



The innovative attitude of Bank Reyl and its support of start-ups

Founded in Geneva in 1973, the REYL Group is an independent banking organisation providing financial advisory services and investment solutions to private and institutional clients.

REYL has developed an innovative approach to banking, and its business model is focused on providing the highest level of service and dedicated personalised attention to a dynamic clientele of entrepreneurs, family offices and international investors.

The Group is the only boutique private bank in Switzerland offering a complete range of services comparable to its largest peers, through its five business lines: Wealth Management, Entrepreneur & Family Office Services, Corporate Advisory & Structuring, Asset Services and Asset Management. As of 31 December 2019, the Group recorded its eighteenth consecutive year of AUM growth and fifteenth consecutive year of workforce expansion.

Expansion and new initiatives

In order to deliver its high-quality service effectively to its increasingly mobile client base, REYL expanded its geographical footprint to provide regulated services in Europe, Asia, and the Middle East.

In October 2019m REYL launched the asset management affiliate, Asteria Investment Managers, which is exclusively dedicated to social and environmental impact investing, and offers a comprehensive offering of impact products with financial return and social impact.

Recognising the crucial role that technology plays in the future of private banking, in May 2020, REYL announced its successful incubation and Series A funding of Alpi SA, a digital platform serving the mass affluent client segment. It represents the culmination of 18 months of work which resulted in CHF 12.2 million raised (Series A) in January 2020, with seasoned investors from the financial and technology sectors participating into this over-subscribed round.

REYL expanded its Asset Services business line in June 2020 offering fund representation solutions as part of the REYL Group's drive to continue developing its expertise in high value-added services, this time for its institutional clients. 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.

Achieving success

In June 2020, REYL launched its new brand campaign, which reflects the character of the REYL brand, with a new brand positioning and a tagline, "SUCCESS. TOGETHER.", illustrating the integral relationship between joint effort and collective success.

In October 2020, REYL and Fideuram – Intesa Sanpaolo Private Banking announced they have agreed on the terms of a strategic partnership by which Fideuram - ISP PB will acquire a 69% interest in REYL and will contribute to REYL its wholly-owned Swiss bank subsidiary Intesa Sanpaolo Private Bank (Suisse) Morval.



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The Group is the only boutique private bank in Switzerland offering a complete range of services comparable to its largest peers, through its five business lines: *Wealth Management, Entrepreneur & Family Office Services, Corporate Advisory & Structuring, Asset Services and Asset Management*, enabling efficient provision of solutions addressing the complex needs of its clients.

“We are honoured to give the Favorit Entrepreneurship Award for the 3rd consecutive year, says REYL CEO François Reyl, recognising the hard work and exceptional entrepreneurial spirit that we also value at REYL.”

REYL Group, учрежденная в Женеве в 1973 году, является независимой банковской организацией, предоставляющей консультационные услуги по финансовым вопросам и инвестиционные решения для частных и институциональных клиентов.

REYL разработала инновационный подход к банковским услугам, а ее бизнес-модель ориентирована на обеспечение высочайшего уровня сервиса и внимательный подход к изменчивой клиентуре, включая предпринимателей, компании по доверительному управлению семейным капиталом (т.н. «семейных офисов») и международных инвесторов.

REYL Group является единственным специализированным частным банком в Швейцарии, предлагающим полный спектр услуг, сравнимый с предложениями крупнейших аналогичных компаний, по пяти направлениям своего бизнеса: Управление активами состоятельных клиентов, Управление корпоративными и семейными активами, Консультирование и структурирование корпоративных финансов, Услуги для внешних управляющих и Управление активами, что обеспечивает эффективное предоставление решений с учетом нетривиальных потребностей ее клиентов.

«Для нас огромная честь в третий раз подряд присуждать премию за предпринимательскую деятельность «Фаворит» (Favorit Entrepreneurship Award), — заявил Главный исполнительный директор REYL Франсуа Рейл, — ведь это свидетельствует о том, что как и в Reyl, в отрасли высоко ценятся упорный труд и исключительная предприимчивость.



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