

Initiative Asset Management Schweiz

SwissBanking

SFAMA
Swiss Funds &
Asset Management
Association

ASA | SVV
Schweizerischer Versicherungsverband
Association Suisse d'Assurances
Associazione Svizzera d'Assicurazioni

ASIP

KIGIAST
Konferenz der Geschäftsführer
von Anlagestiftungen
Conférence des Administrateurs
de Fondations de Placement

12. Meeting Steering Committee

24. September 2015

Ort: SBVg, Limmatquai 122, Zürich

Mitglieder

- Karin Oertli, Managing Director, UBS AG (Stv. I. Wismer)
- Timothy Blackwell, Managing Director, Credit Suisse (Stv. C. Ravara)
- Christoph Lanter, Group Managing Director, Pictet Asset Management
- Iwan Deplazes, Leiter Asset Management, ZKB (Stv. R. Nicolodi)
- Matthias Henny, CEO Baloise Asset Management
- Max-Eric Laubscher, Pensionskasse Basel Stadt
- Markus Hübscher, Geschäftsführer, Pensionskasse SBB
- Roberto Paganoni, CEO, LGT Capital Partners (Stv. P. Fritschi)
- Felix Haldner, Mitglied der Geschäftsleitung, Partners Group AG
- Stephen Mills, CEO, Schroder Investment Management (Stv. S. Frischknecht)
- Christian Hinze, Managing Director, Blackrock
- Francois Note, General Manager, Capital International (Stv. G. Caratsch)
- Martin Gubler, Geschäftsführer, Zürich Invest
- Urs Widmer, COO, SIX Börse
- Markus Fuchs, Geschäftsführer, SFAMA
- Peter W. Grünblatt, Leiter Initiative Asset Management, Swiss Banking

24. September 2015



Agenda STC Meeting Initiative Asset Management Schweiz

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|---|---|--|-------|
| 1 | Begrüssung Protokoll der letzten Sitzung | P. Grünblatt, SBVg | 10:15 |
| 2 | Projekt Datenerhebung (Orientierung, Diskussion) | P. Grünblatt, SBVg Ggf. Vertreter BCG | 10:20 |
| 3 | Stand Fidleg/ FINIG; AIFMD Regelung (Orientierung, Diskussion) | M. Fuchs, SFAMA | 10:45 |
| 4 | Projekt Asset Management Summit (Diskussion, Entscheide) | P. Grünblatt, SBVg | 10:55 |
| 5 | Revitalisierung der Initiative AM (Diskussion) | P. Grünblatt | 11:05 |
| 6 | Varia | P. Grünblatt, SBVg M. Fuchs, SFAMA | 11:30 |
| 7 | Ausblick: nächstes STC (Kenntnisnahme) | P. Grünblatt, SBVg | 11:35 |

Das Projektteam beantragt dem STC:

Blackrock: Christian Hinze wird den Sitz von J. Allenspach im STC übernehmen.

Das Protokoll der Sitzung vom 23.6.2015 ist zu genehmigen.



Minutes

11. STC Meeting Initiative Asset Management Schweiz

23. Juni 2015,
SBVg, Limmatquai 122, Zürich

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|--|---|--------------------|-------|
| 1 | a) Begrüssung b) Protokoll der letzten Sitzung | P. Grünblatt, SBVg | 10:15 |
| <p><u>a) Begrüssung</u></p> <p><u>Teilnehmer</u> T. Blackwell, CS I. Wismer, UBS (Stv. K. Oertli) I. Deplazes, ZKB F. Haldner, Partners Group F. Note, Capital International C. Hinze, Blackrock Asset Management M. Henny, CEO Baloise Asset Management M. Gubler, Zurich Invest M. Fuchs, SFAMA P.W. Grünblatt, SBVg</p> <p><u>Entschuldigt abwesend</u> C. Lanter, Pictet Asset Management S. Mills, Schroder Investment Management M.E. Laubscher, PK Kanton Basel-Stadt M. Hübscher, PK SBB R. Paganoni/ P. Fritschi, LGT Capital U. Widmer, SIX</p> <p>P. Grünblatt begrüsst die neuen Mitglieder, Frau Isabel Wismer, UBS Global Asset Management (Stv. K. Oertli), sowie I. Deplazes, ZKB.</p> <p><u>b) Protokoll der letzten Sitzung</u> Das Protokoll wird einstimmig genehmigt.</p> | | | |
| 2 | Stand Fidleg/ FINIG (Orientierung, Diskussion) | M. Fuchs, SFAMA | 10:20 |
| <p>Markus Fuchs orientiert über den aktuellen Stand der zwei Gesetzesprojekte.</p> | | | |



