



MAERKI BAUMANN & CO. AG

PRIVATBANK

Journal

Sechseläuten –
A tradition of guild life

Private market investments –
The new “Venture Capital” focus module

Made-to-measure investing

Maerki Baumann's asset management with the modular investment solution makes it possible to create portfolios tailored to individual client needs in a straightforward way.



Dear Reader

Zurich has a vibrant guild life in which traditions, liberal values and comradeship are preserved and celebrated. Once a year at Sechseläuten, this also becomes visible to the public. At the spring festival, the guilds parade through the streets of the city centre in historical costumes, some of them doing so on horseback.

Hans G. Syz-Witmer is one of these riders. The Chairman of the Board of Directors and co-owner of the private bank Maerki Baumann is, together with his family, one of the driving forces behind Zurich's guild culture and the Saffran Guild, where he served as guild master for ten years. Starting on page 3, he provides interesting and amusing insights into his commitment to guild life.

Maerki Baumann consistently demonstrates the art of combining tradition and innovation. With our modular investment solution, we have created a model that allows us to respond to investment needs and investment themes in a flexible manner. Accordingly, the offering is expanded on an ongoing basis. Find out from page 6 what innovations we have in store for you.

I wish you an enjoyable read.

Best regards

A handwritten signature in blue ink, appearing to read 'S. Zwahlen', located to the left of the circular portrait.

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



A tradition of guild life

Maerki Baumann & Co. AG has close ties with Zurich guild life and Sechseläuten, the city's traditional festival held on the third Monday in April to mark the beginning of spring.

The Syz family has been represented in the Saffran Guild since its foundation. Hans G. Syz-Witmer, co-owner and Chairman of the Board of Directors of Maerki Baumann & Co. AG, is upholding this family tradition.

Anybody who takes a stroll from the headquarters of the private bank Maerki Baumann on Zurich's Schanzengraben over to Limmatquai will soon find themselves in front of a stately facade with striking gold and blue striped blinds. These are the colours of the Saffran Guild, which based itself in this building located opposite Zurich Town Hall. It was mentioned for the first time back in 1385 as a venue for shopkeepers to meet for a drink.

However, the two organisations are connected by more than just the short distance that separates them: together with his family, Hans G. Syz-Witmer is one of the formative forces of the Saffran Guild. Of the current 175 members of the guild, who are referred to as "participants", more than a dozen come from the Syz family. Three of Hans G. Syz-Witmer's forefathers were guild masters, including his own father Hans A. Syz-Abegg. Hans G. Syz-Witmer himself held the position of guild master between 2002 and 2011. It should therefore come as little surprise that the three guild halls and the "Ratstube", which exude a stylish atmosphere, are also used for employee and client events held by the bank.

The name of the guild comes from the German word for the spice saffron, which was the source of the wealth generated by the merchants who traded it. In addition to liberal professions such as doctors, dentists and lawyers, professionals



The cup used by the master of the Saffran Guild

from the worlds of trade and finance remain particularly well represented to this day. As the first-named historical Zurich guild, the Saffran Guild has been part of the city on the Limmat since 1336. "It remains committed to the traditions of Zurich to this day", says Hans G. Syz-Witmer. It lives up to this endeavour by preserving the historical lore of Zurich together with other guilds, cultivating social relations and maintaining the



Riders from the Saffran Guild ride around the Böögg

guild's property and the "Zunfthaus zur Saffran" (the guild house) for future generations. In keeping with the tradition of the guilds, no expense was spared when furnishing the building. "The guild house, which is a listed building, is maintained by the guild without any assistance from the state", emphasises Hans G. Syz-Witmer.

