APJK FundServices

Your Fund's Swiss Representative

Navigate Swiss regulatory requirements with confidence and access one of the world's most sophisticated investment funds markets through our representation service.

Presentation Overview

SWISS FUND
REPRESENTATION

About APJK FundServices SA

Industry Veterans

Founded by experienced professionals with deep expertise in Swiss representation and fund management activities, bringing decades of combined industry knowledge to serve foreign funds.

Independent & Client-Focused

We are an independent company. Our sole focus is delivering exceptional client service without conflicts of interest.

Authorized by FINMA

APJK FundServices operates as a Swiss representative of foreign funds, authorized by the Swiss Financial Market Supervisory Authority (FINMA).

We serve investment funds

We serve funds across the main jurisdictions. We work with fund managers, European Management Companies and AIFMs, located in leading international financial centers to support their activities in Switzerland.

As former fund managers, we understand your business challenges. As experienced representatives, we deliver the tailored solutions you need to succeed in Switzerland's sophisticated fund market.

Our Mission

Become Your Trusted Swiss Representative

Serve as your fund's representative in Switzerland, ensuring compliance with Swiss regulations.

Enable Market Access

Facilitate your fund's entry into the Swiss market by broadening the spectrum of potential investors.

Build Long-Term Partnerships

Establish enduring relationships tailored to your specific needs, supporting your successful operations in Switzerland year after year while understanding your fund's unique characteristics and objectives.

Swiss Representative Role

Representation

APJK FS serves as your fund's Swiss representative vis-à-vis Swiss investors and FINMA, providing compliance with Swiss regulatory framework.

Compliance with Swiss regulations

We handle statutory reporting, publication and information obligations applicable to foreign funds offered in Switzerland.

Swiss Market Access Requirements

Foreign collective investment schemes may only be offered to certain categories of Swiss clients after appointing:

- **Swiss representative**
- **Swiss paying agent** (a Swiss bank)

This applies to :

- non-qualified (retail) investors
- certain qualified (professional) investors.

Our Comprehensive Representation Service

Swiss Representative Services

- Compliance with Swiss regulations
- Prepare Swiss fund documents with mandatory wording
- Obtain and maintain FINMA authorization for your fund if required
- Look after your Swiss publication requirements

Swiss Point of Contact

- Answer all your regulatory and operational questions
- Collect and manage required documentation
- Organize your Swiss paying agent relationship
- Provide a point of contact for Swiss investor's requests

Advisory & Support Services

- Tailored advice before and after onboarding
- Support for electing a Swiss publication platform
- Distribution strategy consultation
- Client segmentation guidance
- Support for Ombudsman affiliation and advisor registration

Our Service Offering

Single Point of Access

Comprehensive turnkey solution combining Swiss representation and paying agent services.

Competitive Pricing

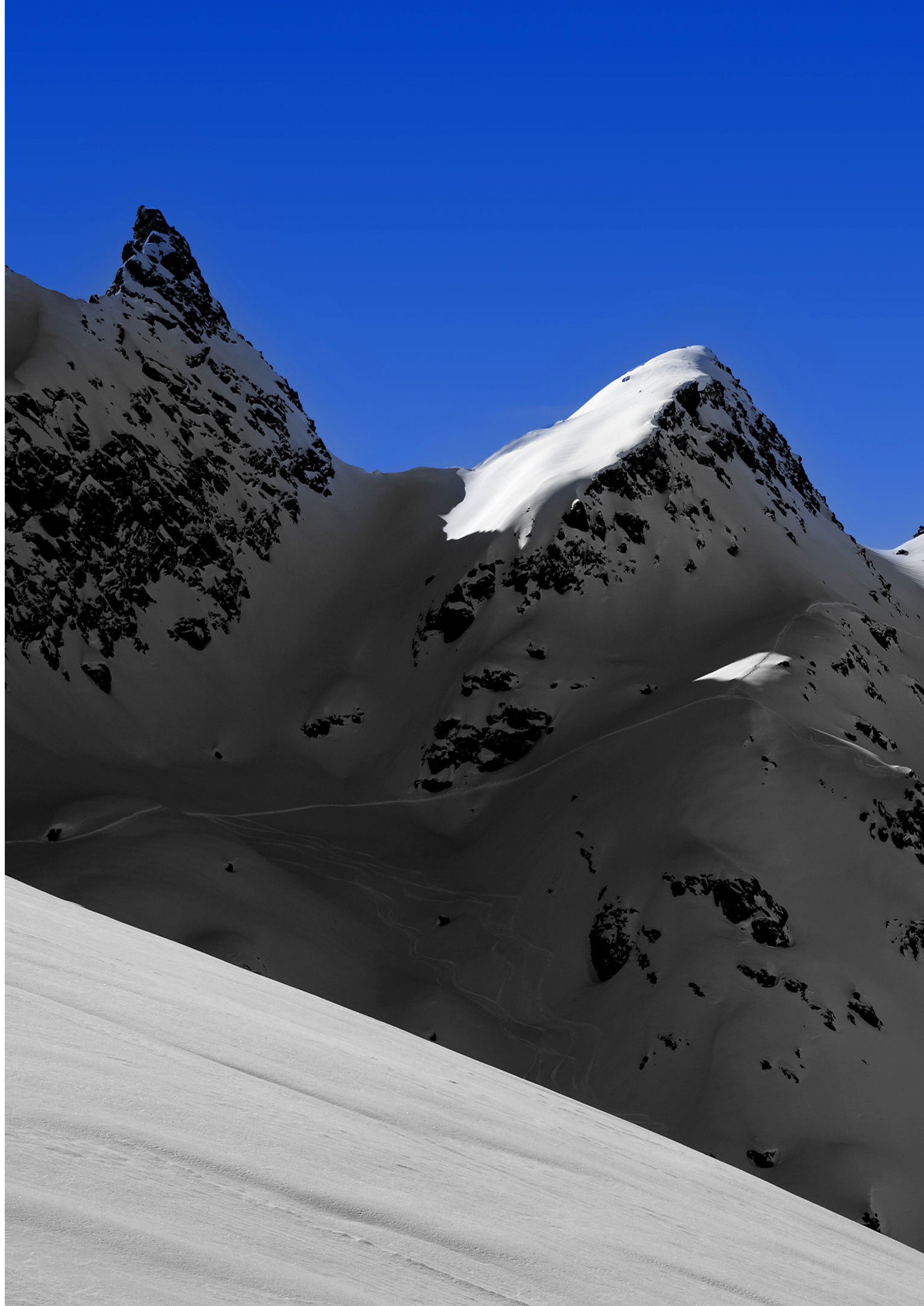
Transparent annual fee structure covering all representation and paying agent services no hidden costs or add-ons.