Erwartet wird, dass der BR noch vor den Sommerferien einen Entscheid zu folgenden Themen fällen wird (allerdings wird keine Pressemitteilung erwartet):

- Unabhängige Vermögensverwalter
- Kundenregister
- Ausbildung.

Dass unabhängige Vermögensverwalter in Zukunft prudentiell beaufsichtigt werden, scheint ausser Frage, die Frage ist eher, wer die Beaufsichtigung ausübt, Finma direkt oder indirekt durch eine Unterorganisation.

M. Fuchs erwartet die Botschaft des Bundesrates per Ende Nov/ Anfang Dez. Mit einer Behandlung im Parlament ist frühestens im Q2/ 2016 zu rechnen.

| | | | |
|---|--|--------------|-------|
| 3 | Update Projekte a) Asset Management Park b) Internet c) Datenerhebung (Orientierung, Diskussion) | P. Grünblatt | 10:30 |
|---|--|--------------|-------|

a) Asset Management Park

Die Projektleiterin, Frau Petra Reinhard, hat erste Gespräche mit potentiellen Sponsoren geführt. Allerdings sind noch keine Entscheide gefallen. Seitens UBS wird der vorliegende Business Case als zu optimistisch beurteilt.

Frau Reinhard wird die nächsten drei Monate abwesend sein und das Projekt Ende September wieder aufnehmen.

b) Internet

P. Grünblatt stellt die von der SBVg erstellte Internet-Seite zur Initiative Asset Management vor. Design wie Inhalt werden als sehr gut empfunden.

F. Haldner empfiehlt, die weiteren an der Initiative beteiligten Verbände aufzufordern, auf Ihren eigenen Seiten einen Link zu der Website der SBVg anzubringen.

c) Datenerhebung

Markus Fuchs gibt eine grobe Übersicht über das von der SFAMA finanzierte Teilprojekt Datenerhebung. Mit der Projektleitung wurde die BCG mandatiert. Ziel des Projektes ist es die AuM sowie FTE zu erfassen, welche dem Asset Management aus der Schweiz heraus zugerechnet werden können. Wichtig ist, nicht einen ‚booking center view‘ einzunehmen, sondern einen ‚production center view‘. Da es dazu keine statistischen Zahlen gibt, sollen die Werte mittels einer Umfrage ermittelt werden. Erfasst werden sollen Mandate wie auch Produkte.

Sehr wichtig wird sein, in den jeweiligen Unternehmen die richtige Person anzusprechen.

I. Deplazes fragt, ob es sinnvoll wäre, dieses Projekt in die aktuell durch c-alm durchgeführte Befragung einzubinden. M. Fuchs wendet ein, dass die c-alm Studie auf das Erfassen des in der Schweiz verfügbaren totalen Anlagevolumens fokussiert, während uns interessiert, wieviele Gelder in der Schweiz tätige Asset Manager weltweit verwalten.

P. Grünblatt wird sich mit 20% in dieses Projekt einbringen und es eng begleiten. Mit einer Auswertung ist bis Ende Jahr zu rechnen.



