

# FUND MANAGER PLATFORM

SWISS-asia   
FINANCIAL SERVICES PTE LTD  
瑞士亚洲金融服务有限公司

**SWISS-ASIA**

**The platform for Professionals by Professionals**

## THE FUND MANAGER PLATFORM

The Swiss Asia Fund platform allows fund managers to set up a cost effective fund solution for anyone wishing to set up a new fund structure. Swiss Asia is able to provide the back and middle office operations to the fund, office space, compliance, IT and corporate governance to any new fund manager.

Fund managers who are looking to set up in Singapore or Hong Kong are able to leverage of Swiss-Asia's expertise in setting up their fund management business. Partnering up with Swiss Asia will allow access to world market and various asset classes.

Fund managers are able to choose their preferred counterparties for trading, custodian service, audit and fund administration.

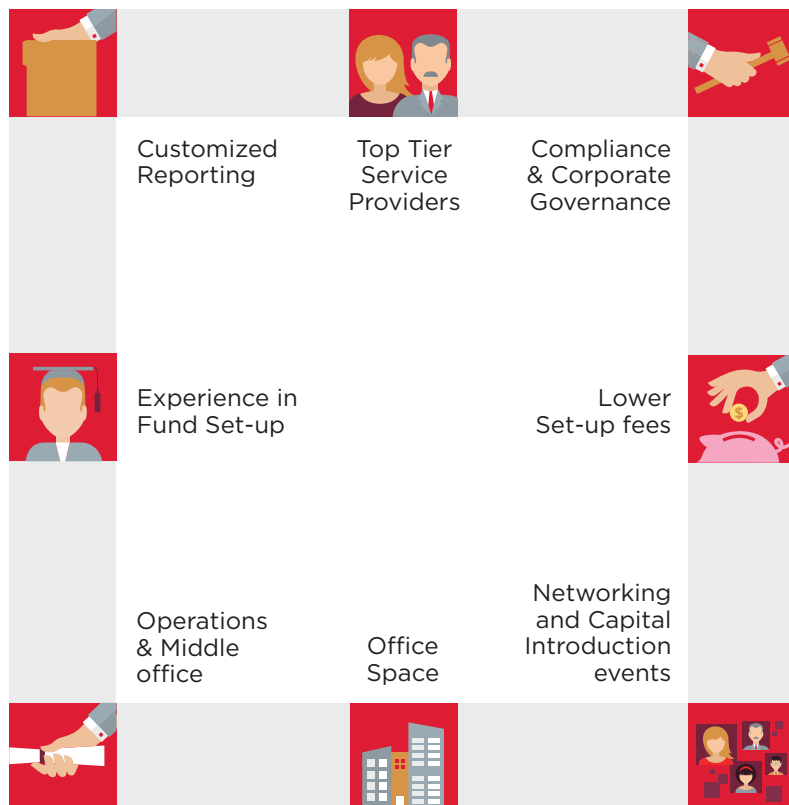


## WHY SWISS-ASIA'S FUND MANAGER PLATFORM?

Swiss-Asia has been in business since 2004. We have set up numerous fund structures for our clients who range from start-up fund managers, family offices, and entrepreneurs.

Swiss-Asia houses a robust business and operations middle office team to support Fund Managers in all operational and business management tasks. This allows managers to focus on financial markets and managing money to generate alpha for investors.

Benefits of the platform:



## WHY SWISS-ASIA'S FUND MANAGER PLATFORM?



We will liaise with service providers to provide you with a seamless setup



Capital introduction and networking events enable you to meet potential investors and peers



Our compliance team will ensure that all is within the legal framework of Singapore &/or Hong Kong



A Professional operations team ensures all your operational middle office needs are taken care of



Enjoy lower set up fees with Swiss-Asia's all-encompassing solutions



Our experience in fund set up means that you can trust us to advise you on solutions that are best suited for you



