INFORMATION PACK
The Ninth Annual *WealthBriefing* Swiss Awards
The Ninth Annual WealthBriefing Swiss Awards 2022

OVERVIEW

Introduction
A warm welcome to the Ninth Annual WealthBriefing Swiss Awards 2022.

Conducted by expert panels drawn from both private banks and trusted advisors/consultants to the sector, independence, integrity and genuine insight are as always the watchwords of the judging process.

Categories
For those new to the awards, the categories are focused around three main areas:

• Experts (individuals and teams)
• Products
• Services for wealth managers and clients/ institutions of all sizes and types

Judging Process
There are three judging panels for the awards:

A panel of trusted advisors who will be responsible for judging the family office and private banking categories.

A second panel of family office and banking professionals judge the trusted advisor categories and a third panel is dedicated to assessing submissions within the technology section.

This is to ensure that at all times commercially sensitive information is kept confidential and to avoid conflicts of interest.

We very much hope you take part and look forward to seeing you at the 2022 Awards Ceremony.

Key dates for the diary

Nominations open 15 June 2021
Nominations close 8 October 2021 (at midnight)
Winners notified 1 November 2021
Public announcement 3 February 2022
GALA CEREMONY 3 February 2022

Venue
Fairmont Grand Hotel Geneva
Quai du Mont-Blanc 19,
1201 Genève, Switzerland
CATEGORIES & CRITERIA

Here is a list of the categories that companies and individuals within, and serving, the wealth management industry in Switzerland can enter:

**PRIVATE BANKING CATEGORIES**

**DOMESTIC PRIVATE BANK**
Awarded to: All Swiss-based private banks. Focus can be either HNW or UHNW.

**FOREIGN PRIVATE BANK**
Awarded to: Private banking operations in Switzerland that are part of a group headquartered outside Switzerland.

**PRIVATE BANK LEADERSHIP TEAM**
Awarded to: Senior management teams in all private banks in Switzerland.

**PRIVATE BANK OPERATIONS TEAM**
Awarded to: Operations teams in all private banks in Switzerland.

**HNW TEAM (SWISS DOMESTIC CLIENTS)**
Awarded to: Teams that look after clients with under CHF30 million with the bank.

**HNW TEAM (INTERNATIONAL CLIENTS)**
Awarded to: Teams that look after clients with over CHF30 million with the bank.

**UHNW TEAM (INTERNATIONAL CLIENTS)**
Awarded to: Teams that look after clients with over CHF30 million with the bank.

**FAMILY OFFICE OFFERING**
Awarded to: Teams within private banks and other wealth managers that deliver tailored solutions to family offices.

**SPECIALIST INTERNATIONAL TEAM**
Awarded to: Teams within private banks that service the needs of a specific country or region from around the world.

**CLIENT INITIATIVE**
Awarded to: Private banks or wealth management organisations which have, with a new product or service initiative, significantly enhanced their overall offering.

**CLIENT SERVICE**
Awarded to: Private banks demonstrating excellence or an innovative client service.

**INVESTMENT MANAGEMENT PLATFORM**
Awarded to: Private banks that can demonstrate a superior client investment management platform.

**TALENT MANAGEMENT**
Awarded to: Employers that demonstrate superior talent acquisition, training and career support when managing its staff.

**CREDIT PROVIDER**
Awarded to: All private banks that provide credit for family office or UHNW clients.

**CUSTOMER FACING DIGITAL CAPABILITIES**
Awarded to: Private banks that demonstrate superior client facing digital capabilities (direct to customer or in support of client advisors).

**PRIVATE BANK IN LIECHTENSTEIN**
Awarded to: All private banks based in the Duchy of Liechtenstein.

**SWISS CANTONAL BANK WEALTH MANAGEMENT OFFERING**
Awarded to: All Swiss Cantonal Banks.

**ZURICH-BASED PRIVATE BANK**
Awarded to: All private banks headquartered in Zurich.

**LUGANO-BASED PRIVATE BANK**
Awarded to: All private banks headquartered in Lugano.

**INTERNAL COMMUNICATIONS INITIATIVE OR TEAM**
Awarded to: Private banks for the strength of its communications to employees.

**COMPLIANCE TEAM**
Awarded to: Private banking compliance teams that can demonstrate excellence in the interpretation and implementation of banking regulation.