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|---|---|--------------------|-------|
| 4 | Projekt Asset Management Summit (Diskussion, Entscheide) | P. Grünblatt, SBVg | 10:45 |
| <p>Eine angeregte, intensive Diskussion von mehr als einer Stunde. Unterschiedliche Standpunkte der STC Mitglieder, keine Einigung zu einem Format oder Organisationspartner gefunden.</p> <p>Diskussionspunkte:</p> <ul style="list-style-type: none"> • Wir wollen Swissness (Swiss talent, Innovation, Standortvorteile) verkaufen – machen event aber mit FT – passt das? Andere Stimmen: nur mit internationalem Organisator kann eine internationale Aussenwirkung erzielt werden. FT ist geeignet, den Event international zu positionieren. • Vor einem Entscheid für einen Summit muss der Content (Titelthema) des ersten summit festgelegt werden, sowie mögliche Speaker evaluiert werden. Diese These wird von einigen Mitgliedern des STC aber in Frage gestellt. • Die Thematik des Summit muss vorwärtsgerichtet sein: Herausforderung wird sein xx -> am Summit werden mögliche Lösungen skizziert und diskutiert. Der Inhalt muss auf jeden Fall durch Sponsoren (AM Schweiz) getrieben sein und nicht durch FT. • Spannungsfeld: hohe Glaubwürdigkeit des event vs. Botschaften der Initiative überbringen. • Zeitrahmen Januar 2016 ist unrealistisch, weil zu wenig Planungszeit und zu kurzfristig für high level speakers. Planung: High level speakers brauchen eine Vorlaufzeit von 12 Monaten. • Zielgruppe müssen sein: internationale Investoren und internationale Asset Manager (-> ansiedeln) • Sollten wir nicht eher klein (aber fein) als ‚Geheimtipp‘ anfangen, anstatt mit Zielgrösse 350 Teilnehmer? • Ein Mitglied bezweifelt, ob es uns gelingt, C-Level Teilnehmer zu mobilisieren – ausser es ist ein mittelbarer Nutzen für die Teilnehmer ersichtlich. • Institutionelle Investoren: darf man sie überhaupt einladen, wenn Teilnahme gratis ist -> durch Compliance Grossbanken abzuklären (Pendenz). • Link zu WEF wird als kritisch beurteilt und es wird bezweifelt, ob überhaupt internationale institutionelle Investoren am WEF teilnehmen. Grünblatt entgegnet, dass ggf. potentielle hochkarätige Speaker am WEF sein könnten und somit eine Synergie entsteht. (Nachtrag: Diskussion mit FT hat ergeben, dass diese Synergie wohl nicht gegeben ist, da sich diese Leute am Tag vor dem WEF auf das WEF (Vorbereitung) fokussieren und nicht an einem zusätzlichen Event teilnehmen). • Ein Mitglied regt an, mit dem Swiss International Finance Forum zusammenzuspannen und deren Programm um einen Asset Management Tag zu erweitern. Es wird entgegnet, dass das Forum auf die Schweiz fokussiert ist und keine internationale Komponente oder Reichweite hat. • Es wird angeregt, einen Link herzustellen zum geplanten Think Tank Asset Management und den Summit so zu einer ‚research based conference‘ zu machen. <p>P. Grünblatt wird aufgefordert, dass Konzept zu überarbeiten.</p> | | | |



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|---|---|---------------------------------------|-------|
| 5 | Varia (Orientierung, Diskussion) | P. Grünblatt, SBVg M. Fuchs, SFAMA | 11:15 |
| <p>P. Grünblatt berichtet, dass sich der Verband der Auslandsbanken formell gegen einen Beitritt zur Initiative Asset Management entschieden hat. Dies aufgrund der geforderten Kostenbeteiligung.</p> <p>P. Grünblatt stellt in Aussicht, dass bis zum nächsten STC Meeting die Rolle des STC überdacht werden soll, zumal das STC keine Entscheidungshoheit hat in Themen, welche finanzielle Mittel erfordern.</p> | | | |
| 6 | Ausblick: nächstes STC (Kenntnisnahme) | P. Grünblatt, SBVg | 11:30 |
| <p>Das nächste STC meeting findet statt am</p> <p>24. September 2015 am</p> <p>Limmatquai 122, Zürich.</p> | | | |



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Unterlagen werden während der Sitzung verteilt.