Dedicated A-Grade office space in Singapore & Hong Kong

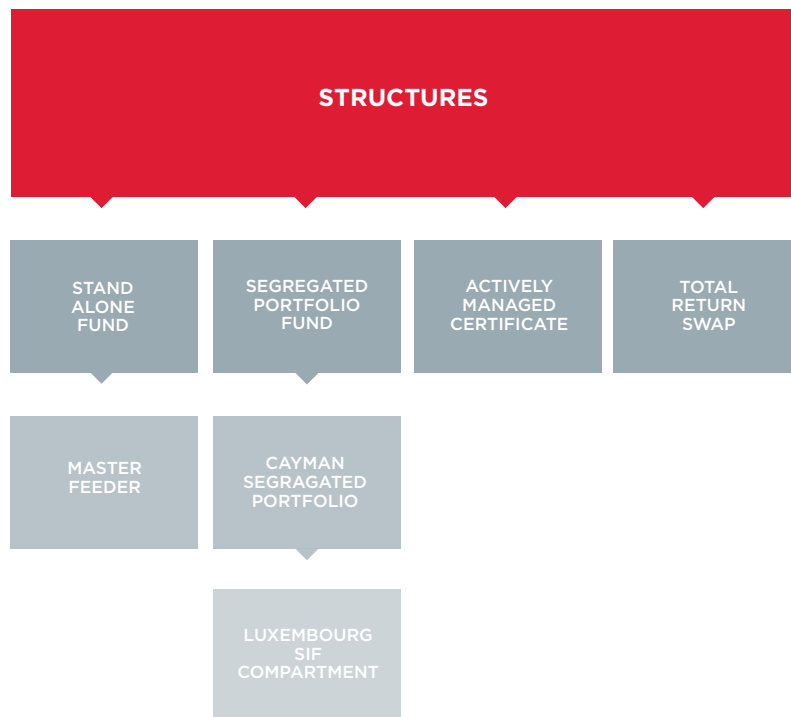


Customised automated reporting for managing risk exposures and portfolio positions

## HOW DOES IT WORK?

Each Fund Manager carries his own investment and functional responsibilities and reports to the Management Board of the Fund. The fund manager on the platform owns the vehicle. Swiss-Asia does not take an equity stake in the Manager.

Swiss-Asia provides access to diverse structures to wrap investment strategies. The choice of structure will depend entirely on assets under management in the initial launch the targeted expense ratio and the targeted investor base.



## STAND-ALONE FUND

A Stand-Alone Fund is a single vehicle; the format can be in the form of a company, unit trust or a partnership. This is ideal for strategies that have a single investment strategy. If need be this structure can be supplemented by a feeder to cater for diverse investor jurisdictions.

Swiss Asia is able to structure stand-alone funds in all renowned jurisdictions ranging from Cayman, Luxembourg, Singapore, Ireland, Mauritius, Gibraltar and Malta.



## SEGREGATED PORTFOLIO FUNDS

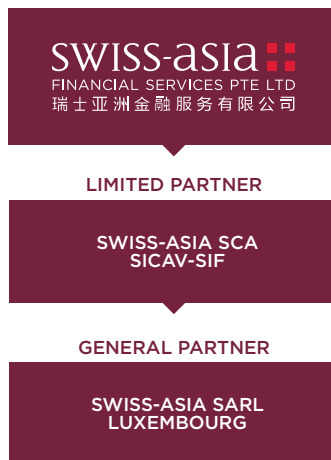
### *Cayman Segregated Portfolio*

Swiss Asia houses a Cayman Segregated Portfolio Company (“SPC”). This is a company which segregates the assets and liabilities of each Segregated Portfolio (“SP”) that is created underneath it.



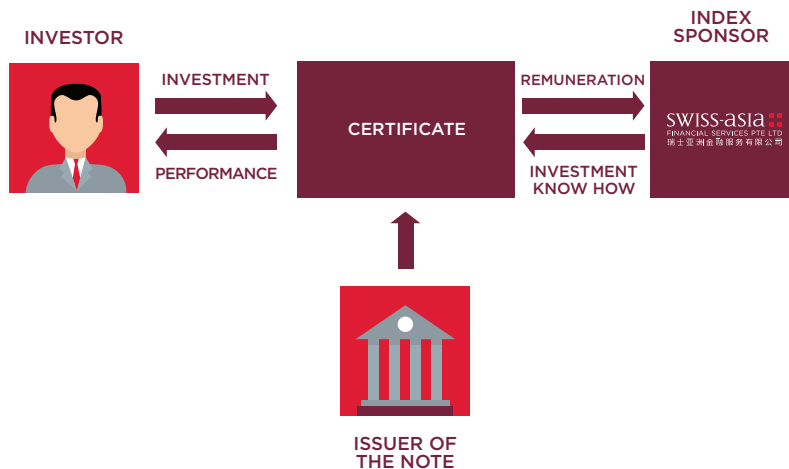
### LUXEMBOURG SIF

Swiss Asia houses a Luxembourg SICAV SIF for managers who wish to market primarily to European based clients. A Specialised Investment Fund (“SIF”) is a multi-purpose investment vehicle for alternative strategies that is efficient and can be marketed globally to investors who qualify as “well informed investors”.



