



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 at Partners Group 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 a member of the Advisory Board. This means that I provide the company with advice and assistance when it's needed, drawing on my over 40 years of experience working in the sector. I'm no longer part of management, but the support and recommendations that I give are appreciated. As a member of the Advisory Board, I see it as my job to ask "uncomfortable" questions.

What are the other two levels?

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

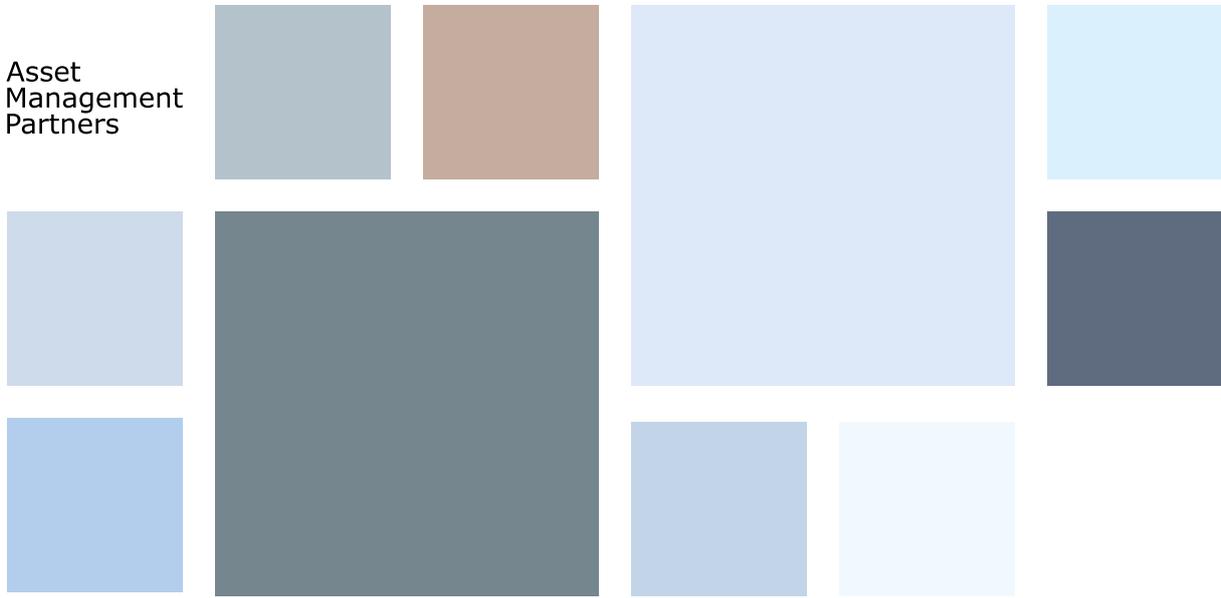
Are you no longer involved on the operational side?

I wouldn't say that. As a member of the Advisory Board, I'm still in contact with a number of clients 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.

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 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.

“I ASK UNCOMFORTABLE QUESTIONS.”



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 or when you leave in the evening, 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 many of our clients still come from Central Switzerland. We continue to be connected to the region as we develop as a company.

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.

**“EACH OF US HAS MADE
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You're still very engaged. Where do you get your energy from?

I do a lot of sport, especially biking, hiking and yoga - this keeps things balanced. I have been involved with the FC Luzern and WWF Switzerland for several years. I don't have time to get bored. (laughs)