



MAERKI BAUMANN & CO. AG

PRIVATBANK

Journal

Entrepreneurship –
Science meets
entrepreneurial spirit

Entrepreneur Banking –
Tailored solutions for
entrepreneurs

Independent. Entrepreneurial.

As a family-owned private bank, we attach great importance to independence. Our manageable size and agile corporate culture allow us to respond quickly to change and implement new ideas swiftly. In doing so, we remain focused on long-term goals, a strong equity base and a high level of security.

We act with an entrepreneurial mindset and always in the best interests of our clients. Technology and sustainability are of particular importance to us and this commitment is shared by our owners, management and employees.

Dear Reader

Maerki Baumann is one of the few remaining owner-managed private banks in Switzerland. The Syz family, as the bank's owners, has always stood for entrepreneurial thinking – guided by a clear, long-term perspective. This mindset characterises our entire corporate culture.

We know from our own experience what it means to take entrepreneurial decisions, especially when complex asset matters are involved. This is precisely why we established our “Entrepreneur Banking” department: by entrepreneurs, for entrepreneurs.

In this issue, read how neurobiologist Roger M. Nitsch built up one of the most innovative biotech companies. Find out more about the wide-ranging entrepreneurial commitments of our Chairman of the Board of Directors, Hans G. Syz-Witmer. And discover how we support entrepreneurs in a very concrete way.

I wish you an entertaining read.

Best regards



Dr Stephan A. Zwahlen
Chief Executive Officer
Maerki Baumann & Co. AG



Science meets entrepreneurial spirit

At Neurimmune, Roger M. Nitsch combines medical innovation with entrepreneurial vision.

With his antibody therapy, neurobiologist Roger M. Nitsch is breaking new ground in the study of age-related diseases. To bring new drugs to market maturity, he needs perseverance – and a bank that can provide him with expert support.

At the premises of Neurimmune, art and science come together in an inspiring way. Portraits of centenarians line the walls – these are not air-brushed ideals of beauty, but rather authentic faces full of dignity and joy for life. The works reflect a search for the secrets of a long and happy life – conveying the company’s philosophy of “transforming the wisdom of a lived life into medical innovation”.

As CEO and President of the Board of Directors at Neurimmune AG, Roger M. Nitsch knows each face and its story. For the neuroscientist and emeritus professor at the University of Zurich, the focus of his work is not on diseases, but rather the mechanisms of healthy ageing. At the heart of Neurimmune’s research is a technology that analyses

the natural immune response of healthy elderly people and uses this insight to generate blueprints for therapeutic antibodies against age-related diseases.

One milestone was the development of the Alzheimer’s drug Aducanumab, which was acquired by the US pharmaceutical company Biogen. Even if there are still hurdles to overcome on the road to commercialisation, the scientific success is undisputed. Aducanumab was proven to remove harmful deposits in the brains of Alzheimer’s patients. The breakthrough put Neurimmune on the global biotech map.



It also showed, however, that quantum leaps in medicine require staying power. Roger M. Nitsch compares his approach to that of a mountain guide: “If I hit a rocky outcrop, I keep my eye

on the goal, turn and look for the next path up to the summit”. Today, Neurimmune’s labs based at the Bio-Technopark in Schlieren are working on the second generation of the Alzheimer’s drug, providing a beacon of hope for millions of people.