**CORPORATE STRATEGY IMPLEMENTATION**
Awarded to: Private banking teams that can demonstrate recent excellence in an implementation of corporate strategy.
CATEGORIES & CRITERIA

INVESTMENT MANAGEMENT CATEGORIES

FUND MANAGER
Awarded to: Providers of collective investments for the U/HNW community.

ALTERNATIVE FUND MANAGER
Awarded to: Providers of alternative investments for the HNW community.

PRIVATE INVESTMENT OFFICE/MULTI-FAMILY OFFICE
Awarded to: Organisations that manage the investment, wealth planning and lifestyle needs of more than one family.

ETF PROVIDER
Awarded to: Fund/asset managers that market exchange-traded products (ETFs) to local wealth management clients.

STRUCTURED PRODUCT PROVIDER
Awarded to: Swiss based wealth manager or service provider providing an exceptional structured product or range of products or support services.

FIXED-INCOME INVESTMENT STRATEGY
Awarded to: Organisations offering fixed-income investment strategies to the U/HNW market.

EQUITY-BASED INVESTMENT STRATEGY
Awarded to: Organisations offering equity-based investment strategies to the U/HNW market.

EMERGING MARKET STRATEGY
Awarded to: Organisations offering emerging market strategies to the U/HNW market.

EXTERNAL ASSET MANAGER (EAM) CUSTODIAN CATEGORIES

OVERALL PLATFORM FOR EXTERNAL ASSET MANAGERS
Awarded to: Private banks, which fulfill the custodian function, are actively supporting External Asset Managers.

RESEARCH SUPPORT FOR EXTERNAL ASSET MANAGERS
Awarded to: Private banks and other organisations, which fulfill the custodian function, and are actively supporting External Asset Managers.

ONBOARDING PROGRAMME FOR EXTERNAL ASSET MANAGERS
Awarded to: Private banks, which fulfill the custodian function, and are actively supporting External Asset Managers.

COMPLIANCE SOLUTION FOR EXTERNAL ASSET MANAGERS
Awarded to: Private banks, which fulfilling the custodian function, are actively supporting External Asset Managers.

PRIVATE CLIENT CATEGORIES

LEGAL TEAM
Awarded to: Teams within a law firm dedicated to private client issues.

BOUTIQUE FIRM
Awarded to: Law firms, trust companies or a family office.

TAX/ACCOUNTANCY TEAM
Awarded to: Teams in accountancy firms/consultancies specialising in reporting, transacting or wealth structuring for private clients.

INDEPENDENT TRUST OR FIDUCIARY COMPANY
Awarded to: Trust companies independent of larger non-trust businesses, for instance not part of a bank, law firm or accountancy firm.

INSTITUTIONAL TRUST OR FIDUCIARY COMPANY
Awarded to: Trust companies that are part of a non-trust parent.

ESTATE PLANNING ADVICE
Awarded to: Organisations that provide estate planning advice to private clients.

MANAGEMENT CONSULTANCY
Awarded to: Consultants to wealth management organisations and/or family offices that provide management Consultancy.

MARKETING/PR CATEGORIES

MARKETING CAMPAIGN OR TEAM
Awarded to: Marketing teams or external PR companies that have used marketing channels to promote services to either private clients or to the wealth management industry. This might include but is not limited to effective and innovative brand launch or relaunch in the private client world, either a whole business unit or a product/service within an existing business.
# CATEGORIES & CRITERIA

## WEALTH MANAGEMENT TECHNOLOGY CATEGORIES (VENDORS)

### FRONT OFFICE SOLUTION
Awarded to: Technology companies that provide CRM, client reporting, client risk profiling, portfolio management, client facing digital solutions like mobile, apps, robo-advisory solutions.

### TRANSACTION PROCESSING SOLUTION
Awarded to: Technology companies that offer straight through processing or core banking solutions.

### PORTFOLIO MANAGEMENT SOLUTION
Awarded to: Technology solution providers specialising in tools for managing clients investment portfolios and monitoring against mandate.

### CLIENT COMMUNICATIONS SOLUTION
Awarded to: Technology solution providers specialising in tools for wealth managers to communicate with clients. Includes company monitoring and record-keeping (that may or may not relate to social media).

### CLIENT REPORTING SOLUTION
Awarded to: Technology solution providers specialising in tools for wealth managers to produce financial reports for clients.