### ACTIVELY MANAGED CERTIFICATES

An Actively Managed Certificate is a product that is managed at the discretion of an asset manager. It is suitable for fund managers who are looking for a lower cost and a speedy time to market alternative. Trading strategy of long-only alongside with a smaller AUM would further emphasize the benefits of this structure.

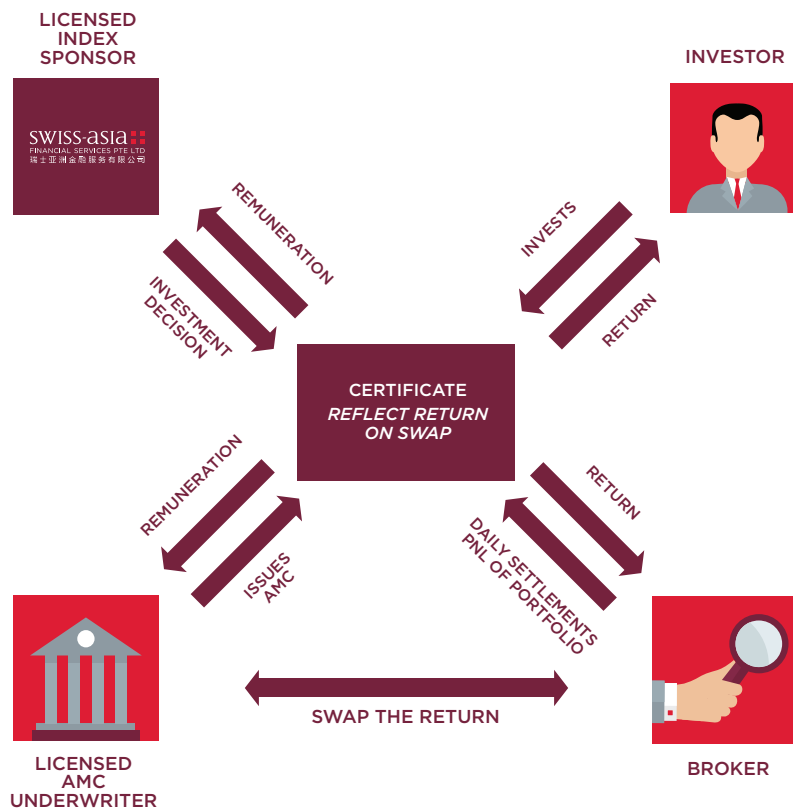




## TOTAL RETURN SWAP

A Total Return Swap is a product that is managed at the discretion of an asset manager. It is suitable for fund managers who are looking for a lower cost for smaller AUM funds and a speedy time to market alternative with more complex strategies.

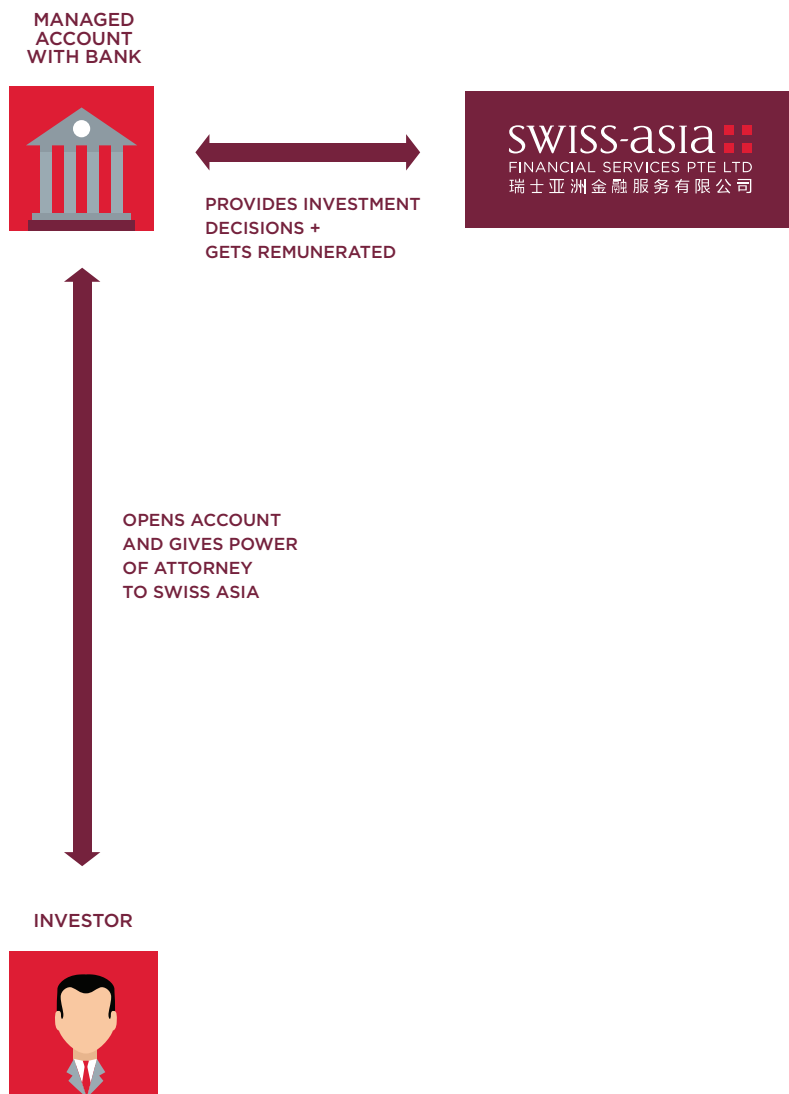
Contrary to the Actively Managed Certificate, the liaison with a prime broker makes this possible.



