



IVO ROOS

Ivo Roos sees the secret of Asset Management Partners AG's (AMP) success in its "from entrepreneurs for entrepreneurs" concept. In conversation, he tells us what he means by that and how he keeps himself fit.

***Ivo Roos, how would you explain what AMP does to a seven-year-old child?***

That's a good question. For simplicity's sake, I'd break what we do down into two tasks: First, we listen carefully to our clients to understand their needs and to act on them accordingly. Second, we invest the clients' money so that at the end of the day they have more. We always bear in mind that this money was hard earned. That's basically how I'd describe what we do. I don't know whether a seven-year-old would understand that though. (laughs)

***It sounds as though you really enjoy working for AMP. Why is that so?***

Yes, I really do enjoy my job. And what's more, AMP isn't just my employer – I actually have a stake in the company. I'm not just simply an employee here – I'm also an entrepreneur. I've got a lot of responsibility, but I've also got considerable latitude for making decisions. And being able to provide clients with good services gives me great pleasure. And we do that here.

***Couldn't you do that elsewhere?***

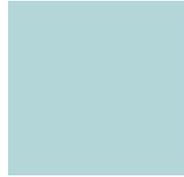
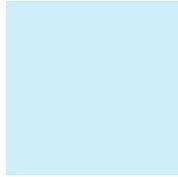
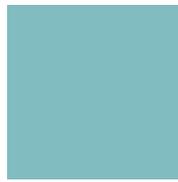
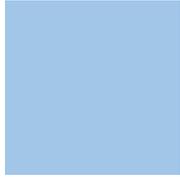
No, not in the same way. Our focus really is on our clients and their interests. We don't work from any standard template – instead we offer highly customized investment solutions. It makes us more creative than other providers. And this in turn makes our work more exciting – but also more challenging. No two days are ever the same because no two clients' needs are ever the same.

***What else sets AMP apart?***

Something we call the "entrepreneurial gene". We're not a manager-led but

an owner-led company. Since many of our clients are also entrepreneurs, we understand where they're coming from. What also sets us apart is absolute transparency. We offer two fee models, both are easy to understand. We've foregone retrocession payments since 1996 and pass all discounts directly onto our clients. And because of our continuing close ties to Partners Group, we have access to the private markets.

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This means we see a lot of attractive investment opportunities with good, sustainable return prospects and low volatility, for us and our clients.

***Your answers show that you're passionate about what you do. Where do you get your energy from to do this every working day?***

I do a lot of sport, especially road race cycling, mountain biking and mountaineering, to keep fit. I enjoy spending time in the great outdoors and with my family. From time to time, I completely retreat to revitalize my energy.

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***And what would you be doing if you weren't working in asset management?***

I'd be involved in social projects addressing the nutrition and education of children in poor regions. Enabling people to have a future, investing in sustainability – I can see myself doing this full-time later on in life.

***And finally: what's your motto in life?***

Well, what comes to mind is a quote from the late actor Siegfried Lowitz, “Character is who you are when no one's looking.”