



## PRESS RELEASE

### Maerki Baumann launches new Entrepreneur Banking department

**Zurich, 16 January 2025 – The Zurich-based private bank Maerki Baumann & Co. AG has launched its new Entrepreneur Banking department, widening its offering for entrepreneurs in the process. Under the stewardship of Sascha Näf, a specialist team will in future provide advice on optimal asset structuring, coordinating the bank’s services relating to company assets, pension assets and private assets while taking account of the relevant tax aspects. In this context, the bank also offers an innovative 1e pension solution.**

The family business **Maerki Baumann & Co. AG** launched its new **Entrepreneur Banking department** at the start of the new year. The specific financial concerns of the entrepreneurs behind a business vary depending on where their firm finds itself in its lifecycle. Adopting a holistic advisory approach, the private bank will now offer tailored advice on optimal asset structuring. An experienced team will coordinate the relevant services to allow the bank’s clients to harmonise the way in which they handle the challenges relating to their company assets, pension assets and private assets, taking account of the relevant tax aspects. In doing so, Maerki Baumann is meeting the needs of the time and addressing an increasingly important client requirement.

**The Executive Board has entrusted Sascha Näf with the management of the Entrepreneur Banking department.** He possesses many years of experience in the fields of wealth planning, retirement planning and financial planning. Most recently, he held various management positions in these areas at UBS in Zurich. Prior to his time at Switzerland’s biggest bank, he gained valuable experience working at VZ VermögensZentrum in Winterthur. Dr Stephan A. Zwahlen, CEO of Maerki Baumann, is convinced that the bank has made the right appointment: “In Sascha Näf, we have gained a committed individual and proven expert who will head up the Entrepreneur Banking department in the interests of our clients”.

Maerki Baumann's Entrepreneur Banking offering also includes a **1e pension solution for companies**. This provides businesses with a platform to enable their management employees to let their occupational retirement capital be managed with a high degree of self-determination. Among the available investment strategies, there are two options that include a crypto allocation. With its crypto services, Maerki Baumann has positioned itself as a pioneer among Swiss banks at the interface between the traditional system and the digital world. These services are bundled together under the “ARCHIP” brand. The private bank occupies an interesting market niche, serving several hundred corporate clients from the tech and crypto segments.



## MAERKI BAUMANN & CO. AG

PRIVATBANK

### **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 owned by the Zurich-based Syz family sets itself apart through its independence, security and transparency. With its innovative modular investment approach and comprehensive crypto services, the private bank underlines its claim of combining the tried-and-tested with the new. The family company has around 100 employees and more than CHF 11 billion in client assets under management, 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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