



MARIANNE  
KIRCHHOFER

Marianne Kirchhofer sees Asset Management Partners AG (AMP) as being characterized by its transparency and its professionalism and, above all, its honesty towards its clients. Her open and down-to-earth approach fits well with these values.

***Marianne Kirchhofer, what's so special about AMP?***

We don't simply sell investment products, we offer real advice. For us, it really is about providing the client with the best possible solution. We identify completely with the client and their objectives. Our clientele is our capital. After all, we earn our money entirely through fees – we have no other sources of income. Our fee model ensures full transparency.

***Transparency also has to do with honesty. How does this manifest itself?***

Openness – we are open about what the investment risks are. We want the client to understand precisely what risks they're taking. And that's why we speak to them in their language. This is part of our partnership-based concept of client care. Honesty – we only accept orders that we can stand behind one hundred

percent and for which we have the necessary know-how. In the past, we've had to turn down a client from a remote country because we simply didn't have the capability to advise them really well.

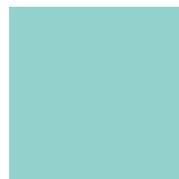
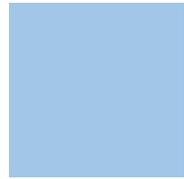
***So AMP sets high standards for itself. What makes an AMP employee?***

All our employees fully identify with the company, irrespective of whether they are in an advisory role or in an administrative role. We all work together in an

open-plan office and it's here where our individual areas of expertise come together. We see ourselves as a team in which the individual members must complement each other perfectly.

Our people think proactively and are extremely flexible. And they think like entrepreneurs. This connects us with many of our clients.

**“WE SPEAK OUR CLIENTS’  
LANGUAGE.”**



**Where do you see AMP in ten years from now?**

It's conceivable that we will double in size. Essentially, I still see us in the German-speaking part of Switzerland and very much in the business areas that we're in today.

Real estate fiduciary services is a field we could expand further into in the future.

**“WE HAVE A PARTNERSHIP-BASED CONCEPT OF CLIENT CARE.”**

**You work hard and are very committed. Where do you get your energy from?**

Well, on the one hand, I love my profession – and consider it my vocation in life. And, on the other hand, I spend time with my husband and family, among nature and doing sport, participating and spectating, to achieve a balance. I follow the EVZ (ice hockey club for the region of Zug) and FCL (Lucerne football club) with great interest, and also athletics.

**Do you have a motto by which you live your life?**

The proverb ‘There are two sides to every coin.’ resonates in particular with me. There can be a very fine line between success and failure. There's no joy without sorrow. Don't judge a book by its cover. I've seen a lot of people who, despite having a lot of money and being visibly wealthy, are sadly embittered and unhappy.

**What would you be doing if you hadn't of followed your vocation?**

I might have become an economics teacher at college. Fortunately, however, I can apply my psychological and pedagogical leanings advising clients.