Hacker, hipster, hustler

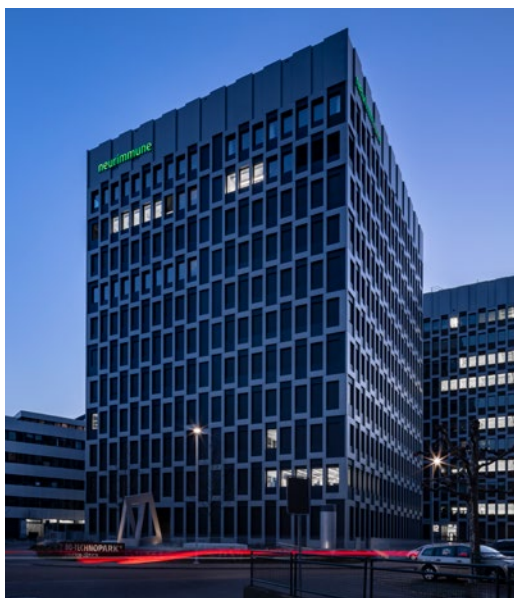
The approximately 80 employees of Neurimmune are also developing antibody therapies for diseases caused by malformed proteins, such as Amyotrophic lateral sclerosis (ALS) or cardiovascular diseases. “Our aim is to bring drugs to market over the next five to ten years that can be used to treat patients around the world”, says Roger M. Nitsch. Since the company’s foundation in 2006, scientific and entrepreneurial goals have gone hand in hand. To this end, Neurimmune established partnerships with pharmaceutical companies at an early stage, ensuring income and accelerating project timelines.

Right from the off, the three-person founding team adopted the “hacker, hipster, hustler” model, a concept from the Massachusetts Institute of Technology (MIT) that Nitsch also recommends to other start-ups. It outlines the ideal mix of entrepreneurial types within a team, with each type contributing essential entrepreneurial skills: the hacker delivers the science, the hipster the creativity and the hustler sales and financing. “I am the hipster”, says the CEO with a smile.

“I attach importance
to holistic
asset management”.

Roger M. Nitsch, CEO and President of the
Board of Directors of Neurimmune AG

Roger M. Nitsch also has a long-standing and trusting relationship with the private bank Maerki Baumann. He values the personalised service, the tailored investment solutions and the direct access to a competent, focused team: “I attach importance to holistic asset management that integrates business, personal and family goals”.



The bank’s decision to expand its service specifically for entrepreneurs was also influenced in part by exchanges with entrepreneur Roger M. Nitsch.

To him, comprehensive asset planning also means involving the next generation. His sons, who are currently in training, were involved in the structuring of the family assets at an early stage and received training from Maerki Baumann in portfolio and investment management. They are now also already gaining initial entrepreneurial experience. Roger M. Nitsch supports them without any expectations: “It remains to be seen whether they will join Neurimmune. What is much more important is that they follow their own path as entrepreneurs”.

Prof. Dr Roger M. Nitsch
CEO and President of the Board of
Directors of Neurimmune AG



“We understand entrepreneurs”

Hans G. Syz-Witmer on successful entrepreneurship, his wide-ranging mandates and preparing his succession.

Mr Syz, Maerki Baumann is expanding its Entrepreneur Banking department. What is the strategic thinking behind this move? We are responding to our clients' need for comprehensive advice and support – not only as private individuals, but also as entrepreneurs. The Entrepreneur Banking department enables us to expand our offering in a targeted manner. We are entrepreneurs – and we understand entrepreneurs.

You know many entrepreneurs personally. What makes a successful entrepreneur? They offer compelling products and services and keep their finances under control. In terms of character, they are open, forward-looking and willing to keep developing. Making mistakes is also part of the process: what matters is learning from them. For me personally, my gut instinct always plays a big role when making decisions.

You are involved in various industries. Do they all require the same entrepreneurial skills? At their core, yes. Even if the working model is different – in film, for example, where it is more project-based – at the end of the day it is all about delivering a strong performance,

enthusing your customers and being in the black financially. I am especially keen to promote talent in all areas.

What does this mean exactly?

I like to work together with young people and give them room to grow. Just because I am older does not mean I know everything better. The future only happens if we give the next generation opportunities. One example is the appointment of Sascha Näf as Head Entrepreneur Banking.

How do you keep track of everything given the amount of mandates you hold? It really is a broad portfolio. What is important to note, however, is that I do not take on any operational tasks, but rather am active on various boards of directors. Here, I actively help to shape the development of the companies without being involved in day-to-day business.

Where do you see Maerki Baumann in ten years? We will continue to offer banking services as a family company with a great deal of dedication. However, we will probably do so on a very different technological basis. Together with our Tech Advisory Board, we

are working intensively on new technologies. If you are not prepared to embrace progress, then the time has come for you to pass on the baton.