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Das Projektteam beantragt dem STC:

Das STC nimmt Kenntnis von den Ausführungen vom M. Fuchs.

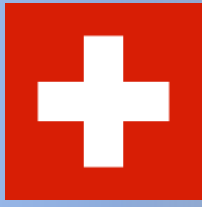


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Das Projektteam beantragt dem STC:

Die Anstrengungen von P. Grünblatt zur Finanzierung des Projektes sind weiterzuführen.



Initiative

Asset Management Switzerland

Project

“Global Asset Management Summit Switzerland”

August 2015

“Global Asset Management Summit Switzerland”

A project of the Initiative Asset Management Switzerland.

Vision of the Initiative Asset Management Switzerland:

Switzerland is to become a leading global location for asset management.

As an important mainstay of the Swiss financial sector, Swiss asset management is to stand for the highest level of reliability, independence, quality and innovation and is known and recognized for these characteristics throughout the world.

Introduction

Asset Management made in Switzerland is to be established as an international brand in order to reach a sustainable, international recognition.

A regularly held, high caliber conference in Switzerland around the topic Asset Management (“Global Asset Management Summit Switzerland”) is suited to make “Asset Management made in Switzerland” become known internationally and to position Switzerland accordingly.

The “Global Asset Management Summit Switzerland” should bring together leading policymakers, academics, investors and asset managers from around the world for a dialogue about the future of asset management, the interpretation of megatrends and definition of solutions for pivotal issues affecting the industry.

The long-term goal for the conference is that the Summit eventually is considered as “the Davos of the Asset Management industry”.

Vision

The Summit becomes the “Davos of the Asset Management Industry” - a globally recognized agenda setting, MUST-attend and global event for Asset Management, putting Switzerland on the global map for Asset Management services for global institutional investors.

The Summit transmits values of innovation, entrepreneurship, quality and reliability in order to reinforce and establish “Asset Management made in Switzerland” as an internationally recognized and sustainable brand.

Mission

Through an intense and open dialogue in an informal, but high quality setting on the challenges of tomorrow affecting investing and the drafting of innovative solutions and answers, the Summit creates value for its sponsors, delegates and the wider Asset Management industry.

The format underlines thought leadership, insight full and real dialogue and allows for real peer to peer experience and exchange and global networking.

No product push, no promotional event.

Organization

The Summit will be organized and promoted by Financial Times, an internationally well known and connected organization with corresponding experience in organizing events with an international audience.

Financial Times possesses a sizeable event team and has experience in organizing such an event.

Furthermore Financial Times is a publication with a global reach and a focus on financial industry.

To be considered:

Financial Times, however, is not a third party event provider but requires any event to be a Financial Times event, i.e. naming of the event must include 'FT'. A co-branding, however, is possible. E.g.

FT Global Asset Management Summit

In association with "Asset Management made in Switzerland"
and sponsored by

A B C

Delegates

The Summit should bring together a broad and global audience with representatives from central banks, pension funds, other institutional investors, supervisory bodies, policy makers, academics and asset managers (diversity). The delegate profile will be put together by us and FT.

Delegates should be C-suite level executives and most senior management in institutions – applications should be carefully vetted to ensure a high quality audience.

The inaugural Summit should bring together approx. 350 senior executives.

Ideally, the Summit is opened by the President of the Federal Council of Switzerland or the Finance Minister.

Ideally the Summit can be positioned as ‘by invitation only’ (i.e. delegates attend for free). This would allow the Summit to be positioned as exclusive for professional decision makers. Service providers, headhunter, consultants, etc. cannot buy themselves into the Summit.

To be considered:

FT has no problems to invite media like Reuters, Bloomberg, NYT, NZZ, etc. However, they only want ‘high profile’ media to attend (e.g. not Finews, 20 Minuten, etc.)