### COMPLIANCE SOLUTION
Awarded to: Technology providers specialising in solutions and tools to help compliance, AML and KYC within private banks.

### CRM SYSTEM
Awarded to: Providers of client relationship management systems for wealth managers.

### TECHNOLOGY OUTSOURCING SOLUTION
Awarded to: Third-party organisations providing business processes or systems to wealth management businesses.

### DATA PROVIDER
Awarded to: Businesses providing financial data to private banks and other wealth managers.

### CLIENT ACCOUNTING SYSTEM
Awarded to: Providers of a solution for accounting for private client wealth.

### RISK PROFILING SOLUTION
Awarded to: Technology solution providers to help wealth managers assess and document the risk appetite of clients.

### RISK MANAGEMENT SOLUTION
Awarded to: Technology solution providers specialising in tools for wealth managers to manage risk.

### ONBOARDING SOLUTION
Awarded to: Technology providers with systems designed to help wealth managers bring new clients into their organisation.

### MOST INNOVATIVE CLIENT SOLUTION
Awarded to: Institutions that have developed innovative products and services for their clients as part of a solutions-focused service model.

### IMPLEMENTATION OF A TECHNOLOGY SOLUTION
Awarded to: Technology vendors or their clients who have successfully implemented multi-functional change programmes to significantly improve client experience and performance.

### MOST INNOVATIVE FINTECH SOLUTION
Awarded to: Technology businesses that have a demonstrably innovative wealth management offering.

## WEALTH MANAGEMENT TECHNOLOGY CATEGORIES (IN-HOUSE SOLUTIONS)

### MOST INNOVATIVE CLIENT SOLUTION
Awarded to: Institutions that have developed innovative technology-based products and services for their clients as part of a solutions-focused service model.

### IMPLEMENTATION OF A TECHNOLOGY SOLUTION
Awarded to: Institutions that have successfully implemented a technology-based multi-functional change programme to significantly improve client experience and performance.

## SPECIALIST WEALTH MANAGEMENT CATEGORIES

### CORPORATE SOCIAL RESPONSIBILITY/ DIVERSITY PROGRAMME
Awarded to: Organisations with an outstanding record in being modern, responsible and inclusive.
CATEGORIES & CRITERIA

WEALTH MANAGEMENT EXECUTIVE SEARCH FIRM
Awarded to: Executive search firms with a focus or specialised team offering fully tailored talent acquisition services and providing exceptional client and candidate care.

INTERNATIONAL FINANCE CENTRE (IFC)
Awarded to: International Financial Centres, which wherever they are based in the world, promote their jurisdiction to Swiss-based wealth professionals.

GLOBAL CUSTODIAN
Awarded to: Custodians offering services to private client businesses.

WEALTH PLANNING TEAM
Awarded to: Teams within private banks, trust companies, law firms and any organisation performing wealth planning services.

ESG
Awarded to: Organisations with an outstanding ESG proposition and offering

IMPACT INVESTING
Awarded to: Organisations with a divisive Impact Investing offering and service

LEADERSHIP CATEGORIES

WOMEN IN WEALTH MANAGEMENT
(INDIVIDUAL CONTRIBUTION)
Awarded to: Women in private banking or wealth management who are an inspiration both to clients and colleagues.

WOMEN IN WEALTH MANAGEMENT
(COMPANY CONTRIBUTION)
Awarded to: Wealth management organisations that demonstrate support for women in their career development.

OUTSTANDING CONTRIBUTION TO WEALTH MANAGEMENT
THOUGHT LEADERSHIP (INDIVIDUAL)
Awarded to: Individuals who have made an outstanding contribution to thought leadership in wealth management.

OUTSTANDING CONTRIBUTION TO WEALTH MANAGEMENT
THOUGHT LEADERSHIP (COMPANY)
Awarded to: Organisations that have made an outstanding contribution to thought leadership in wealth management.

LEADING INDIVIDUAL
Awarded to: Individuals within the wealth management industry. Age and experience is no bar but something special should mark out this individual working in the private client world.

LEADING PRIVATE BANK CHIEF EXECUTIVE OFFICER (CEO)
Awarded to: CEOs whose leadership and vision has driven the success of a private bank within the Swiss region.

LEADING PRIVATE BANK CHIEF TECHNICAL OFFICER (CTO)
Awarded to: Outstanding private bank CTOs operating in the Swiss region.

