

**Bespoke  
Transparent  
Performing  
Discreet**

**Investment Management**

**Wealth and Asset Management Solutions**

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# Welcome to WAAM Solutions SA

Wealth and Asset Management (WAAM) Solutions SA is an **independent, Swiss-based** private wealth manager and asset management boutique-company built on a commitment to challenge the private banking and fund management industry.

Our approach is based on **absolute transparency** designed to foster **client's trust**, and to avoid a conflict of interest inherent to banks, with the aim to invest over the long term, for our clients in a way that is totally unbiased.

For our clients, this means we sit entirely on their side of the table, and with our network of **carefully selected partners**, we bring them innovative and **tailored solutions** in managing and protecting their wealth and assets.

Our solutions deliver results based upon **(1) minimising fees and charges** since they are part of our long-term performance, **(2) preserving the buying power of their capital** while **growing their wealth**, **(3) avoiding permanent losses** of capital owing to our asset allocation, **(4) strong market and investment beliefs**, **(5) risk management** and thorough due diligence approaches.

Thanks to over 25 years of financial experience, our goal for our clients is to reach sustainable and **long-term investment successes** within a **global perspective**.

# WAAM Solutions' Offering

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- 1. Wealth Management**
- 2. Investing in Real Assets**
- 3. Corporate Services**
- 4. The Family Office**

# 1. Wealth Management

WAAM Solutions provide discretionary portfolio management and managed account solutions. For Clients who prefer to retain full decision-making on their investments, we offers advisory mandates.

WAAM Solutions believes its mission is to achieve preservation and regular appreciation of Client's assets over time on a **real value basis**, i.e. inflation adjusted, based on both strong market convictions and proven investment beliefs.

We solely serve the interests of our Clients by providing **bespoke solutions** and assisting them with attaining their investment goals and objectives. For that, we work independently, but also with other professionals, to develop, implement and monitor the plans to meet those goals and objectives.

We aim at creating a strong partnership based on **mutual trust and discretion**.

# Wealth Management Value Proposition for Clients



## 2. Investments in Real Assets

WAAM Solutions define “real assets” as assets where the Client has a **direct ownership and control** over them as opposed to “traditional assets” where the Client invests in publicly listed instruments.

We offer Clients a private access to direct investment opportunities as well as co-investment opportunities. Below, a few examples of direct investments structured by WAAM Solutions directly or with carefully selected partners:

- Direct investment in **physical gold** outside the banking system
- Direct **real estate** debt or equity financing in European projects
- Direct **land** ownership
- Direct **timber** investment in G20 countries
- Direct **lending** to European corporation
- **Private equity** and **Venture Capital** investments.

We like to invest and co-invest on a range of real assets opportunities because not only they have different return/risk/liquidity/cash-flow characteristics when compared to traditional assets but also because they provide further diversification and protection during significant market dislocations.

# 3. Corporate Services

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WAAM Solutions assists Clients in achieving not only their strategic and financial objectives but also solving their most difficult challenges by providing unbiased, expert advisory and execution services.

We provide our Clients with access to attractive business opportunities and advisory including:

