

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): March 2, 2018

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**OM Asset Management plc**

(Exact name of registrant as specified in its charter)

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**England and Wales**

(State or other jurisdiction  
of incorporation)

**001-36683**

(Commission File Number)

**98-1179929**

(IRS Employer  
Identification Number)

**Ground Floor, Millennium Bridge House  
2 Lambeth Hill  
London EC4V 4GG, United Kingdom  
+44-20-7002-7000**

(Address, including zip code, and telephone number, including area code, of registrant's principal executive offices)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**ITEM 8.01 Other Events.**

On March 2, 2018, OM Asset Management plc (the "Company") announced the change of its name to BrightSphere Investment Group plc. On March 26, 2018 as part of the rebranding process, the company's New York Stock Exchange symbol will change to BSIG from OMAM. In addition, the Company's CUSIP for its ordinary shares will become G1644T109. The Company's debt issues will also assume new tickers: the 5.125% Notes Due 2031 will change to BSA from OMAA and the 4.800% Notes due 2026 will change to BSIG 26 from OMAM 26.

A copy of the press release announcing the name change is filed as Exhibit 99.1 hereto and is hereby incorporated by reference.

**ITEM 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press Release issued by the Company on March 2, 2018

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this form to be signed on its behalf by the undersigned, thereto duly authorized.

Date: March 2, 2018

OM ASSET MANAGEMENT PLC

By: /s/ STEPHEN H. BELGRAD

Name: Stephen H. Belgrad

Title: President and Chief Executive Officer

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EXHIBIT INDEX

**Exhibit No.**

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**Description**

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99.1

[Press Release issued by the Company on March 2, 2018](#)

**Contact:**  
Brett Perryman  
ir@omam.com  
(617) 369-7300

## OMAM Announces Plans to Rebrand as BrightSphere Investment Group plc

### Stephen H. Belgrad Officially Assumes CEO Role

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*OMAM to become BrightSphere Investment Group (BSIG)*



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**London**, March 2, 2018 - OM Asset Management plc (NYSE: OMAM), a global, diversified multi-boutique asset management company, today announced that it will be changing its brand name to BrightSphere Investment Group plc, effective March 26, 2018. In addition, Steve Belgrad, who was named as the company's next President and Chief Executive Officer on February 1, officially assumes those roles today.

"BrightSphere and our new logo dynamically blend energy and innovation with our commitment to a global, aligned multi-boutique model," said Mr. Belgrad. "Our logo represents the unique and complementary attributes of our Affiliates which combine to create a diversified richer whole. Following the completion of our separation from Old Mutual plc in November, and our management transition today, this new brand reflects our evolution to an independent asset management company, focused on our Affiliates and their clients, and global opportunities for investment and growth.

"Working together with our high quality Affiliates as BrightSphere Investment Group, we will continue to evolve and enhance the ways we support Affiliate growth initiatives and invest for the future, while diversifying our business through additional investments in boutique asset management firms," Mr. Belgrad continued. "Our business is well positioned to execute on a range of opportunities in the global investment marketplace, and I am honored to lead our team at the Center as we work to create long-term value for our shareholders."

On March 26, as part of the rebranding process, the company's New York Stock Exchange ticker will change to BSIG from OMAM. In addition, its CUSIP will become G1644T109. OMAM's debt issues will also assume new tickers: the 5.125% Notes Due 2031 will change to BSA from OMAA and the 4.800% Notes due 2026 will change to BSIG 26 from OMAM 26.

Also on March 26, the BrightSphere Investment Group corporate website will become [www.bsig.com](http://www.bsig.com) and the company's email will shift to [@bsig.com](mailto:@bsig.com).

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## **About OMAM**

OMAM is a global, multi-boutique asset management company with approximately \$243 billion of assets under management as of December 31, 2017. Its diverse Affiliates offer leading, alpha generating investment products to investors around the world. OMAM's partnership approach, which includes equity ownership at the Affiliate level and a profit sharing relationship between OMAM and its Affiliates, aligns the interests of the company and its Affiliates to work collaboratively in accelerating their growth. OMAM's business model combines the investment talent, entrepreneurialism, focus and creativity of leading asset management boutiques with the resources and capabilities of a larger firm. For more information about OMAM, please visit the company's website at [www.omam.com](http://www.omam.com).

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