



MAERKI BAUMANN & CO. AG

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## PRESS RELEASE

### Maerki Baumann launches new brand for its crypto services

**Zurich, 6 March 2024 – Maerki Baumann has continuously expanded its expertise in the blockchain and crypto segment over the past five years. The private bank has succeeded in positioning itself in a lucrative market niche, while launching additional services and tapping into further client segments. The family company will in future bundle its crypto offering under the new “ARCHIP by Maerki Baumann” brand. The services are aimed at private, institutional and corporate clients.**

Over the course of its history, which spans more than nine decades, Maerki Baumann has repeatedly broken new ground. Five years ago now, for example, the private bank launched its crypto strategy. Since then, the family company has assumed a pioneering role in the Swiss banking centre in a lucrative market niche: Maerki Baumann is one of the first institutions to bridge the gap between the traditional system and the digital world. The private bank’s offering initially comprised account relationships for companies wishing to make use of blockchain technology or crypto applications. This was followed by trading, custody, investment advisory and asset management services for private banking clients. Maerki Baumann has embarked on this path as digital assets represent an interesting way to increase the return and diversification potential of a traditional portfolio. Both the bank’s traditional client base and newly tapped client segments can benefit from the institute’s additional technical affinity.

#### **Launch of the new “ARCHIP by Maerki Baumann” brand**

Yesterday evening, Maerki Baumann celebrated the fifth anniversary of its crypto strategy at the AURA Club in Zurich. More than 600 guests, including numerous clients and personalities from the Swiss crypto scene, were in attendance to pay homage to the private bank. The evening also threw up a surprise with the launch of the institute's new “ARCHIP by Maerki Baumann” brand, which brings together Maerki Baumann's broad crypto offering:

- **ARCHIP Private:**<sup>1</sup> Maerki Baumann provides its clients with secure access to digital assets. And all from a single source. Its offering includes the trading and custody of crypto assets. Investors can also invest in a diversified portfolio of digital assets via two innovative investment instruments, namely the “Crypto” focus module (from CHF 100,000) and the “ARCHIP

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<sup>1</sup> Only the Crypto Certificate is available to individuals domiciled in Germany. For regulatory reasons, it is not possible to offer direct crypto investments.



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Crypto Certificate” (from CHF 10,000) – in addition to their traditional investments. This portfolio is professionally managed and monitored by the private bank. With the Crypto module, a separate wallet is opened for each client. The Crypto Certificate can be held as a security in a custody account with Maerki Baumann or with a third-party bank. Both investment instruments are underpinned by the stability of the Swiss financial centre and the reliability of domestic institutions.

- **ARCHIP Corporate:** Maerki Baumann supports clients from the blockchain and crypto segment with its financial services, which range from payment transactions and liquidity management to investments in traditional and digital assets and advice on financing issues. The private bank’s Tech Banking team offers expert advice and is on hand to support companies as an experienced sparring partner across the entire corporate life cycle. With their proven expertise and long-standing experience, the experts at Maerki Baumann have earned an excellent reputation both in the banking sector and the crypto ecosystem.

Maerki Baumann will further expand its role as a bridge builder between the traditional system and the digital world. Dr Stephan A. Zwahlen, CEO of Maerki Baumann & Co. AG, is convinced of the new brand's quality: “Digital assets should be an integral part of any professional investment activities. While the topic is attractive, it is also complex and fraught with risk, meaning that it is advisable to work together with a reliable partner. As a private bank with five years of experience in the blockchain and crypto business, we are happy to assist our clients”. With its personal advisory approach, Maerki Baumann is remaining true to its motto of “trust has a future”.

### Maerki Baumann & Co. AG

The Zurich-based private bank Maerki Baumann & Co. AG was founded in 1932. It focuses on its core competencies in the areas of investment advice and asset management as well as in serving independent asset managers. Steeped in tradition, the private bank sets itself apart as a non-listed family company that puts its faith in independence, security and transparency. An innovative modular investment solution and comprehensive crypto services underline the private bank’s claim of combining the tried-and-tested with the new. The bank currently manages more than CHF 9 billion in client assets, primarily from Switzerland and Germany. Further information can be found at [www.maerki-baumann.ch/en](http://www.maerki-baumann.ch/en) and [www.archip.ch/en](http://www.archip.ch/en).

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