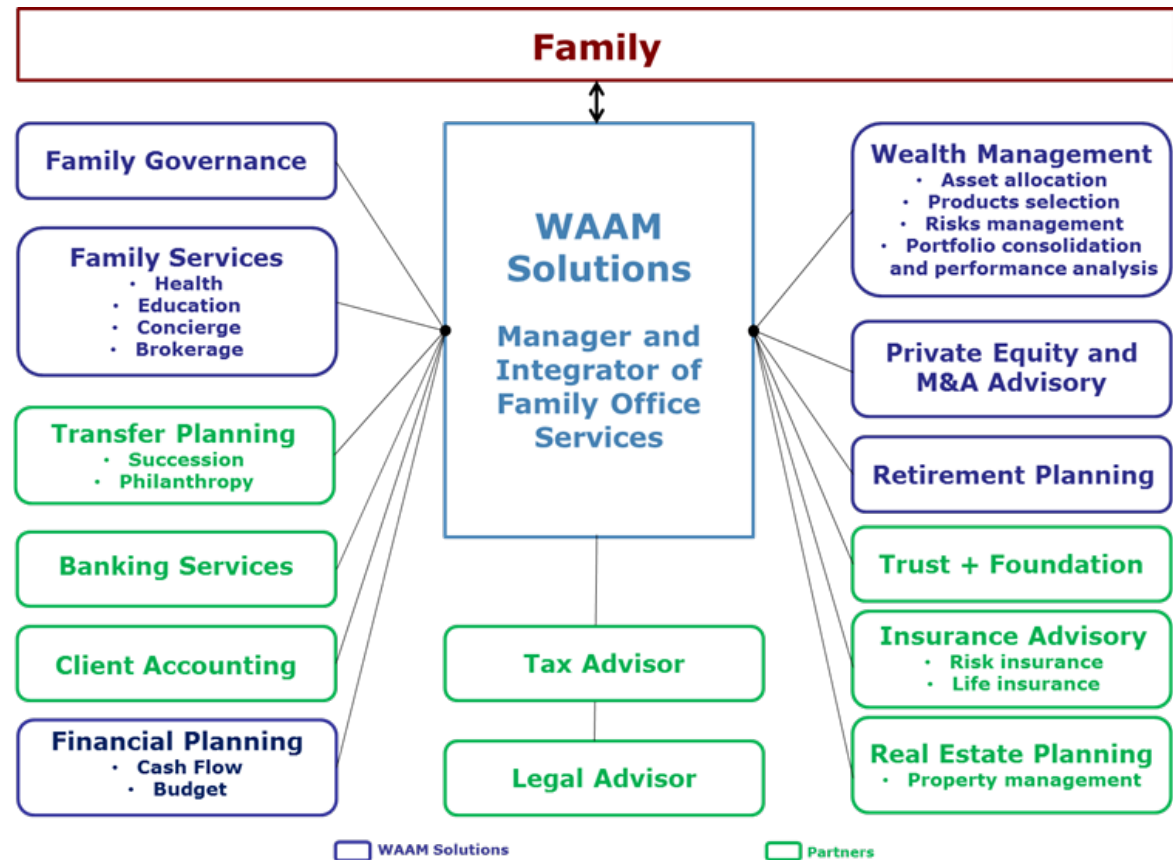
- Technology search and collaboration development
- Joint venture and partnership seeking
- Equity and debt financing, at the company or project levels

# 4. The Family Office

WAAM Solutions' mission is to serve our Clients by being an expert or a coordinator in integrated solutions for investment, financial planning, family service and wealth structuring.

It consists of a consultancy entity offering wealthy families global services to administer their assets and their daily lives in the broadest sense. We also hand-pick the **best external services** for our Clients, we supervise and coordinate their actions, and negotiate a competitive price.

Finally, we undertake to inform our Clients in a regular report using **state of the art technology**.





# WAAM Solutions' Positioning

	Local Banks	Integrated Banks	Pure Private Banking	Specialists
Examples:	Local Bank	Credit Suisse	Pictet	WAAM Solutions
Banking	On-shore	Off-shore / On-shore	Off-shore	Off-shore
Typical strengths	<ul style="list-style-type: none"> <li>• Increasing capabilities</li> <li>• Well connected</li> <li>• Close to clients</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated solutions</li> <li>• Standardized offering</li> <li>• Complex products</li> <li>• Small teams locally</li> </ul>	<ul style="list-style-type: none"> <li>• Brand / reputation</li> <li>• Track record</li> <li>• Service quality</li> <li>• open architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Independent</li> <li>• Unbiased advisor</li> <li>• Third party providers</li> <li>• Client centricity</li> </ul>
Reputation	intact	damaged	intact	intact

There are 4 main type of players in the wealth management industry. Our aim is to become a strong and respectful institution belonging to the "specialist category".

