30 Years of Wealth Empowerment for Families and Individuals

François Struye De Swielande
CEO & Shareholder
Apricus Finance SA

Winner

- ***Based in Geneva***

This year, Apricus Finance SA proudly marks 30 years at the forefront of independent wealth management. Since 1995, we have been advising and supporting our clients with tailored Wealth Management, Asset Management, and Family Office services.

Our family-focused philosophy allows us to go beyond the usual financial strategies. We understand the human, entrepreneurial, and generational factors that shape financial decision-making. This perspective enables us to provide thoughtful, long-term guidance, ensuring that our clients receive discreet, first-class financial solutions tailored to their goals.

What is the winning formula of your firm that explains why you won?

The challenges our industry faces are around agility, technology and performance. Over time, we have built a seasoned investment team, averaging 25+ years of experience – which our clients count on to navigate through tough and challenging market conditions - consistently delivering to our clients.

Our exceptional technology platform is at the centre of our success, supporting our investment offering and delivering state of the art reporting to our clients. Of key importance is the client experience. Clients don't just feel like another client, but rather a part of the Apricus family.

What are you going to do to remain competitive and stay ahead?

We combine long-term wealth protection with innovative and creative solutions. The keys to our continued success are a combination of our expertise, our market conscious approach to investing and our strategic and thematic convictions, all coupled with a flexible and opportunistic investment DNA, with our clients' goals remaining front and centre.

Our size and flexibility allow us to react fast to the changing dynamics of the wealth management industry and the ever-developing market environment.

Please describe how your colleagues make a difference?

We believe that there are three key aspects to this. As mentioned above, our colleagues are very experienced, bringing a career's worth of market knowledge to their roles and, importantly, having lived and worked through numerous market cycles and geopolitical events.

Secondly, as with our clients, colleagues feel a part of the Apricus family. Thirdly, in an industry it is frequently called into question, clients' interests are always front and centre of everything we do at Apricus Finance.

How do you hope your firm will benefit from getting this award?

There are many excellent EAMs based in Geneva. We do not seek to compete head-on with them. We adhere to our company's founding philosophy, vis-à-vis our clients and our approach to portfolio management. Our values reflect those of successful family-owned businesses, which are at the core of our philosophy. As a family-owned company, we believe in: Continuity, Alignment of Interest and Long-Term Value Creation. We believe this ensures that we continue to be highly relevant to existing and prospective clients.

Winning this award is validation of all that Apricus Finance does continually in striving to be a best practice wealth & asset management industry leader. The award also helps individuals get a sense for why they might wish to consider joining the Apricus Finance client family.

Wealth Management
Asset Management
Family Office

Rue du Rhône 30
CH-1204 Geneva
Switzerland

fss@apricus.ch
+41 22 317 88 40
www.apricusfinance.com