Advisory Board

It is planned to put together an international advisory board for “The Summit” composed of dignitaries and key leading practitioners from Switzerland, US and Asia. The Chief Editor of FT would also be a member. Maximum of ten members.

Purpose of the Advisory Board is to make sure the vision and mission of the Summit is respected. It is also the vehicle for dialogue with the Editorial team on the overall topic, agenda and program setting of the Summit.

The “Think Tank Asset Management Switzerland” to be established by the Initiative Asset Management Switzerland later in 2015 could be well positioned to contribute the annual overall topic setting of the Summit.

Summit topics

As mentioned in the mission of the summit, the topic of each Summit should focus on the challenges of tomorrow affecting investing. During the Summit then innovative solutions and answers should be discussed in order to create value for its sponsors, delegates and the wider Asset Management industry.

A possible initial topic could be:

Changing demographics and the challenges on pension schemes in an environment of low interest rates.

Program

The Summit program encompasses plenary presentations, panel discussions, different work streams, case studies and networking events.

A possible timeline:

Day 1 (Monday)

18:00 – 20:00 Welcome Reception (delegates, speakers)
20:00 Speaker Dinner (FT Editors, Sponsors, Speakers)

Day 2 (Tuesday)

08:00 – 09:00 Registration, Coffee
09:00 – 09:10 Opening Address
09:10 – 09:30 Keynote Address
09:30 – 10:30 2 Sessions
10:30 – 11:15 Coffee Break
11:15 – 12:30 2 Sessions
12:30 – 14:00 Lunch
14:00 – 15:15 2 Sessions
15:15 – 16:00 Coffee Break
16:00 – 17:00 Final Session
17:00 – 17:30 Closing Session
17:30 Farewell reception

Timing and Location

Timing

The AM Summit should take place annually in the first half of November.

During spring months and September/ October several other conferences take place whilst the first half of November seems to be an 'open window'.

To be considered:

Envisioned is an event starting Monday evening with a full day conference on Tuesday.

Location

The Summit could take place either in Zurich (Dolder Grand) or Lausanne (Beau Rivage Palace)

Ideally the venue should not be a city location as this would invite delegates to leave the conference early (e.g. for shopping). Furthermore, FT recommends not to choose a 'leisure' place (e.g. St. Moritz) as it is to be positioned as an event for professionals.

To be considered:

The Dolder Grand is substantially more expensive than Beau Rivage (by approx. 25%)

Organization fee Financial Times

For organizing and marketing the event, securing the venue, and handling the delegate acquisition, Financial Times charges an 'organization fee' of GBP 350'000.

The following pages describe the deliverables of FT under the organization fee.

Deliverables Financial Times – Organization fee (1)

Event Program and Speakers

FT will work closely with us in developing the program and content.

- We will have the opportunity to input on the themes of the event and speakers we invite
- FT will ensure the event is informative, topical and editorially objective.
- FT will secure all speakers
- FT will provide an FT journalist to host and moderate the event(s).

Marketing and Delegates

- FT will provide an experienced marketing team to oversee and fulfil the marketing of the event.
- FT will be responsible for securing all delegates – at the right level – we will have the opportunity to rank the list of invitees in order of preference/priority and to submit additional target invitees.
- All literature associated with the Event will show clearly that it is being arranged in association with us.

Deliverables Financial Times – Organization fee (2)

FT marketing responsibilities include:

- Bespoke delegate list research – to ensure clean, up-to-date data is used.
- Fulfilment of personalized invitation process (hard copy and email)
- Design and production of print advertisements in the FT newspaper and/or on FI.com
- Implementation and design of bespoke co-branded Event website
- Design and produce Event collateral (including: brochures, pull up stands, delegate badges)

Logistics and Administration

FT will provide an FT project manager to be responsible for and to oversee the organization and administration of the event. This includes:

- Organization of event venue, catering, AV, staging etc.
- Liaison with and registration of delegates and confirmation of attendance details
- Liaison with and administration of speaker's participation
- FT to provide professional photographer
- Coordination of any additional press to be invited
- All activities are carried out by FT's in-house conferences and events team

Deliverables Financial Times – Organization fee (3)

Post-event Summary Report

As part of the package FT will also create a co-branded Summary Report, which FT will write after the event. This tool allows a record to be kept of each session which creates longevity – making the messages last longer and remain in the thoughts of the delegates.

