WealthSummit

Swiss EAM Market and Trends

CEO Summit ASV-ASWM · 10th Anniversary

GSTAAD

3–4 SEPTEMBER 2026

WealthSummit

Swiss EAM Market and Trends

CEO Summit ASV-ASWM · 10th Anniversary

GSTAAD

3–4 SEPTEMBER 2026

WITH YOU TODAY

Claude Baumann, Journalist, Entrepreneur, Author

Chairman of the Board of Directors, FIN21 AG / WealthSummit

Claude Baumann

CHAIRMAN, FIN21 AG

claude.baumann@fin21.ch

Claude Baumann is **Chairman of the Board of FIN21/WealthSummit**, the Swiss research company combining **quantitative research** with **high-profile conferences** in Switzerland and Asia.

Its flagship publication, the **Swiss Wealth Management Study**, is one of the industry's most authoritative data-driven references.

Previously, he **founded and published finews** in Switzerland and Asia; earlier he co-founded the publishing house Nagel & Kimche.

He is the **author of several books** on banking, most recently a highly acclaimed **biography of Robert Holzach**.

PRESS ANNOUNCEMENT

Finews Founder Claude Baumann Appointed Chairman of FIN21

Selected coverage in Swiss financial media

persoenlich.com Das Online-Magazin für Entscheider und Meinungsführerinnen

Claude Baumann übernimmt neuen Posten

Der Gründer von Finews verlässt die Finanzplattform und wird Präsident des Verwaltungsrats der Fin21 AG.

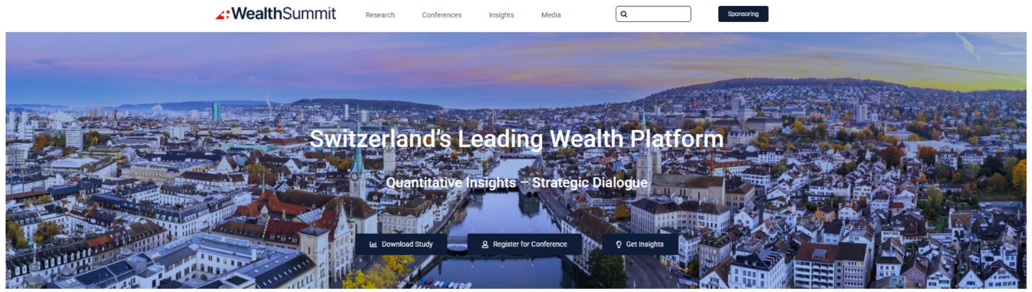
Von links: Claude Baumann, Verwaltungsratspräsident Fin21 AG und Christoph Künzle, Gründer und CEO Fin21 AG. (Bild: zVg/Fin21)

Finance Corner

NOUVELLES DE LA FINANCE GENEVOISE

Ricardo Payro / 2 mars 2026 / Place financière

Claude Baumann quitte finews pour rejoindre FIN21



allnews

NEWS

Claude Baumann quitte finews pour FIN21

03 Mar 2026 - 13:14 | Communiqué, FIN21 1 minute de lecture

Le fondateur du média financier en ligne alémanique finews donne un nouveau tournant à sa carrière.

FLAGSHIP RESEARCH

The Ultimate Benchmark

Swiss flagship studies – the data-driven reference for the industry

PRIVATE BANKS

ASSET MANAGERS

SWISS BANKERS

COMING 25 SEPT 2026

FLAGSHIP PUBLICATION – 100 MOST INFLUENTIAL BANKERS 2026

Who Really Shapes Swiss Banking Today

Key insights from the 2026 edition – selected by experience and judgment, not by ranking

PDF DOWNLOAD wealthsummit.ch/studies

FIVE PRINCIPLES BEHIND THE STUDY

- Selection based on **experience**, **judgment** and the courage to make **choices** – and to leave names out.
- **No ranking. No jury.**
- **Editorial**, not commercial.
- **Respectful**, relevant and useful.
- From now on: **published annually**.

