



REICHMUTH & CO  
PRIVATBANKIERS

In good  
hands.



# In good company.

When you put your assets in the hands of others, it means you are placing your trust in them. We personally do everything we can to ensure you feel you are in the best hands with us. Family values can be relied on, both now and in the future.



## Owner managed family company

As genuine private bankers, we make sure we follow our family values also with clients. Since we were established in 1996 we have been acting in our family name in the interests of our clients.

## Unlimited liability

Because our liability as partners is unlimited, we are especially sensitive to risks. Standing for stability and continuity.

## Independent entrepreneurship

Our owners are also active within the company. As we are independent, we can always act in the interest of our clients. Sales targets are alien to us.

Because the partners have unlimited liability, stability and reliability are their guiding principles. Jürg Staub, Christof Reichmuth and Remy Reichmuth (left to right)





Practising an integral asset management philosophy helps us view all assets as a whole and make sure they are all perfectly aligned.

## Integral asset management

We develop investment solutions tailored to clients and their personal circumstances. Always with the aim of protecting, growing and aligning their assets.

## Personal client relationship manager

Wealth is very personal. Which is why a client relationship manager is at your side for all financial matters. We are straightforward and proactive in creating real added value and taking the pressure off you.

## Future-oriented investment approach

Markets are not efficient and people are not rational either. That is why we think in terms of scenarios, which we use to develop a future-oriented investment strategy. Our investment approach is based on a fundamental and critical assessment of the markets.



**“Our independence and our critical stance towards the state are the key to successful investment activity.”**

**Christof Reichmuth**  
Partner with unlimited liability





Innovative investment solutions: 3,700 freight cars are rented out; the net rental income is returned to the investors.

## Innovative strength in niches

Thanks to our entrepreneurial spirit and proximity to clients, we recognise needs early on. In our short history we have repeatedly succeeded in developing ground-breaking solutions.

## Direct infrastructure investments

Growing global demand for infrastructure has opened up opportunities for investing in real assets. A specialised team develops investment solutions in the areas of transport, energy and waste disposal infrastructure. This also includes portfolio companies that own freight wagons or locomotives, or energy assets.



**“We are among the pioneers of customised pension solutions in Switzerland.”**

**Jürg Staub**  
Partner with unlimited liability

## Pioneering pension solutions

We create added value by building up non-mandatory pension assets in line with your needs and in a tax-optimized manner. We are by our clients' side with our more than 25 years of expertise in finance and pensions.






**“People and money in harmony – as genuine private bankers we are responsible for making this happen.”**

**Remy Reichmuth**  
Partner with unlimited liability

At Reichmuth & Co's head office in the heart of Lucerne and at all its locations, it is co-entrepreneurs and not employees who place themselves at the service of their clients every day.



 Film about the roots, values and expertise of a private bank.



Karl and Christof Reichmuth (left to right):  
Father and son are founders of Reichmuth & Co

## The future needs a past

Driven by the innermost conviction of an uncompromising focus on clients, Karl Reichmuth and his son Christof laid the foundations for today's Reichmuth & Co Privatbankiers in 1996. In setting up Switzerland's youngest genuine private bank with unlimited liability, they set a clear signal for state-of-the-art Swiss banking services that focus solely on the client.



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