The Summary Report takes the form of a compact, 6-8 page booklet. The content of the report will include a summary of the themes, ideas and points discussed at the event, plus any photos. FT will write, design, print and distribute to guests within a short time (approx. two weeks) after the event, plus FT will provide further copies and a PDF version to be distributed as the client wishes as well as being placed on its website.

Deliverables Financial Times – Delegate acquisition (1)

Delegate list research

Dedicated FT research team compiles event-specific delegate list from use of databases and internet searches.

FT Conferences databases

FT also has a large database of all previous delegates and speakers from our events, which is regularly maintained and updated. The data can be searched and sorted to identify possible delegates matching our client's requirements.

FT readership databases

FT is able to sort this data and identify specific job titles and roles. These will then be targeted with FT marketing.

Deliverables Financial Times – Delegate acquisition (2)

Third-party intermediaries

Where useful, FT is also able to contact a range of companies and organizations whose clients/ members respectively would have an interest in the event. Included in this would be large consultancies, PR agencies and industry bodies. The FT has solid relationships with many of these and is able to leverage these effectively.

Supporting organizations

In addition, the FT can also arrange for one or more relevant organizations to have “Supporting Organization” status, if appropriate. This takes the form of a contra deal where the organization’s logo appear on the marketing material. In return the supporting organization will actively market the FT event to its members in a variety of ways, including advertising in its publication (s) and its newsletters.

Deliverables Financial Times – Delegate acquisition (3)

Email invitations

Once a universe of potential delegates is compiled, the FT will then design and send an HTML email invitation and send this out to the contacts.

Hard copy invitations

Once a priority list is compiled, these attractive branded invitations are sent out in the post.

Telesales team

Once email and hard-copy invitations are received, an experienced team will follow up on each one and where possible will speak to the invitee directly.

Partnership business models and costs

The total budget of FT for the Summit is GBP 1'200'000, consisting of

- Financial Times 'organization fee' GBP 350'000.
- Supporting events like lunch, receptions, coffee breaks GBP 100'000 (see below)
- In addition, FT expects to gain GBP 750'000.

While the 'organization fee' is fix and must be carried by us, flexible models are available for the remaining GBP 850'000 (based on delegate fee and supporting events). Assuming 350 delegates in total:

| Sponsors of Summit | Financial Times |
|--|--|
| <p>Minimum: Organization fee GBP 350'000 Max 50 free delegates/ speakers</p> | <p>GBP 850'000: FT charges a delegate fee (250 x max. GBP 2'850) FT gathers further sponsors & partners</p> |
| <p>Maximum: GBP 1'200'000 All delegates attend for free; by invitation only Sponsors also carry supporting events</p> | <p>No additional costs: FT leaves delegate picking to sponsors</p> |
| <p>In between the above, a sliding scale is possible.</p> | <p><i>Should be preferred model</i></p> |

Sponsoring of supporting events:

- Welcome reception GBP 25'000
- Farewell reception GBP 25'000
- Two coffee breaks GBP 20'000
- Lunch GBP 30'000

Partnership business models

Various sponsor models can be designed:

1. **Traditional Platinum, Gold, Silver sponsorship brackets**

All sponsors named, no link to 'Asset Management made in Switzerland'.

2. **Partner model**

All sponsors pay the same amount, no link to 'Asset Management made in Switzerland'.

3. **An association 'Asset Management made in Switzerland' is founded**

In this model, both of the above could be realized, however, within a formal organization

This model would allow to position 'Asset Management made in Switzerland' supporting the establishment of a brand in the medium term.

