

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

**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 26, 2018

BrightSphere Investment Group plc

(Exact name of registrant as specified in its charter)

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)

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.

Completion of Rebrand as BrightSphere Investment Group plc

On March 26, 2018, BrightSphere Investment Group plc (the "Company") announced the completion of its previously announced rebrand to BrightSphere Investment Group. As of March 26, 2018, the Company's corporate website has become www.bsig.com and the Company's email domain is @bsig.com. In addition, the Company's New York Stock Exchange ticker is now BSIG, and its CUSIP is G1644T109. The Company's debt issues have the following tickers: the 5.125% Notes Due 2031 trade under BSA and the 4.800% Notes due 2026 trade under BSIG 26.

New Share Repurchase Authorization

The Company has also announced that the Board of Directors has authorized the Company to continue to repurchase shares pursuant to its existing \$150 million share repurchase program, of which the Company has approximately \$138 million remaining available for repurchases. The timing and amount of any repurchases will be determined by the Company in its discretion, subject to market conditions, applicable securities laws, alternative investment opportunities and other factors.

A copy of the press release announcing the completion of the rebrand and the new share repurchase authorization is filed as Exhibit 99.1 hereto and is hereby incorporated by reference.

ITEM 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
99.1	Press Release issued by the Company on March 26, 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 26, 2018

BRIGHTSPHERE INVESTMENT GROUP PLC

By: /s/ RICHARD J. HART
Name: Richard J. Hart
Title: General Counsel and Secretary

EXHIBIT INDEX

Exhibit No.

Description

99.1

[Press Release issued by the Company on March 26, 2018](#)

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



OMAM Rebrands as BrightSphere Investment Group and Announces New Share Repurchase Authorization

London, March 26, 2018 - BrightSphere Investment Group plc (NYSE: BSIG) a global, diversified multi-boutique asset management company, today completed the previously announced transition from its prior brand name, OMAM, and going forward will conduct its business as BrightSphere Investment Group.

“BrightSphere captures the energy and innovation inherent in our global, aligned multi-boutique business model,” said Steve Belgrad, BrightSphere’s President and Chief Executive Officer. “Our new brand highlights our longstanding commitment to working in partnership with our Affiliates to enhance and expand their businesses. As BrightSphere Investment Group, we will continue the disciplined execution of our business strategy, with a focus on generating long-term value for our shareholders, through the organic growth of existing Affiliates, investments in new Affiliates, and proactive capital management, including the share repurchase authorization announced today.”

As of today, the BrightSphere Investment Group corporate website has become www.bsig.com and the company’s email domain is [@bsig.com](mailto:ir@bsig.com). In addition, the company’s New York Stock Exchange ticker is now BSIG, and its CUSIP is G1644T109. The company’s debt issues have the following tickers: the 5.125% Notes Due 2031 trade under BSA and the 4.800% Notes due 2026 trade under BSIG 26.

In addition, the company’s Board of Directors has authorized the company to continue to repurchase shares pursuant to its existing \$150 million stock repurchase program, of which the company has approximately \$138 million remaining available for repurchases. The timing and amount of any repurchases will be determined by the company in its discretion, subject to market conditions, applicable securities laws, alternative investment opportunities and other factors.

About BrightSphere

BrightSphere 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. BrightSphere’s partnership approach, which includes equity ownership at the Affiliate level and a profit sharing relationship between BrightSphere and its Affiliates, aligns the interests of the company and its Affiliates to work collaboratively in accelerating their growth. BrightSphere’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 BrightSphere, please visit the company’s website at www.bsig.com.

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