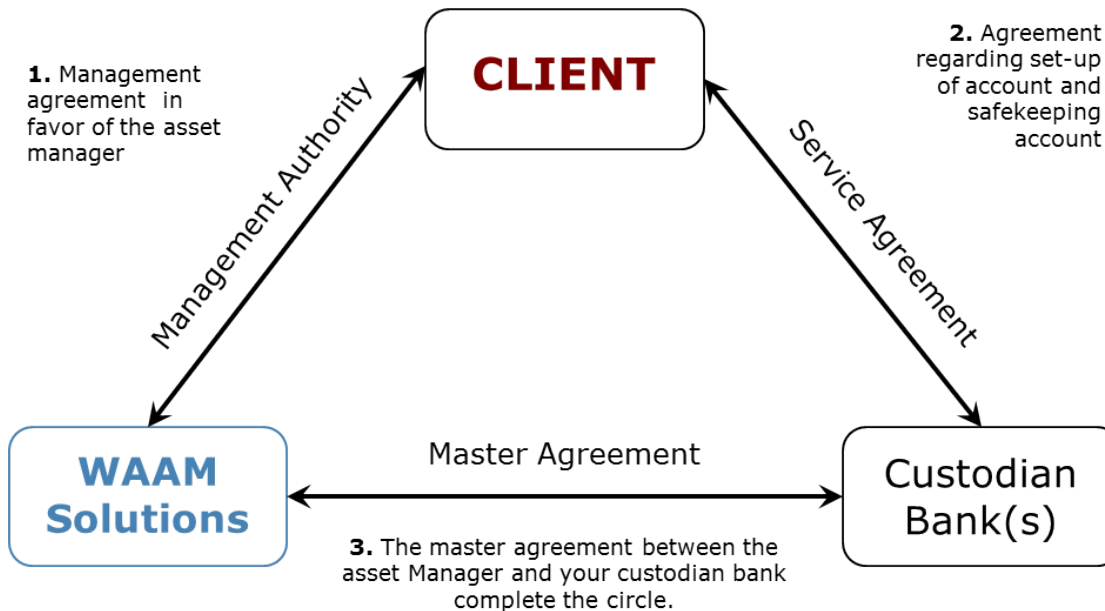
# What is an IAM / EAM?

Independent Asset Managers (IAM) or External Asset Managers (EAM) are wealth advisor and manager to UHNWI/HNWI, institutions or Family Office (FO), seeking **independent** and **dedicated** advice to manage their wealth.

The concept started in Switzerland in the late 70s early 80s, by people wanted to represent their clients and NOT the bank! The client likes the transparency, trust and confidentiality they can have with their IAM, working without any conflict of interest inherent to a banker working as a bank's employee.

Also, client needs somebody who understands the bank infrastructure, how a bank works, and knows how to optimize all the services and products offered in order to facilitate the wealth being manage with an independent angle.

# A Swiss Model: The Tripartite Agreement



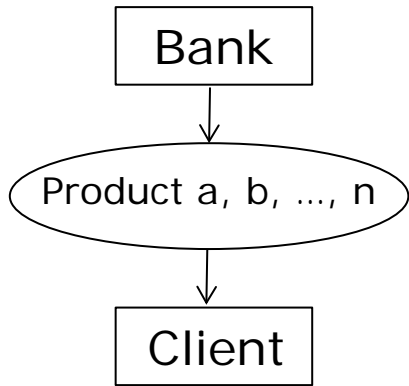
This Limited Power Of Attorney enables WAAM Solutions to effectively manage the assets in the client's name, but does not allow for to transfer or to withdraw any cash or securities out of the account.

This model gives clients the best of both worlds. The client still benefits from all the national and international infrastructure and services offered by the chosen bank such as bank statements, cash withdrawal and transfer, credit cards, mortgages... yet they can engage WAAM Solutions as an external manager.

