



JOSEF BIERI,  
ADVISORY BOARD

Josef Bieri has been with Asset Management Partners AG (AMP) from the outset. He joined AMP in 1997, shortly after it was set up, and served as a managing director for many years. Today, he enjoys the freedom being a background adviser brings. He's still very valuable to the company.

**Josef Bieri, what do you currently do at AMP?**

My relationship to AMP is played out on three levels. I'm an official member of the Advisory Board. This means that I provide the company with advice and assistance when it's needed, drawing on my 40 years of experience working in the sector. I'm no longer part of management, but the support and recommendations that I give are still appreciated. As a member of the Advisory Board, I see it as my job to ask provocative or uncomfortable questions.

**What are the other two levels?**

I'm still a shareholder in AMP plus I'm a client myself. So my interest in the company's success is manifold.

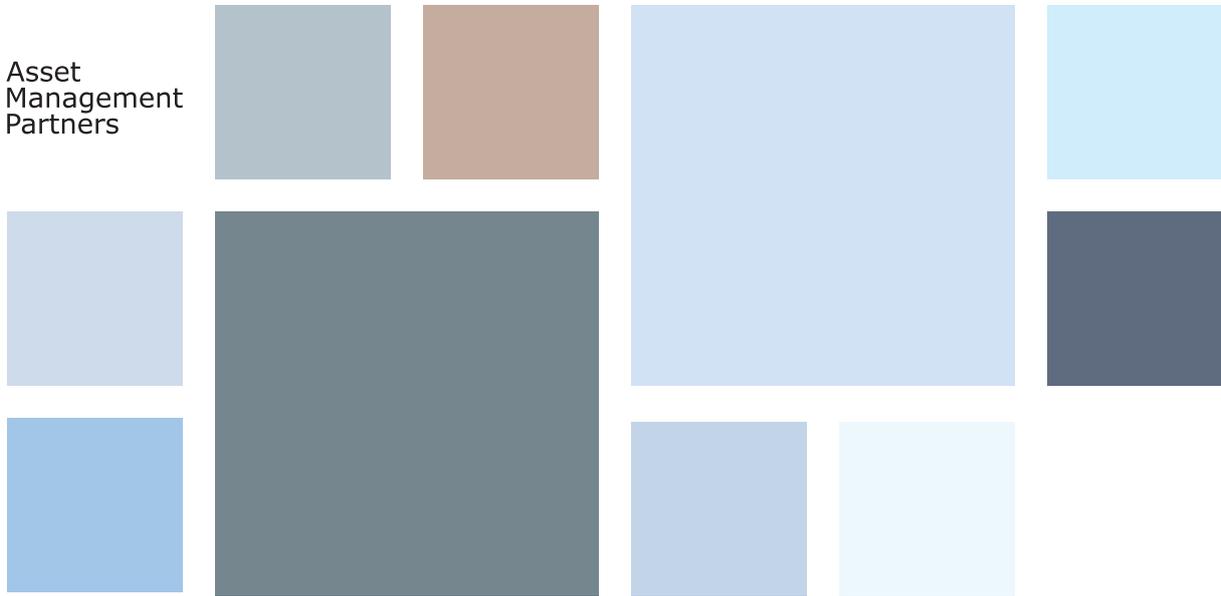
**Are you no longer involved on the operational side?**

I wouldn't say that. As a member of the Advisory Board, I'm still in contact with a number of clients, both private and institutional, who I know well. Some of them have been with us since 1997/98 – which makes me rather proud and speaks volumes about AMP, about how successful we've been and the quality of work we do.

**“I ASK UNCOMFORTABLE QUESTIONS.”**

***It's also a testament to the trust these clients have in you.***

Yes, we rank trust above all other values. Our very high level of continuity and the, in some cases long-running, relationships with our clients are all down to trust. AMP is operationally managed by individuals who all function differently, who all think and act proactively, and who all have a financial stake in the company. Each of us has made a substantial commitment. The client notices this.



**What other values are important to you?**

Humanity and mutual respect. If a person is bad-natured, then all the training and know-how in the world counts for nothing. If you can't greet people when you arrive in the morning and wish them a good evening when you leave, then this isn't the place for you.

**How important is Zug as a location?**

Zug is where it all began. AMP evolved out of Partners Group. So our roots are here in Zug. And a large number of our clients still come from Central Switzerland. We continue to be connected to the region as we develop as a company. However, this doesn't mean that this location is set in stone.

**What does the future look like for asset advisory services?**

In London, there's already a bank without any human beings, but I don't see this coming to Switzerland any time soon. Even in ten years' time, the human element will still be at the heart

of our relationship with our clients. Our business is based on human interaction. Even if I had plenty of money, I wouldn't invest a single rappen without speaking to an adviser face-to-face.

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***You're still very  
engaged professionally.  
Where do you get your  
energy from?***

I still do a lot of sport, especially biking,

hiking and jogging. I do other things too and this keeps things balanced. I'm involved with the World Wildlife Fund (WWF), and I've also been on the Board of Directors of FCL (Lucerne football club) for a number of years now. I don't have time to get bored. (laughs)