WEALTH MANAGEMENT RISING STAR UNDER 40
Awarded to: Standout wealth managers who, nominated by their employer, have demonstrated an ability to perform at an exceptional level whilst maintaining high standards.

CONTACT:

ANDREW DEANE
Business Development Director
WealthBriefing
UK Mobile: +44 795 778 2290
WhatsApp: +44 7852 996907
andrew.deane@clearviewpublishing.com
## WHY SPONSOR?

These prestigious awards recognise excellence within the wealth management and family office industry.

In addition they provide your business with a highly affluent, captive audience of private bankers, lawyers, accountants, financial advisors and technology providers across the wealth management sector.

Consequently these awards present your business with a unique opportunity to be involved in industry sector sponsorship giving your company the following:

- Exposure across our subscription base and associated international media (over 60,000 subscribers worldwide).
- Extensive brand exposure at the gala dinner to over 300 of Europe’s leading wealth management professionals.
- The opportunity to target an affluent market with high disposable income.
- Excellent networking opportunities with senior decision-makers.
- Association with leading industry awards.
- The chance to develop new contacts and expand your sales network.
- Increased brand exposure within the wealth management sector generally and specifically access to a unique wealth management community through editorial name-checks on the *WealthBriefing* news wire, and social media postings.

### Partners who support our global awards

- ABN AMRO Private Banking
- SEI Archway
- Barclays
- Indosuez Wealth Management
- LGT Private Banking
- UBS
- SS&C Advent
- Appway
- Aston Martin Geneva
- Board Owl
- BNP Paribas Wealth Management
- Millenium Associates
- WDX
- Canaccord
- Olympic
- R1
- Association of Independent Asset Managers (Singapore)
- Bank of Singapore
- Intertrust
- Etops
- TEN
- Sun Life Financial
- Citi
- A.W. Switzerland
- Third Financial
- Lombard Odier
- TAG Heuer
- Temenos
- WZE Z wrappers
- Huriya Private
- ASiaciti Trust
- bitarisk
- EY
- Investcloud
- Lyxor etf
- Refinitiv
- VP Bank
- Watch Fund

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<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>HEADLINE</th>
<th>AWARD CATEGORY</th>
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<tr>
<td>Verbal acknowledgement from awards host</td>
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| Rate                                                                                | CHF 15,000 | CHF 7,500
Acclaim: WealthBriefing’s Exclusive Awards Supplement

These awards supplements have been created to maximise the marketing potential for winners so they can tell their most critical markets of their success.

ACCLAIM

THE WEALTHBRIEFING SWISS AWARDS WINNERS 2021

FLEXIBILITY AND AGILITY MAKE THE DIFFERENCE ENI BANCARE

INDOSUZ WEALTH MANAGEMENT’S CHIEF ECONOMIST LEADS BY CONSTANTLY SEEKING ANSWERS

FINANCIAL STRENGTH DELIVERS THE GOODS FOR SOCIETE GENERALE PRIVATE BANKING SWITZERLAND

The Ninth Annual WealthBriefing Swiss Awards 2022
GLOBAL AWARDS

2021/2022 Announcements Schedule

NOVEMBER 2021
WealthBriefing MENA Awards

FEBRUARY 2022
WealthBriefing Swiss Awards

MARCH 2022
WealthBriefing Swiss EAM Awards
WealthBriefing European Awards

MAY 2022
Family Wealth Report Awards

APRIL 2022
WealthBriefingAsia Greater China Awards

JUNE 2022
WealthBriefingAsia Awards

SEPTEMBER 2022
WealthTechAsia Awards

ABOUT WEALTHBRIEFING
(the supporting publication for the Awards)

WealthBriefing is the leading subscription-based business intelligence service for the wealth management community, with the latest news, analysis and in-depth features from around the globe.

Subscribers are part of an international network for whom staying abreast of the latest industry developments is a crucial part of their professional lives. Members of the network find our content on topics such as wealth strategy and planning, industry M&A, evolving business models in the light of technological innovations, important people moves, investment management trends and asset allocation techniques to be an essential resource in a fast-moving world.

Our global editorial team is dedicated to providing subscribers with exclusive news and insight, meaning that WealthBriefing readers are often the first to see the headline news affecting their industry.

Nowhere else can wealth managers access such a breadth and depth of business intelligence covering this sector.

For more information: + 44 (0) 20 7148 0188 (UK office)

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