In order to make the Summit a sustainable, and not just a one time event, it is envisioned that sponsorship commitments run for a period of three to five years.

To be considered:

Asset Managers without production Switzerland as sponsors?

CFA as a possible sponsor?

Standortförderung Schweiz participation/ sponsoring?

SIF as a possible sponsor?

Consultants as sponsors?

Role of SBA/ SFAMA?

Preferred sponsorship model (Grünblatt)

An association 'Asset Management made in Switzerland' is founded

Commitment of members is for three years and renewable.

Sole purpose is the support of the Summit.

This model would allow to position 'Asset Management made in Switzerland', supporting the establishment of a brand in the medium term. It furthermore ensures that max. 350 delegates attend for free and by invitation only, i.e. the control over attendants is fully with the sponsors. This model also secures exclusivity for sponsors as FT would not be allowed to invite further partners.

Membership fees:

3 Platinum Sponsors

Secure 'organization fee' (GBP 350'000)

(GBP 160'000 each)

Secure free participation of 50 additional delegates (GBP 130'000)

5 Gold Sponsors

(GBP 75'000 each)

Secure free participation of 150 additional delegates (GBP 375'000)

10 Supporting Sponsors

(GBP 25'000 each)

Secure free participation of 100 additional delegates (up to GBP 250'000)

4 Event Sponsors

Secure financing of the supporting events (see chart p. 12, GBP 100'000)

Preferred sponsorship model: possible branding

FT Global Asset Management Summit

**In association with
“Asset Management made in Switzerland”**

Supported by

Platinum Members:

1 2 3

Gold Members:

1 2 3 4 5

And Supporting Sponsors:

1 2 3 4 5 6 7 8 9 10

Preferred sponsorship model – benefits of all categories

Conference promotion

- Sponsor names will appear alongside the FT marque, on all documentation produced and distributed to promote the conference. This includes all email campaigns, the event hard-copy pre-mailer and program. Also included is the mailing of senior executives from FT's elite customer database
- Sponsor branding will appear on all advertisements promoting the event in the FT
- Traffic-drivers on FT.com to FT- hosted event website (banners and MPUs) 200,000 impressions

Event

- Sponsor company branding featured prominently on the front cover of the delegate pack, alongside FT logo as well as delegate badges
- 2 Delegates per Sponsor to attend conference for free

Post event

Sponsor logo/ branding on all post-conference activities, which sponsor can use to enhance client relations. These include:

- A follow-up email thanking guests for their attendance and participation (sent out within a week of the event);
- Continual exposure on the event website (kept live for a minimum of one year).
- Provision of final guest list

Preferred sponsorship model – additional benefits Platinum

Advisory Board

- One seat on the advisory board -> influence on setup and themes

Pre Event Benefits

- Sponsor's branding and up to 300-word company profile to appear in the Summit program and on the FT Conferences website with a link back to Sponsor's company website.
- Confidential advance listing of all attendees two weeks prior to the summit (arrange meetings etc. in advance with access via FT online networking tool)

Event Benefits

- Opportunity to join the speaker program, subject to editorial approval.
- Co-host the exclusive Speaker Dinner on the first evening and Speaker to invite one additional guest
- Use of a Gallery Lounge at the hotel for private meetings throughout the summit.
- Distribution of a piece of promotional literature to the entire delegation.
- 5 complimentary passes to the whole summit for the Sponsor's own staff and guests/clients.

Preferred sponsorship model – additional benefits Gold

Pre Event Benefits

- Sponsor's branding and up to 100-word company profile to appear in the Summit program and on the FT Conferences website with a link back to Sponsor's company website.
- Confidential advance listing of all attendees one week prior to the summit (arrange meetings etc. in advance with access via FT online networking tool)

Event Benefits

- Participation in the exclusive Speaker Dinner on the first evening with up to two delegates
- Use of a Breakout Room at the hotel for private meetings throughout the summit.
- Distribution of a piece of promotional literature to the entire delegation.
- 3 complimentary passes to the whole summit for the Sponsor's own staff and guests/clients.