Succession planning is a key task of any entrepreneur.

What is the status at your end? The next generation – made up of my sister Carole Schmied-Syz's children and my own – have expressed an interest in taking up a role on the bank's Board of Directors. They also have inherited the entrepreneurial gene. We are in the fortunate position that we can approach this generational transition in a calm and well-prepared manner. The management ensures continuity at an operational level. In other words, things will continue.

And for you personally? When the younger generation steps in, you will have to let go. That is not a problem for me in the slightest.

Hans G. Syz-Witmer
Chairman of the Board
of Directors of
Maerki Baumann & Co. AG,
owner of Condor Films Ltd,
Vice-Chairman of the Board
of Directors of Tonhalle-
Gesellschaft and Schulthess Klinik





Entrepreneur Banking

Tailored solutions for entrepreneurs

Maerki Baumann helps company owners
in aligning their business, pension and private assets
in an optimal manner.

Many entrepreneurs are so deeply involved in growing their business that they lose sight of their private finances. In its Entrepreneur Banking department, the private bank Maerki Baumann offers business owners the opportunity to intelligently link and structure their business, pension and private assets. Adjusting the right levers within their overall asset structure can help entrepreneurs to secure the future of both their business and their family.

The service is aimed at founders, business owners and family entrepreneurs who are looking to align their assets sustainably with tailored financial solutions – and who are often faced with fundamental questions such as: are my assets optimally structured – both business and private? How can I ensure long-term financial security for my family? Am I making full use of all available tax optimisation options? What does my personal succession and retirement planning look like? Can my assets work even more efficiently for me?

The solutions developed by the Entrepreneur Banking team under the stewardship of Sascha Näf go far beyond traditional private banking. “Our job is to provide transparency with respect to the individual assets and, from that, to develop solutions and strategies tailored to the client’s personal goals and risk tolerance”, says Sascha Näf, who possesses many years of experience in the area of asset and financial planning. Such advisory services necessitate not only sound expertise in various relevant financial topics, but also psychological intuition.

Our Entrepreneur Banking department places a strong focus on financial planning, be it through the optimisation of pension capital, succession planning or preparing for a potential business sale. The objective of the asset strategy is to free up money and energy, thus laying the foundations for lasting success – both for the business and future generations. One example of the

innovative solutions offered by Maerki Baumann is the 1e pension solution: clients benefit from a flexible, return-oriented 1e pension solution, which can also include crypto assets upon request.

What entrepreneurs need

Holistic asset structuring – for comprehensive planning and alignment of your business, pension and private assets.

Forward-looking retirement and pension planning – for a stable income after your active business life.

Intelligent tax optimisation – for the optimal coordination of your assets, making use of all relevant tax advantages.

Comprehensive start-up support – to launch your business successfully and minimise risks.

Individual succession planning – for early-stage planning and a strategic handover or sale of your business.

Flexible 1e pension solution – for a return-oriented investment of your pension assets with a high degree of self-determination.

How can we support you? Find out more in a personal consultation. We look forward to hearing from you.

Sascha Näf
Head Entrepreneur Banking
Maerki Baumann & Co. AG





Film FRIEDA'S CASE on tour

Following a successful world premiere at the Zurich Film Festival, the Swiss film by director Maria Brendle will take German cinemas by storm from July 2025. FRIEDA'S CASE will celebrate its German premiere on 2 July 2025 at the 42nd FILMFEST MÜNCHEN. You can also look forward to a special screening this summer in Zurich: as part of the Allianz Cinema – the open-air cinema at Lake Zurich – you will have the opportunity to experience FRIEDA'S CASE outdoors.



“The low correlation with traditional asset classes makes digital assets a sensible addition as part of a balanced investment strategy”.

Stefan Meier
Deputy Head Investment Management
Maerki Baumann & Co. AG



“We provide expert advice and support entrepreneurs as an expert sparring partner throughout the entire business life cycle”.

Milko Hensel
Team Head Tech Banking
Maerki Baumann & Co. AG

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