



## **Maerki Baumann named best Swiss private bank by business magazine "Bilanz"**

***Zurich, 31 March 2017* – Maerki Baumann & Co. AG has been named best Swiss private bank by the business magazine "Bilanz". The high-calibre jury scrutinised 80 banks in this year's private banking rating.**

The business magazine "Bilanz" has conducted its large-scale private banking rating exercise – focusing on actual clients – for the ninth time. Maerki Baumann scored well in all test phases and, in the final round, emerged as the best Swiss private bank. Bilanz accompanied a couple looking for a new bank over a period of six months. Offers from 80 financial institutions were evaluated. A high-calibre, seven-member jury headed by Professor Thorsten Hens, Director of the Institute for Banking and Finance at the University of Zurich and an expert consultant at the Munich-based Institut für Vermögensaufbau (Institute for Asset Accumulation), subjected the banks to rigorous testing. The analysis was based on 60 criteria which included elements such as advisory processes, investment proposals, service quality and value for money.

Dr. Stephan A. Zwahlen, CEO of Maerki Baumann & Co. AG, is delighted at the result: "This award amply confirms that we are able to impress both our clients and highly qualified experts with our services. We believe that our independent, honest and transparent business philosophy is in tune with the times." For Reinhard Rutz, the responsible client advisor, the deciding factors are clear: "We take plenty of time to understand our clients' needs. Our innovative, modular investment solution enables us to provide highly individual and flexible advice. This sets us apart from the general trend towards standardisation."

### **About Maerki Baumann & Co. AG – Private Bank**

The Zurich-based private bank Maerki Baumann & Co. AG was founded in 1932. For generations, it has focused on its core competencies of investment advisory services and asset management. The traditional bank is an unlisted family-owned company that takes a long-term view and is not compelled to take on inappropriate risks. Its investment philosophy based on security, transparency and independence is reflected in the fact that it refrains from using proprietary products – as well as in its very solid capital base and in the bank's transparent performance. With its innovative, modular investment approach, the private bank also underscores its aim of combining the traditional with the new. Maerki Baumann currently has assets under management of around 7.5 billion Swiss francs, 75% of which are generated in business with Swiss clients.