## MANAGED ACCOUNT

Swiss-Asia is also able to cater for managed accounts. Manager accounts are usually owned by an individual investors while the account sits with one of the banks.

The client gives Swiss Asia power of attorney to trade on the specified account.



## EXPAND YOUR NETWORK WITH US...

Swiss-Asia's Capital Introduction Events allow our fund managers to build their buy side network.

Swiss-Asia organizes the following type of events:

### **Capital Introduction Event**

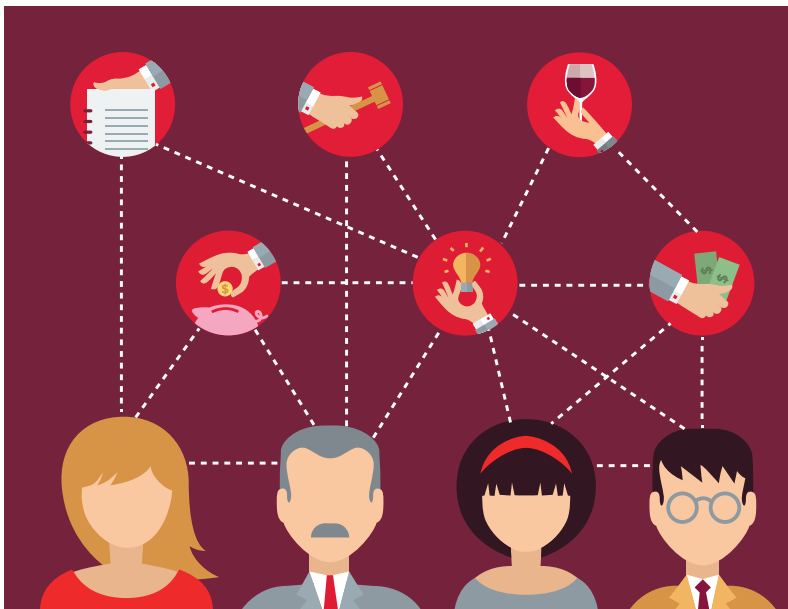
Swiss-Asia will hold annual capital introduction events to introduce you to External Wealth Managers, as well as individual investors. Swiss-Asia guarantees that as fund managers on our platform, you will have ample opportunities to present your strategies to expand your portfolio and network.

### **Exclusive Networking Events**

Funds on our platform will receive exclusive invites to the quarterly Hedge Fund events. Clients can look forward to network and exchange information with other hedge funds within the community.

### **Investor Lunch Meetings**

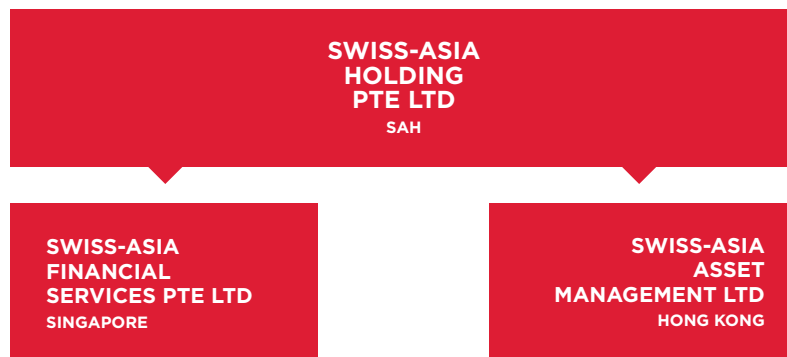
Swiss-Asia is able to arrange pre-qualified lunch meetings for accredited investors, ranging from family offices, fund of hedge funds, institutional and HNWI.



