

Media Release - Zug/Switzerland, 12 January 2023

## **AMG Fondsverwaltung AG expands sales team**

**AMG Fondsverwaltung AG («AMG Fonds») is strengthening its sales organisation in the context of its strategic cooperation with Serafin Asset Management. The communication and marketing activities of the cooperation partner Alpora AG will be integrated into AMG Fonds.**

In the course of the strategic business development with Serafin Asset Management (Frankfurt), Daniel Durrer and Niels Fetkenheuer strengthen the distribution and marketing organisation of AMG Fonds. Daniel Durrer takes over the management of the newly created «Global Fund Distribution» division, while Niels Fetkenheuer is responsible for Product Marketing. There will be no changes in the existing support for clients and business partners. The persons currently responsible at AMG Fonds will continue to look after clients.

Daniel Durrer was responsible for the sales activities in the CEMEA region as Managing Director and member of the Executive Board of GAM Investments Zurich. He has many years of experience in the asset management industry, especially in fund distribution in Switzerland and abroad. He brings proven expertise in market development, marketing, products and client service.

Niels Fetkenheuer worked at Alpora AG in marketing communications and innovation analysis. He has analytical skills and proven experience in the field of social media and digital communication. Niels Fetkenheuer joins the AMG Fonds marketing team, which is also responsible for marketing and communications activities relating to the existing innovation funds following the full takeover of Alpora AG by Serafin Asset Management Holding GmbH.

Marcel Weiss, CEO: «With the targeted expansion of our sales and marketing organisation, we are creating the basis for tapping the potential arising from the cooperation with Serafin Asset Management. In addition, we want to be an even more reliable fund provider for our existing clients.»

Daniel Durrer, Head Global Fund Distribution: «The change to AMG Fonds and Serafin Asset Management as investment boutiques was not difficult for me, because with their top investment expertise, an award-winning approach to innovation and company owners who allow for long-term thinking and action, they offer the elements that are needed to be able to act successfully as an active asset manager in the interests of our clients.»

---

## AMG Fondsverwaltung AG

[AMG Fondsverwaltung AG](#), based in Zug/Switzerland, manages six equity funds with a total volume of CHF 579 million (as at 31.12.2022). The investment focus of the funds is on the three investment themes «Value & Quality», «Precious Metals» and «Innovation». AMG Fondsverwaltung AG employs 12 staff, including five portfolio managers and analysts, and is licensed by FINMA as a «manager of collective assets». Since September 2022, there has been a strategic cooperation with Serafin Asset Management (Frankfurt), which is underpinned by a 50% stake in AMG Fondsverwaltung AG held by Serafin Asset Management Holding GmbH (Munich).

## Serafin AM

[Serafin Asset Management GmbH](#), or Serafin AM for short, is an independent asset manager that brings together experts from the finance and tech industries.

The BaFin-regulated securities company Serafin AM offers specialised investment solutions for different market cycles, which enable additional resilience and growth. This is achieved by combining data and systematic processes with the overview and diligence of fundamental investors. The family-run Serafin AM was founded in 2021 by Philipp Haindl and Silvio Halsig and currently employs more than 20 people from the fields of finance, mathematics, physics and economics. The company is headquartered in Frankfurt am Main. The managing directors are Dr Philipp Moritz Hetzer, Thorsten Ott and Frank Huwe.

Further information:

[Press release of Serafin Asset Management on the complete takeover of Alpora AG \(in German\)](#)

Media contact:

AMG Fonds: Marcel Weiss, +41 (0)41 726 71 61, [weiss@amgfonds.ch](mailto:weiss@amgfonds.ch)  
[www.amgfonds.ch/en](http://www.amgfonds.ch/en)