team and a growing network of expert partners across Europe. The firm embraces collaboration with organizations from diverse sectors, all sharing a common commitment: clarity of purpose, cooperation, the will to act, and the courage to think differently - together.

Weastem distinguishes itself through a “**dynamic thinking engine**”, with regularly updated practices to maintain excellence and ensure clients are always supported at the right strategic level for their transition challenges.

In the coming weeks, Weastem will welcome new talents who share its vision and want to contribute - either as core team members or partners -.

THE FOUNDING TEAM



Emmanuel Parmentier, Founding Partner, brings over 20 years of experience in strategy consulting. A graduate of CentraleSupélec and ETSII - Universidad Politécnica de Madrid, he joined Indefi in 2007 and founded the firm’s sustainable finance advisory practice in 2011, serving as Managing Partner. He previously worked as a Senior Consultant at Adventon Business Partners. Emmanuel regularly speaks and writes on sustainable finance and systemic transition.



Imène Maharzi, Co-Founding Partner, brings a 25-year hybrid background in private equity, impact investing, venture capital, and social entrepreneurship. A graduate of HEC Paris and holder of the DESCF, she continuously updates her perspective through advanced programs on sustainability foresight, governance, and innovation (CNAM, Institut des Futurs Souhaitables, ESSEC). A frequent speaker and advocate for inclusive finance, she bridges ecosystems, geographies, and disciplines. She was previously Senior Advisor at Indefi Sustainable Finance.



Charlotte Salmon, newly appointed Partner, has more than nine years of experience at Indefi Sustainable Finance, where she served as Principal. A graduate of IESEG and HEC Paris, she began her career in banking and family offices. She is a member of the Family Business Network (FBN France) and sits on its Impact Committee. Charlotte regularly speaks on sustainability and impact, particularly in the context of family offices.

*"Only through cooperation can we begin to meet
the immense challenges of the New Climate Era:
By bringing together finance, strategy and innovation,
we are laying the groundwork for a deep and lasting transformation."
The WEASTEM Partners*

Pictures of the WEASTEM Partners available on request

ABOUT WEASTEM

WEASTEM - Finance × Strategies for the New Climate Era, is a team of strategy advisors launched in Paris in July 2025. They help European investors design and implement investment and development strategies aligned with the New Climate Era.

Faced with mounting climate challenges, compounding crises, and sharp economic and financial disruptions, WEASTEM's 20 professionals take a systemic approach to finance. They work closely with players across the financial value chain - from banks, insurers, pension funds, family offices, asset managers to corporates - to help them face the immense challenges ahead.

By developing impactful, innovative solutions embedded in client strategies; by operating through a collaborative partnership model, WEASTEM pursues a clear mission: to ensure that sustainability, adaptation, and transition management become true engines of transformation at the very heart of finance.

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