WHERE POWER IS SHIFTING

National influence →	**International experience**
Network →	**Technology / Platform**
Senior →	**More junior**
Finance background →	**Any background, but profile**
Stars →	**Teams**
Bro culture →	**Female / Diversity**

NOW AVAILABLE – INDEPENDENT ASSET MANAGERS STUDY 2026

The Definitive Study on Swiss Independent Wealth Managers

Nationwide survey, expert contributions and 21 concrete recommendations

PDF DOWNLOAD **wealthsummit.ch**

NATIONWIDE SURVEY ...

- **Swiss Market**
- **Assets under Management**
- **Employees**
- **Operations and Technology**
- **Profitability**
- **Succession and Future**
- **Strategic Recommendations**

... WITH EXPERT CONTRIBUTIONS

- **Prof. Dr. Maurice R.H. Pedergnana**
  HSLU
- **Jürg Furrer**
  Aquila
- **Alain Gallati**
  Pictet
- **Vivien Jain**
  VSV
- **Mirjana Wojtal, PhD**
  CFA Society Switzerland

EXECUTIVE SUMMARY

Our Key Findings

Independent Asset Managers in Switzerland 2026 – what the data shows

Swiss Market	• **1,309** FINMA-licensed wealth managers • **66%** in Zurich, Geneva and Ticino
Assets under Management	• 27% **below CHF 100 million** AUM • Median: **CHF 300 million** AUM
Employees	• Majority with **fewer than 10 FTEs** • Managing directors mostly **over 50** and almost exclusively **male**
Operations and Technology	• Investments go into **client-facing technologies** • **Support functions** are outsourced
Profitability	• Diverging **net profit margins** • **Staff** and **compliance** are decisive
Succession and Future	• **Succession** mostly unresolved • Hardly any survival **below CHF 50 million** AUM – **consolidation** is urgent

PDF DOWNLOAD

STRATEGIC RECOMMENDATIONS

Differentiate the Model – Optimise Costs – Resolve Succession

Three areas of action for Swiss independent wealth managers

/ Strategy and Organisation

- **Differentiate** – a business model clients cannot find elsewhere
- **Future-proof** the organisation – now, not later

/ Operations and Technology

- **Optimise** the cost structure
- **Outsource** strategically, not opportunistically
- **Focus** technology where it pays

/ Succession and Consolidation

- **Resolve succession** – proactively, not under pressure
- **Shape consolidation** – rather than being shaped by it

21 concrete measures
detailed in the study

EIGHT MEGATRENDS

Banking Disruption – This Time It's for Real

Eight megatrends are converging – incremental adaptation is no longer enough

Great Wealth Transfer

Capital and loyalty change hands between generations.

Demographic Change

Longer lives, later inheritances, wider needs.

Total Digitisation

Crypto, DeFi and tokens rewire the infrastructure.

AI Disruption

AI **re-engineers** advice, operations and distribution.

Climate Economics

Climate risk **reprices** economic value.

