

**A new united force in asset management**

Hans C. Bodmer arranges his succession and transfers the responsibility for Bodmer Financial Planning AG to Dr. Patrick Cettier, founder and managing director of Prio Partners GmbH. Until further notice, Dr. Cettier will manage Bodmer Financial Planning AG as well as Prio Partners GmbH as independent companies in personal union.

The financial center of Zurich will benefit from the advantageous combination of many years of experience in the capital market and modern implementation of a new force in asset management.



*Photo: Dr. Patrick Cettier, Hans C. Bodmer*

**Tradition, family, independence**

Zurich is the economic and financial center of Switzerland. For more than 475 years, the Bodmer family has been rooted here and lives with the pulse of the city, providing many councilors who stood up for the city and helped shape its history. Traditional values such as knowledge and diligence have been carefully cultivated in the family for generations, but innovation and bold ideas have also always played a major role.

As the second oldest of five children, Hans C. Bodmer bears great responsibility for the continuation of this unique family history. This responsibility can also be seen in the groundbreaking decision of his business vita: After many years in private banking, Hans C. Bodmer founded Bodmer Financial Planning AG in 1998 to implement his vision of comprehensive asset management for a circle of very wealthy clients.

With the securing of the succession in Bodmer Financial Planning AG, not only a history rich in tradition is continued, but also the course for the future is set. Once again, the sense for the times, the partnership-based management as well as the will for further development - virtues that distinguish the Bodmer family and Hans C. Bodmer in particular - are demonstrated.

*Statement Hans C. Bodmer:* "For quite some time I have been thinking about leading Bodmer Financial Planning AG into the future with a partner. After a long search, I have found someone in whom I have full confidence. Dr. Patrick Cettier has many years of experience in Swiss private banking, is an accomplished financial expert in the Zurich financial center and has successfully built up his own asset management business in recent years. Dr. Cettier has a keen sense not only for the financial markets, but above all for our demanding clientele. I am convinced that Dr. Cettier will successfully shape the future for the business, but also for the assets of our clientele."

### **A modern asset manager for this and the next generation**

Dr. Patrick Cettier is an experienced asset manager and entrepreneur. After many years of professional experience in the Zurich financial center, he founded the asset management company Prio Partners in 2015, which he has been managing successfully and with very good performance ever since.

Dr. Cettier studied classical business administration at the European School of Business in Reutlingen and Northeastern University in Boston. He completed his formal education with a research stay at Columbia Business School in New York and a PhD at the University of Aachen. Dr. Cettier is the author of Prio Partners' regular investment commentary and a trusted partner of its clients. As a member of the faculty of the Swiss Federal Institute of Technology Zurich (ETH Zurich), he is also in contact and exchange with the academic world.

*Statement by Dr. Patrick Cettier:* "The trust placed in me by Hans C. Bodmer and the entire Bodmer family is both an appreciation and a great responsibility. I am delighted to lead such a traditional house into the future together with Prio Partners. I am very grateful to Hans C. Bodmer for the partnership and trust that has developed over time. We attach great importance to continuity in the cooperation with our existing clients and will continue to work for them as usual. Preserving and increasing the assets of our customers will continue to be our top priority in the future. To this end, we will continue to invest in the future by expanding our organization and developing innovative and future-proof investment strategies. The philosophy we follow in asset management is as simple as it is successful: we are conservative enough to stick to the tried and tested, and at the same time forward-looking enough to take account of the constant innovations on the investment markets and incorporate them into our portfolio design."

### **Two companies one headquarter**

The common path is also manifested by a new, shared company headquarters at Stockerstrasse 12 in 8002 Zurich. The contact details valid as of now are as follows.

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#### **Bodmer Financial Planning AG**

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For questions or an exchange, please contact Dr. Cettier at the extension +41 44 201 26 26.