The highlight of the guild year is the annual Sechseläuten spring festival, which takes place on the third Monday in April and has a tradition dating back to the 16th century. At the festival, the procession of guilds makes its way through the city centre to Sechseläutenplatz, where the "Böögg", a snowman-like effigy that symbolises winter, is burned. Several thousand guild members take part in the procession in historical costumes, traditional dress and uniforms, with many, including Hans G. Syz-Witmer, doing so on horseback or on horse-drawn floats decorated with flowers. The colourful spectacle is followed by thousands of spectators at the side of the road. The highlight is the burning of the Böögg: the quicker the Böögg's head explodes, the nicer the summer will be – or at least that is what the people of Zurich believe.

At Sechseläuten, the members of the Saffran Guild march in costumes from the early

18th century and tricorn hats, while guests wear capes in the Saffran colours of blue and gold. Inviting and taking care of the guests of honour is one of the most important tasks of the guild master. True to his wide-ranging interests, Hans G. Syz-Witmer made a point of inviting guests

from the realms of culture, sport, business, science and politics during his time as guild master.

"As guild master, you get to know an incredible number of interesting people", he says, before adding that "many friendships have been spawned from these encounters". One particular memory that he holds dear is that

of Julia Becker, concertmaster of the Tonhalle Orchestra Zurich, who rode around the Böögg together with the equestrian group and played the Sechseläuten March in two voices on her Stradivari violin at the evening event. A further highlight was provided by the Zermatt rescue chief and mountain guide Bruno Jelk, who gave a gripping speech before the Saffran members while clad in his uniform. The speech dealt with a topic that Hans G. Syz-Witmer also attaches special importance to as an entrepreneur and banker: trust. "Whether as part of a rope team or a banking relationship", says Hans G. Syz-Witmer, "trust is what holds us together".

**"As guild master,
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Hans G. Syz-Witmer

“Comedy of the highest order”

Hans G. Syz-Witmer talks about family traditions, rhetorical skills and a dicey ride around the Sechseläuten Böögg.

Mr Syz, what significance does Sechseläuten hold for you? Sechseläuten has been part of my life from the very beginning, as I was born into the historical Saffran Guild. We can practically trace our family history right back to the beginnings of the guild without any gaps. Our family is therefore closely connected to the city of Zurich and its history.

To what extent did the guild shape family life?

It was always present as a living tradition, not only at the Sechseläuten festival. I took part in the children’s parade from an early age. When I was 16, I was allowed to ride with my father in the main parade for the first time. From this time onwards, I also attended the evening events.

You have made a career in the guild and served as guild master for ten years. To what degree has a sense of family obligation shaped your path?

I have never felt that my commitment to the guild stems from a sense of obligation. Instead, I have always greatly enjoyed guild life and the comradeship and cohesion it provides. I gradually grew into the various offices and acquired a certain routine.

What is the job profile of a guild master? A guild master needs to be able to speak well and at ease in front of many people while being entertaining and profound at the same time. Serving as guild master is the best form of rhetorical schooling I can imagine. The comedian Marco Rima once joined us as our guest at an evening event and was amazed at the rhetorical exchange he witnessed. He thought it was comedy of the highest order.

You are a member of the Saffran Guild equestrian group. What does it feel like to ride around a burning pyre with a Böögg that is about to explode? It is an exhilarating experience. Riding around the burning Böögg in Switzerland’s biggest city while being watched on by hundreds of thousands of spectators is a crazy experience in itself. As honorary guild master, I also have the privilege of riding at the very front. The more it “goes off”, the better it is.

Have you already experienced any dicey situations? Many years ago, the Böögg, which was burning at the time, toppled from the stacked wood before its head exploded. We then had to steer the horses around the fireballs lying on the ground at

walking pace while the Böögg was removed. That was a wild exercise. However, things have never got really dangerous.

The Sechseläuten festival moves between tradition and modernity. How is guild life adapting to the modern world we live in?

We celebrate the traditions and want to preserve them without closing ourselves off to new innovations. The fact that we are moving with the times is evident, for example, on our homepage and in the menus we offer. Sechseläuten is characterised by tolerance and openness. Women also play an important role, something that is often forgotten: in the Saffran Guild, the partners of the guild members are also in attendance at most events.