Global Mobility

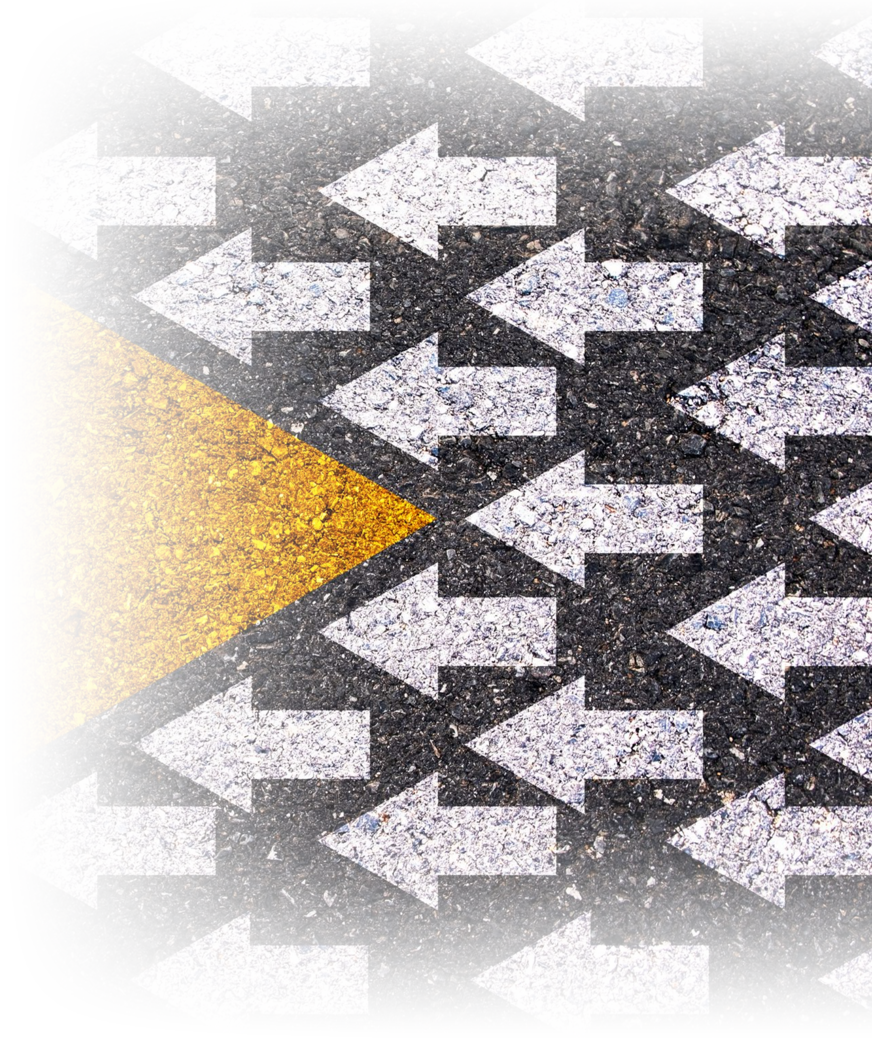
People, capital and firms **relocate faster** than ever.

Content vs Fake News

Verified judgment becomes a scarce asset.

New States, New Cities

New hubs compete for wealth and talent.



NEXTGEN

Clients Rewrite the Rules: Adapt or Lose Out

Banks are becoming technology platforms, while globally mobile clients assemble their own financial ecosystems

BANKS

Old business models are fading

- **Platforms** replace product silos
- **Hyper-personalisation** replaces segments
- **Information advantages** and opaque fees disappear
- **AI** disrupts models – competition becomes universal
- **Mobile wealth** squeezes the middle tier

CLIENTS

Relationships survive – exclusivity does not

- **NextGen is a mindset** – spanning ages 20 to 60
- **Banking from everywhere**, with several institutions
- **Access** to opportunities, clubs, deals and contacts
- **AI matters** – trusted relationships matter more
- **Stability** – legal, political, financial – is king
- **Crypto** is relevant, but often overrated

A Once-in-a-Generation Opening for Independent Wealth Managers

IAMs win by combining independence, expertise, networks and technology – while banks must reinvent themselves

WIN THE NEXTGEN

- Target the **wider NextGen market** – beyond heirs
- **Use the window** while banks reinvent themselves