## ABOUT SWISS-ASIA

Swiss-Asia Holding Pte. Ltd. is a Singapore-registered Financial Holding Company with two main subsidiaries:

**Swiss-Asia Financial Services Pte. Ltd.** and **Swiss-Asia Asset Management (HK) Ltd.**



Founded in 2004, Swiss-Asia Financial Services Pte Ltd holds a Capital Markets Services License under the Singapore Securities and Futures Act to conduct regulated activities in Fund Management and Advisory for accredited investors. Its sister company, Swiss-Asia Asset Management (Hong Kong) Limited holds a License under the Securities and Futures Ordinance from the Securities and Futures Commission in Hong Kong to carry out regulated activities in Fund Management (Type 9) and Advisory (Type 4) for accredited investors.

## DIRECTORS AND MANAGEMENT

### **Olivier Mivelaz** - CEO and Founding Partner

More than 30 years of Banking and Fund Management experience; over 25 years in Asia. Prior to founding Swiss-Asia, he was Managing Director and Board Member of BCVI(S) (fully owned by BanqueCantonaleVaudoise) from 1994 to 2004.

At Bank LeuLtd, Hong Kong from 1991 to 1994, Olivier was Managing Director and Regional Representative and was an Investment Advisory License Holder for the company. Bank Leuis part of the CréditSuisse Group.

At BNP Hong Kong in 1990-1991, he was the Head of the Investment Department, in charge of developing portfolio management strategy for BNP Hong Kong and started BNP's first brokerage activity in Asia.

Olivier started his career at Swiss Bank Corporation (SBC, now UBS), working as an Asset Manager from 1982 to 1990, and was posted in Geneva, Basle, New York and Hong Kong during his time at SBC.



**Steve Knabl – COO and Managing Partner**

Steve Knabl is a Swiss national with more than 15 years of experience in financial services field at general management level. He attended the “Faculté des sciences Economiques” of University of Neuchatel, and continued to acquire a BSc in International Hospitality Management at the Ecole Hôtelière de Lausanne – Haute Ecole Spécialisée.

Steve has an in-depth knowledge of brokerage and trading operations as well as experience and proficiency in project coordination and operational implementation of complex business strategies. His very diverse experience over the years as Head of Trading and Treasury Operations has allowed him to acquire extensive product knowledge with a wide experience in diverse businesses and business processes that enable him to efficiently translate visions into action. Leadership of teams in diverse business lines are also his forte.

Joining Swiss-Asia group as Chief Operating Officer in February 2008, Steve has taken on responsibility encompassing deal and project negotiation, structuring of Funds and Private Wealth Management deals in Asia, Operations Management, Legal & Compliance, Technology, Finance, HR, Due Diligence processes and Structural Risk Management for the firm as a whole. By focusing on carefully managing the processes, Steve ensures that business operations are efficient, effective and compliant with applicable regulations.



## OUR TEAM



**Joanna Boo** – Head of Operations

Joined Swiss-Asia in 2008

Joanna has 9 years of experience in securities operations and fund valuations in the hedge fund industry, with seven of those years in diverse roles within Swiss-Asia. During this time, Joanna has been involved with a number of new business

or technology initiatives, with resulting project and systems implementation experience derived across a variety of business areas including trading, operations, compliance and risk.

She is also responsible for the onboarding of all new fund managers on the fund platform business, implementation of daily operating and fund valuation procedures and the respect of internal policies and guidelines.

Joanna holds a Bachelor of Accountancy from the Singapore Management University. In addition, Joanna is also a Chartered Accountant (Singapore).



**Jason Soon** – Head of Financial Operations

Joined Swiss-Asia in 2008

Jason has obtained his professional accountancy qualification from the Association of Chartered Certified Accountants (UK) and is currently a provisional member with the Institute of Certified Public Accountants of

Singapore. Prior to joining the hedge fund industry, Jason has been an auditor with a local CPA firm and a tax auditor with the Inland Revenue of Singapore. He previously worked with HSBC Institutional Trust Services Singapore Ltd as a Senior Portfolio Accountant, providing fund accounting & valuation, and administration services to Fund Managers both locally and internationally.

Jason is currently coordinating all financial operational activities of the Swiss Asia group of companies which includes managing organizational cash flow and forecasting.

Oversee and lead annual budgeting and planning process; administer and review all financial plans and budgets; monitor progress and changes and keep senior management abreast of the organization's financial status.

## CONTACT DETAILS

### HONG KONG

SWISS-ASIA ASSET MANAGEMENT (HONG KONG) LTD



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Managing Director

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