Following Summits

As mentioned earlier, the Summit should be sustainable and not a one time event. Therefore, it is envisioned that sponsorship commitments run for a period of three to five years.

Depending on the experience of the initial event, subsequent events could be longer or include topics like an excellence award in 'Asset Management' or 'Leaders of Tomorrow'.

Next steps

Discuss concept with possible platinum sponsors.

Secure support of 3 platinum sponsors for 3 years.

Mandate FT with organization of Summit (requires GBP 350'000 organization fee) -> **ideally before end Sept.**

Establish Advisory Board.

Secure additional sponsors for total of GBP 1.2m -> **ideally before end 2015.**

Contact!

For further information please contact:

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Initiative Asset Management Switzerland

Swiss Bankers Association

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Agenda STC Meeting Initiative Asset Management Schweiz

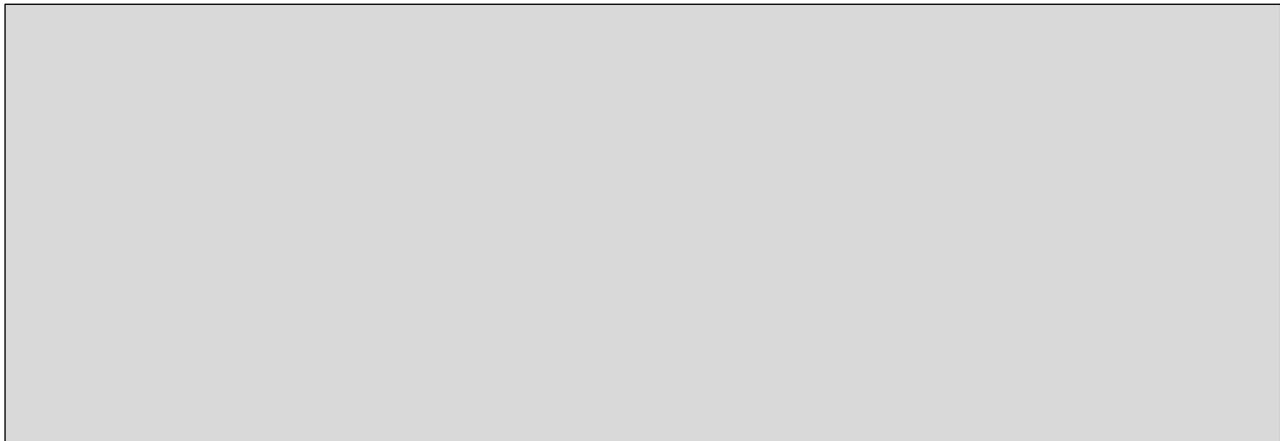
| | | | |
|---|---|--|-------|
| 1 | Begrüssung Protokoll der letzten Sitzung | P. Grünblatt, SBVg | 10:15 |
| 2 | Projekt Datenerhebung (Orientierung, Diskussion) | P. Grünblatt, SBVg Ggf. Vertreter BCG | 10:20 |
| 3 | Stand Fidleg/ FINIG; AIFMD Regelung (Orientierung, Diskussion) | M. Fuchs, SFAMA | 10:45 |
| 4 | Projekt Asset Management Summit (Diskussion, Entscheide) | P. Grünblatt, SBVg | 10:55 |
| 5 | Revitalisierung der Initiative AM (Diskussion) | P. Grünblatt | 11:05 |
| 6 | Varia | P. Grünblatt, SBVg M. Fuchs, SFAMA | 11:30 |
| 7 | Ausblick: nächstes STC (Kenntnisnahme) | P. Grünblatt, SBVg | 11:35 |

Keine Unterlagen – offene Diskussion



Agenda STC Meeting Initiative Asset Management Schweiz

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Das Projektteam beantragt dem STC:

Das nächste STC wird nach den Beschlüssen des VR SBVg festgelegt.



*Vielen Dank für Ihre Mitarbeit
und Ihre Unterstützung!*