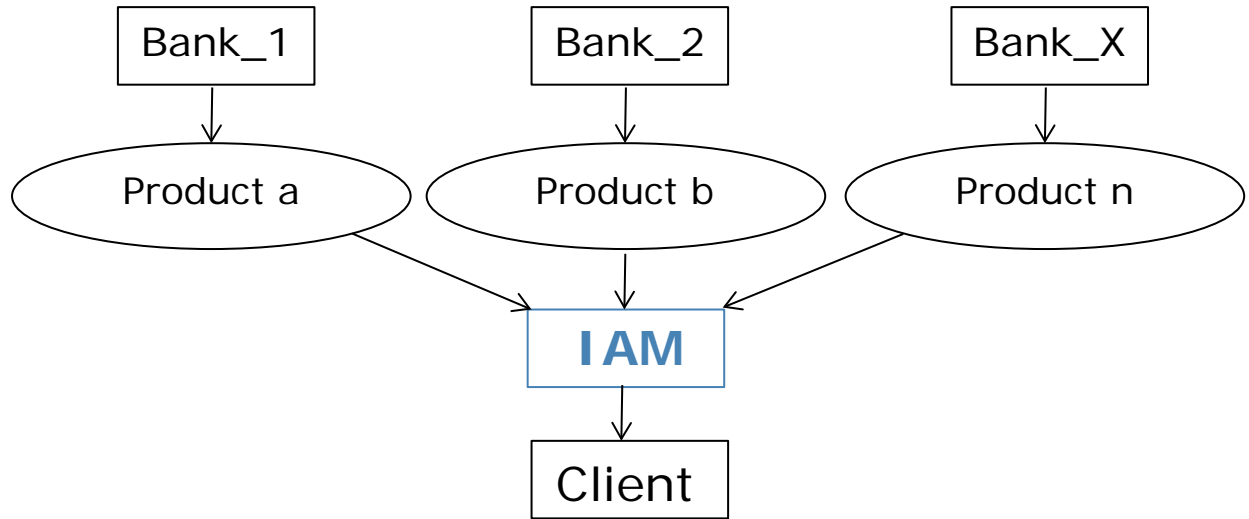
Altogether IAM manage around 20% of the total private wealth under management located in Switzerland.

# The Open Architecture

Traditional Model



Open Architecture Model



With an open architecture, IAM will be in a better position to defend his client's interests and fulfill their goals. He will select the best products and solutions among all the offerings available in the market.

# What Sets Us Apart ?

## We are

an independent wealth and asset manager

no conflict of interest thanks to our focused business \* (table below)

client focused, we bring bespoke solutions

take the time to understand needs and expectations

promote an open architecture, allowing research of best products and services

aim for absolute return

fee and charge cuts attitude is part of our client's portfolio performance

a buy and hold approach on a concentrated portfolio based on strong convictions

pragmatic and contrarian, we look beyond the often volatile events affecting the business

## But, we are NOT

a bank driven by shareholders' return expectations and fierce banking competition

misalignment of interest inherent to many bank activities/businesses, the ownership structure and the private bankers incentives

one-size-fits-all solution

client categorization and "apply to all" policy

support first internal products and services

try to outperform a flawed benchmark

bank's multi-level of fees and costs annihilate the performance if any

high and regular asset turn over to generate fees and commissions

consensus, large committee driven investment decision

# Minimizing Costs is Fundamental

Minimizing costs is fundamental for investment success ! Costs are the most predictable parameters.

$$\begin{aligned} & (\text{capital return}) + (\text{income return}) \\ & - (\text{operating costs}) - (\text{trading costs}) \\ & \quad - (\text{taxes}) \\ \hline & = \text{Total Return} \end{aligned}$$

**Custody fees** (from 0.1% - 0.2% of AuM\*)

**Administration fees** (from 0.1% - 0.2% of AuM)

**Portfolio and mandates management fees** (from 0.1% to 2% of AuM)

These fees are reduced to a minimum, the client feels the bank relation is almost free, but...

**Transaction Commissions** (for equity, bond, traditional and hedge funds, FX, structure products,...)

- buy and sell (from 0.25% to 1%)
- bid / ask spread (from 0.01% to 1%)
- management fee (from 1% to 4%)
- subscription and redemption fee (from 1% to 4%)
- performance fee (from 10% to 20%)
- front and back end fees (from 0 to 5%)
- structuration fees (trading room fees)
- securities lending (income fees for the bank)
- portfolio advisory fees...

... on the other side, these set of fees are non transparent or hidden by banks so that they can charge heavily and quietly their clients.

## Other Services

- credit, legal, trust, insurance, family office type of services... (per hour or on % basis)

\*AuM = asset under management; VAT and other stamp duty are not included

# Contacts

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