What is your favourite memory of guild life?

When I became guild master and my wife handed me our then two-year-old daughter shortly before I gave my speech. I was probably the first guild master to hold his inaugural speech with his daughter in his arms. That was a touching and unforgettable experience.

Hans G. Syz-Witmer
Chairman of the
Board of Directors
of Maerki Baumann
& Co. AG



Alternative asset class in the modular investment solution

Every market situation provides opportunities and risks. Maerki Baumann is expanding its range and, in addition to the tried-and-tested “Private Equity” focus module, is now also offering a “Venture Capital” focus module.



As part of its endeavours to keep its finger on the pulse of emerging investment themes, Maerki Baumann develops its modular investment solution on an ongoing basis. For a number of years now, record volumes have been flowing into the private markets worldwide. Corresponding investments promise interesting potential in terms of returns and diversification. For investors with the necessary risk orientation, Maerki Baumann offers two actively managed products:

- 1. Private equity:** The “Private Equity” focus module, which is integrated within the modular investment solution, is available from an investment sum of CHF 50,000. The investment instrument, which has the Swiss franc as its reference currency, allows for investments to be made in a broadly diversified private equity portfolio managed by the Swiss company Partners Group, a globally leading manager of private market investments.
- 2. Venture capital:** The newly launched “Venture Capital” focus module, which also uses the Swiss franc as its reference currency, is available from a minimum investment volume of CHF 100,000. Maerki Baumann recently entered into a cooperation with the renowned Swiss company Redalpine Venture Partners, which will manage the portfolio. The company is based in Zurich and active throughout Europe.

It is not only private banking clients with the necessary risk orientation who can benefit from our cooperation with Redalpine, but also corporate clients. For example, specialists from Maerki Baumann and Redalpine will be on hand to provide advice to new entrepreneurs via the newly established “Tech Advisory Board”. This provides a platform for the exchange of information and practical experiences in connection with venture capital and technological innovations.

We would be happy to advise any investors interested in the area of private market investments in a consultation.

Your benefits

“Private Equity” focus module:

- Participation in the private equity asset class from a minimum investment of CHF 50,000
- Return and diversification opportunities as an addition to your portfolio
- Access to a globally leading manager of private market investments
- Broadly diversified, global private equity portfolio with investments in more than 500 companies
- Active portfolio management based on direct, primary and secondary investments
- Focus on companies that provide good returns, have a defensive profile and are market leaders

“Venture Capital” focus module:

- Participation in the venture capital asset class from a minimum investment of CHF 100,000
- Return and diversification opportunities as an addition to your portfolio
- Access to the leading Swiss venture capital specialist
- Broadly diversified venture capital portfolio with several company holdings (particular focus on Germany, Austria and Switzerland, the so-called DACH region)
- Active portfolio management with direct investments and funds as well as strategic involvement in the portfolio companies through Redalpine
- Focus on disruptive, scalable business models from the technology and healthcare sectors

Have we aroused your interest? Get in contact with us. We look forward to supporting you with our expertise.

Konstantinos Ntefeloudis
Head Investment Management
Maerki Baumann & Co. AG



Learn more about
the “Venture Capital”
focus module!



Toshio Hosokawa “Embrace – Light and Shade” for organ and orchestra – Swiss premiere

Evening event on 29 June 2023
(concert supported by Maerki Baumann)



“We closely observe the market in order to identify the needs and interests of clients. Only in this way can we strengthen and develop our relationships with them.”

Anita Binz
Head Marketing
Maerki Baumann & Co. AG



“We are constantly on the lookout for innovative solutions and gear our investment processes, services and corporate governance towards sustainability.”

Mirielle Wyss
Head Business Development
Sustainability Officer
Maerki Baumann & Co. AG

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treatment depends on the personal circumstances of the investor in question and is subject to change at any time.

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