



Family Office Services Switzerland
Your family office advisor

About FOSS Family Office Services Switzerland

Service Offering Presentation

Zurich, Switzerland

About FOSS

- ◆ FOSS Family Office Services Switzerland (FOSS) is not a family office, but offers single-family office advisory and multi-family office intermediary services to its clients
- ◆ FOSS's core service is advising affluent families on the establishment of a single-family office and/or to support families in finding a suitable multi-family office for their specific needs
- ◆ FOSS has established a comprehensive and unique database containing a wide variety of information about almost all multi-family offices located in Switzerland
- ◆ Through its unique 4-step service-process, FOSS is able to support you through every stage of selecting a multi-family office



- ◆ FOSS's advisors have the necessary experience, expertise and special insight in the family office industry to professionally support families that consider the establishment of a single-family office or the use of a multi-family office

Why FOSS

- ◆ A family establishes only once in a lifetime a single-family office. It normally lacks the knowledge and experience to do so properly. Professional guidance is therefore a must.
- ◆ The majority of (multi-)family offices operates discretely and under the radar screen of the general public; most do not advertise. This makes it very difficult for families to come into contact with the right service provider
- ◆ The multi-family office industry is not transparent and has over the last years become increasingly complex due to, among others, a constantly growing number of new providers entering the market
- ◆ Most multi-family offices support their clients with only a limited number of services, instead of with a full range
- ◆ As the type of services offered by multi-family offices are often strongly linked to the professional background of the founders of the respective provider, all providers tend to have a completely different service offering and expertise
- ◆ It is strongly advisable for affluent families to seek professional advice and support when they consider the use of multi-family office services, and to at least visit several providers before taking a final decision in favor of a specific provider

Background

- ◆ In 2011 Thomas Ming and Jan van Bueren* recognized that the global family office industry became so complex and not-transparent, that there was the need for an independent and objective advisory/intermediary service to support families with their search for a suitable single- or multi-family office solution
- ◆ They developed an independent, objective and transparent consultancy service to support affluent families from around the globe with their family office questions
- ◆ They created:
 - an online (multi-) family office knowledge platform which is available in ten languages; www.switzerland-family-office.com,
 - an unconventional and comprehensive multi-family office database (>450 multi-family offices),
 - a sophisticated service model, enabling them to deliver a made to measure service of the highest standard to their clients
- ◆ FOSS's single-family office advisory and multi-family office intermediary services have been officially launched in the first quarter of 2014

* Jan van Bueren and Thomas Ming are employees of Union Bancaire Privée, UBP SA's wealth planning department in Switzerland

FOSS's service-process

- ◆ **Analysis:** During a personal meeting with you (and/or your advisor) in Switzerland, we analyse and map, on basis of our unique evaluation process, the specific needs of you and your family and the actual requirements for your family office;
- ◆ **Matching:** Based on your requirements we select a shortlist (i.e. 3 or 4) of most suitable high quality multi-family offices from our database that offer exactly the services you and your family searched for;
- ◆ **Introduction:** Subsequently meetings with the selected multi-family offices are organised by us, and jointly with you and/or the family (representatives) we visit every selected family office. We focus on selecting the family office with the philosophy, services and cost structure that fits best your and your family's needs;
- ◆ **Selection:** We jointly analyse the meetings, and you select the best suitable multi-family office for you and your family.

Analyse



Match



Introduce



Select

FOSS's service-process - Continued

- ◆ FOSS also supports wealthy families:
 - As sparring partner when families consider setting up their own single-family office (in- or outside of Switzerland);
 - Finding another multi-family office when they are unhappy with the services provided by their current one, in Switzerland or elsewhere in the world, or when they have outgrown their current advisor;
 - Finding an independent asset allocator or a provider of consolidated reporting services;
 - Finding another Trustee for their Trust, following a similar process;
 - With the selection of a jurisdiction to relocate to.

The challenges families face

- ◆ An unprecedented amount of wealth will transfer to the next generation in the coming decade. Often the wealth of a family starts to decline just as of that moment
- ◆ A great (and growing) number of multi-family office providers, all with a completely different offering, promote their services to the public
- ◆ Most families are not wealthy enough to establish a single-family office, and multi-family offices are hardly regulated, if at all
- ◆ Most multi-family office providers can not be found on the main street, act discrete and are therefore completely unknown to the general public
- ◆ Most multi-family offices focus on a limited number of services and on a specific client base (e.g. only accept clients from certain countries)
- ◆ A lack of experience with and insight in the (wealth management) industry could strongly affect the (financial) well-being of your family and your chance to preserve your wealth for more than just one generation, or two
- ◆ Families rarely go through the process of selecting a multi-family office more than once in a generation and therefore lack the experience and specific insight to properly select the most suitable provider

Why should I use FOSS?

There are many reasons for affluent families to engage a (multi-)family office based on a proper consulting and selecting process;

- ◆ Why do you actually want to start using a multi-family office right now?
 - Is a single-family office, a multi-family office or another solution right for you?
 - Most probably your personal and/or financial situation has changed recently and as a result also your (financial) needs will/have change(d) considerably. But do you really know how they will change and how that affects you?
- ◆ A lack of experience with and insight in the multi-family office industry could strongly affect the choice you make;
 - What do you know about the actual differences between providers?
 - Do you know what you should ask when you visit a provider?
 - Can the provider of your friend also serve your needs? Why so or why not?
- ◆ A multi-family office is always selected for the long-term. Families should therefore carefully consider the counter party they engage;
 - How solid is this provider?
 - In which jurisdiction should the provider be located, and why?
 - To change your provider after several years is extremely burdensome.

Why should I use FOSS? - Continued

- ◆ **Insight:** Due to our numerous visits of multi-family offices every year through the whole of Switzerland, we have gained a unique insight in this industry
- ◆ **Information:** FOSS's database is constantly updated and different multi-family offices keep being added to it on a regular basis
- ◆ **Experience:** Due to the fact that we regularly organise beauty contest for our clients, we have built up extensive experience in analysing (the differences between) the services provided by Swiss based multi-family offices and matching them with the unique needs of our clients
- ◆ **Know-how:** As senior wealth planners we meet on a yearly basis with hundreds of different affluent families like yours, to discuss their overall wealth situation and assist them with their unique challenges
- ◆ **No costs:** In return for our services we would appreciate it if your (multi-)family office of choice (and you) would ultimately use UBP as a one of your custodian banks to custody a part of your free investable assets (only a certain percentage as you should spread your assets over several financial institutions for wealth protection reasons anyway)
- ◆ **And last, but most important:** we just love to work with families like yours and are able to offer you a unique and unbiased solution!



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