

REYL & Cie Ltd expands into Asset Services as part of its diversification strategy

Geneva, 16 March 2015. Pursuing its diversification strategy, the REYL Group is expanding its range of activities into Asset Services, targeting institutional clients. The new line of business completes the Group's existing offering in the areas of Wealth Management, Asset Management, Private Office and Corporate Advisory & Structuring services.

By expanding its scope of business, the Group is seeking to capitalise on its internal resources and skills as well as the investments made over the years on organic growth. The Asset Services business line is headed by François Savary, who will continue to serve as Chief Strategist for the Group.

The broad range of services provided by REYL & Cie in this new field encompasses investment consulting and delegation together with a comprehensive line-up of global custody, trading as well as fund depositary, governance and set-up services. The fully bespoke services draw on extensive expertise, notably in IT, operations, legal advice, management and research. They primarily address institutional players including private banks, securities dealers, family offices, pension funds, fund managers and independent asset managers. Implemented using the infrastructure of the Group's Geneva headquarters and supported by the contribution of some 40 professionals based in the Group's domestic and foreign entities, the services can be rolled out both in Switzerland and internationally.



"Over the last ten years REYL & Cie has invested extensively to adapt its structure to an increasingly regulated environment," says François Savary. "The level of expertise we have achieved in the main production areas led recently to our responding to requests from several clients. As such, we thought it was the right time to commercialise that expertise in a more formal manner and give it its full dimension. It is particularly motivating for us to enable our clients to externalise ancillary functions that regulatory changes are making increasingly complex and, by extension, increasingly restrictive. Relying on our tools and teams, our clients can significantly reduce the processing costs involved in those tasks and at the same time focus as a priority on their core business."

About REYL & Cie Ltd

www.reyl.com

The REYL Group is an independent banking group based in Geneva, with offices in Zurich, Lugano, Paris, London, Luxembourg, Singapore and Hong Kong. The Group manages assets of over CHF 10 billion and employs 175 people (figures as at 31/12/2014).

Developing a contemporary approach to banking, the Group serves a clientele of international entrepreneurs and institutional investors through its Wealth Management, Asset Management, Private Office, Corporate Advisory & Structuring and Asset Services business lines.

Founded in 1973, REYL & Cie Ltd is licensed as a bank in Switzerland and performs its activities under the direct control of the Swiss Financial Market Supervisory Authority (FINMA) and the Swiss National Bank (SNB). The REYL Group's subsidiaries are also regulated by the LPCC in Switzerland, the AMF in France, the FCA in the UK, the CSSF in Luxembourg, the MAS in Singapore and the SEC in the United States.

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