

## **REYL & Cie launches Fund Representation Solutions**

***Geneva, 2 June 2020. REYL & Cie ("REYL") has expanded its Asset Services business line by offering Fund Representation Solutions. This addition complements the services already on offer for international fund managers by representing foreign collective investments for distribution in Switzerland.***

This new initiative is part of the REYL Group's drive to continue developing its expertise in high value-added services, this time for its institutional clients, and further enhances the offering from the *Asset Services* business line, which is run by Andreas Söderholm and encompasses paying agent services. Access to these foreign funds will also foster commercial synergies between the *Asset Management* and *Corporate Advisory & Structuring* business lines.

The new Fund Representation Solutions team, which is comprised of Philippe Steffen, Head of Operations, and Colin Vidal, Head of Business Development, aims to develop representation services for foreign collective investments by providing professional services to international fund managers and promoters looking to distribute their funds in Switzerland. This new offering complements REYL's paying agent solutions and enables institutional clients to access all the services they need to distribute foreign funds to Swiss investors in one place.

According to Andreas Söderholm, Head of Asset Services, *"Asset Services complements its offering by integrating a complete fund representation service, thus expanding its scope of fund solutions to an ever-increasing institutional clientele. This will provide REYL with a single point of contact for funds looking for custody, depositary, execution and fund administration but can now also cater for Swiss distribution legal requirements such as legal representation and paying agent services."*

REYL & Cie's Head of Operations Philippe Steffen states, *"I am pleased to join the REYL Group and I fully share its philosophy to constantly innovate through technology and service offerings. The Bank is now in a position to offer a complete range of services for fund distribution in Switzerland. Furthermore, the Group's extensive international reach certainly adds significant value for our clients."*

Lastly, REYL & Cie's Head of Business Development Colin Vidal explains, *"In an often unclear and ever-changing regulatory environment, investment funds need a reliable, independent institutional partner with a long-term strategy. REYL & Cie has granted us the perfect springboard to create a comprehensive service offering and provide related services in tandem with the Bank's other business lines."*

After graduating from Université de Neuchâtel with a Master's in Business Management and earning his national degree in marketing engineering, Philippe Steffen acquired extensive experience in management roles in Switzerland and abroad at groups such as KPMG, Dow Jones, Knight Ridder and Bridge Financial. Over the past several years, he has worked in several areas of finance as an independent wealth manager, Chief Operating Officer of an alternative fund manager/distributor and as both COO and CFO for a company providing services related to the offering of foreign investment funds in Switzerland.

Colin Vidal graduated from Concordia University in Montreal with a degree in business, finance and international affairs, and holds an MBA from INSEAD in Singapore. He has

nearly 20 years' experience in the financial sector, primarily in hedge fund management. He has occupied several roles in fund analysis and business development. More recently, he spent five years as Senior Manager of Business Development for a company providing services related to the distribution of foreign investment funds in Switzerland.

**About the REYL Group**

[www.reyl.com](http://www.reyl.com)

Founded in 1973, the REYL Group is an independent diversified banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (London, Luxembourg, Malta) and the rest of the world (Singapore, Dubai). The REYL Group manages assets in excess of CHF 13.5 billion and employs more than 220 professionals.

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

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

**Press contacts**

**REYL & Cie Ltd**  
T +41 22 816 80 20  
[presse@reyl.com](mailto:presse@reyl.com)

**jpespartners**  
Miles Donohoe  
D +44 (0)20 7520 7625  
T +44 (0)20 7520 7620