Tailored Advisory

Personalized consultation throughout your Swiss market journey, from initial setup through ongoing operations and regulatory changes.

Short time to market

Predictable timelines and rapid market entry.



Do I Need a Swiss Representative?

Qualified, High-Net-Worth Clients

Offering to high-net-worth clients and private investment structures (family offices) who have "opted out" to be treated as qualified investors.

Requirements

Appointment of Swiss representative, Swiss paying agent, but no FINMA authorization needed.

Non-Qualified (Retail) Clients

Offering to retail investors. Only European UCITS and UK equivalents are eligible.

Requirements

Appointment of Swiss representative, Swiss paying agent and FINMA authorization .

Both market segments represent a significant share of the Swiss market, measured in AUM.
The Swiss paying agent must be a Swiss bank.

Representation for offer to qualified investors / clients

1

Initital Setup

APJK FS becomes your Swiss representative and establishes Swiss paying agent relationship. We prepare the representation and paying agent agreements.

2

Documentation

We add required "Swiss wording" to your existing fund documents, creating a complete set of Swiss-compliant documents for local investors.

3

After fund's onboarding

Continuous maintenance including adapting new fund documents as issued and providing support for Swiss investor inquiries.

Representation for offer to non-qualified investors / clients additional steps

1. ## Initial Setup & Documentation

   APJK FS collects all documents needed for FINMA authorization application.

2. ## FINMA Authorization Process

   APJK FS submits an application to FINMA and manages the authorization process on your behalf.

3. ## Post-Authorization Services

   Serve as your FINMA liaison, manages regulatory submissions of your updated funds doccuments and reports, dissemninate Swiss fund documents to Swiss publication platforms.

Our Management Team

Alexandre Pini - Founder & CEO

Has 25+ years fund industry experience, as fund manager and executive. Alexandre was CEO of Carnegie Fund Services a leading Swiss representative. Previously he held fund management, fund distribution and leadership positions at Edmond de Rothschild and ITERAM an alternative asset manager he co-founded. Alexandre holds an MSc in economics from HEC Lausanne, and a Master in international Economics and Management from SDA Bocconi.

Johanna Keller CFA - CFO & CRO

Holds an MSc in Management from HEC Lausanne and an MSc in Political Science from Lausanne University. She previously was a fund manager at Lombard Odier Asset Management investing in commodities and has been active in academic research. Johanna holds various board positions and as an elected Municipale, she oversees the finance department of a small Swiss community.

Daniel Veuve – Head of Compliance Vice Chairman of the Board

Former General Secretary at Edmond De Rothschild Suisse Asset Management Daniel brings 35+ years of experience in banking and asset management leadership roles. Daniel holds a Master in Management and Finance from the University of Neuchâtel.

Hakim Hadjeres – Chairman of the Board

Hakim is Head of Risk Management and Internal Control at the École Polytechnique Fédérale de Lausanne (EPFL). 25+ years of experience, at PricewaterhouseCoopers, then at the Swiss Federal Audit Office and in various roles within the ETH Domain. He holds an MSc in Management from HEC Lausanne and a Master's in Public Administration from IDHEAP, University of Lausanne. Hakim is a Certified Public Accountant (EXPERTSuisse) and is licensed by the Swiss Federal Audit Oversight Authority.

Marc Sbeghen – Board Member

25+ years of experience in the fund industry. He began his career at Banque Edmond de Rothschild (BPER) as fund analyst then portfolio manager of several fund-of-funds. He subsequently co-founded ITERAM Capital, a fund manager, where he serves as Executive Committee Member, CFO, Head of Fund Research PM and Investment Committee Member. Marc has acted as a board member for various funds and holding companies.

Sammy Nasri - Board Member

10+ years of experience as a legal counsel with a strong expertise in Swiss fund representation. He began his career at Société Générale Corporate and Investment Banking, before evolving to Deputy Head of Legal and Fund Compliance at Carnegie Fund Services. He later joined Gérifonds SA (BCV Group). Sammy holds a Bachelor of Law and a Master in Economic Law from the University of Geneva, and is certified as a Fund Officer Level 3 by the Swiss Fund Academy.

Our Value Proposition

Deep Expertise

Decades of combined experience in Swiss fund representation

High-Quality Service

Efficient, reliable service delivery with single point of contact for all Swiss requirements

Complete Independence

No conflicts of interest, focused solely on client success

Competitive Pricing

Transparent, all-inclusive annual fees with no hidden costs

Rapid Execution

Fast market entry with in-house document drafting and streamlined processes

Multilingual Team

To serve international clients

Contact APJK FundServices SA

Ready to Access Swiss Investors?

Contact us today to discuss how we can serve as your Swiss representative and facilitate your fund's access to Switzerland's sophisticated investment funds market.

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