BECOME IRREPLACEABLE

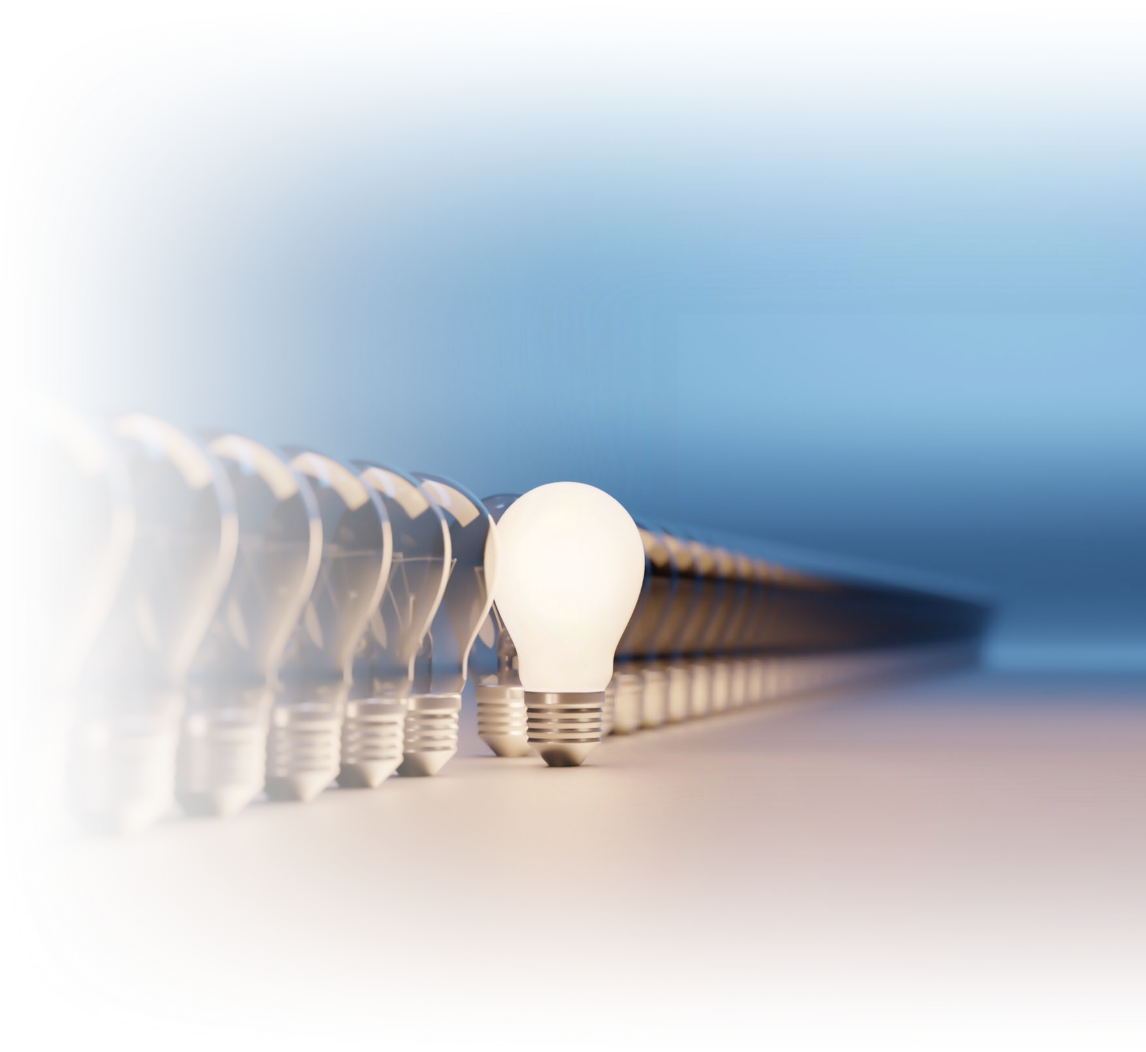
- Own **specialist knowledge** clients cannot source elsewhere
- Build a **distinctive network** for access and opportunities

SCALE VIA THE ECOSYSTEM

- **Cooperate through platforms** as never before
- Use **AI** where it delivers measurable efficiency

SECURE THE FRANCHISE

- **Plan succession** early – it takes years, not months
- **Communicate expertise** via social media to stand apart



WealthSummit

PRÄSENTIERT VON

AQUILA

Independent Wealth Manager Summit 2027

Mittwoch, 10. März 2027, 17.00 Uhr

Zunfthaus zur Meisen, Zürich

WealthSummit

DIE WELTWOCHE

Wealth Management Summit 2026

Thursday, 29 October 2026, 5:00 p.m.

Zunfthaus zur Meisen, Zurich

AIRFRANCE KLM | finfox | Invesco | Netcetera | Schellenberg Wittmer | SmartWealth | Stellar EXECUTIVE SEARCH | synpulse

CONTACT

Thank You for Your Attention

Quantitative Insights – Strategic Dialogue | wealthsummit.ch

YOUR SPEAKER

Claude Baumann

Chairman of the Board, FIN21 AG

claude.baumann@fin21.ch

HEADQUARTERS

FIN21 AG
Europaallee 41
CH-8004 Zurich
Switzerland

REPRESENTATIVE OFFICE

FIN21 Ltd. Pte.
1 Queensway #02-22
Singapore 149053

ONLINE

wealthsummit.ch
info@fin21.ch

MEMBER OF