

**Portrait**

Zurich, 23 February 2012

**bank zweiplus: Resolutely committed to quality as well as performance**

**bank zweiplus, headquartered in Zurich is the leading independent product and transaction execution platform in Switzerland for qualified financial services providers, asset managers and life insurers as well as private clients.**

bank zweiplus impresses with a complete and freely selectable range of products and services, coupled with innovative asset management and pension solutions. The Bank is specialized in providing investment and pension advisory services as well as offering customized financial solutions and services, in addition to covering the entire spectrum of banking services for direct customers. bank zweiplus is free of conflicting interests. Its clients include independent financial services providers, asset managers and life insurers as well as private customers – regardless of specific investment amount.

**Independent and successful**

The origin of bank zweiplus stems from its relationship to both the founding banks, Bank Sarasin and Falcon Private Bank. The joint enterprise was founded on 1 July 2008, and bank zweiplus was operating in profitable territory already after six months. Despite the synergies, the Bank has carried out its operating business independent from its founding banks. Financial services providers in Switzerland and Germany collaborate together with bank zweiplus. These exclusively include certified financial service intermediaries such as fund distribution organizations, financial planners, insurance companies, or independent asset managers.

**Open product platform**

bank zweiplus's success-oriented business model paves the way for taking advantage of the strengths of various partners. For instance, the Bank features an open product platform with financial products from a wide array of first-class providers. Customers select the particular solution that ideally suits their needs – totally in line with the best-in-class approach – with a transparent price/performance ratio too. More than 4,500 investment funds from over 70 providers constitute just one example of the breadth of the spectrum. bank zweiplus opens the door for customers to a wide-ranging and multi-faceted financial services universe, with unlimited access to a diverse world of products from renowned financial institutions. Hence, at bank zweiplus, discretion leads to freedom of choice.

**Transparent and attractive price/performance ratio**

In fact, the name "bank zweiplus" expresses the company's philosophy: consistently offering customers and partners extra advantages. Solid, unique, independent: These three core values define the Bank's basic mindset. As a solid partner, bank zweiplus is uniquely positioned and completely free of conflicting interests. Furthermore, bank zweiplus focuses on transparency and an attractive price/performance ratio, and is resolutely committed to quality as well as performance.

**Customized solutions**

In order to maintain solid ground, bank zweiplus aims at pursuing a growth strategy – but not at any price – and is constantly striving for the best solution. More and more institutions and organizations are outsourcing financial operations that no longer count among their core competencies: for example, life insurers looking for partners to enhance their range of services with banking products; independent asset managers structuring their business with white-labeling solutions; and trading platforms requiring a reliable custodian bank. Indeed, bank zweiplus offers customized solutions for each and every one.

**bank zweiplus key facts and figures:**

Founded:	1 July 2008
Headquarters:	Zurich
Client assets under management:	CHF 4,8 billion (as of 31/12/2011)
Number of employees:	151
Shareholder structure:	Bank Sarasin & Co. Ltd (57,5 %) and Falcon Private Bank Ltd. (42,5 %)

**Contact:**

Michaela Alt, Head of Marketing and Communications  
T +41 (0)58 059 27 54  
[michaela.alt@bankzweiplus.ch](mailto:michaela.alt@bankzweiplus.ch)