

Swiss fund boutique AMG becomes Serafin Asset Management Ltd

- Closer cooperation between the Frankfurt and Zug locations
- Unified brand identity for bundled activities in the DACH region

Frankfurt/Zug, 16 March 2023: The strategic cooperation between Serafin Asset Management GmbH, Frankfurt am Main (Germany) and AMG Fondsverwaltung AG, Zug (Switzerland), which was already initiated in September 2022, will be further expanded.

As planned, Serafin Asset Management Holding GmbH, Munich (Germany) increased its stake in AMG Fondsverwaltung AG at the end of February 2023 and now holds 75 percent of the company shares. As part of a unified market presence, AMG Fondsverwaltung AG will now be renamed Serafin Asset Management Ltd with offices in Zug and Nyon (Switzerland). The current founding shareholders will continue to be associated with the company.

Silvio Halsig (co-founder Serafin Asset Management) on the move: "We are taking the opportunity to evolve AMG into the Serafin Asset Management brand in order to better reflect the breadth of our combined strategies and demonstrate our strong conviction in the expertise of our experienced colleagues."

No changes for investors

For Marcel Weiss (CEO Serafin Asset Management Ltd), the process is ideal: "The change creates further transparency for our clients in terms of group affiliation. The rebranding unifies and strengthens the brand presence and supports the cooperation of our teams at both locations in Frankfurt and Zug." The equity investment strategy recently voted among the top ten portfolio managers in the German-speaking region by Forbes Magazine regarding "Innovation" and the multi-award-winning funds will of course remain active, nothing will change for investors. "For our locations in Zug and Nyon, the change of name does not result in any changes with regard to our fund business. Our organization and the associated personnel responsibilities in portfolio management and sales will remain the same. The fund names will also remain unchanged," Weiss continues.

The group companies manage assets totaling around one billion euros (as of February 23).

About Serafin Asset Management GmbH

[Serafin Asset Management GmbH](#) is an independent asset manager headquartered in Frankfurt am Main, which brings together experts from the finance and tech industries. The BaFin-regulated securities company offers specialized investment solutions for different market cycles, which enable additional resilience and growth. To this end, data and systematic processes are combined with the overview and diligence of fundamental investors. Serafin Asset Management GmbH currently employs more than 20 people from the fields of finance, mathematics, physics and economics. The managing directors are Dr Philipp Moritz Hetzer, Thorsten Ott and Frank Huwe.

About Serafin Asset Management Ltd

[Serafin Asset Management Ltd](#) based in Zug/Switzerland, manages six equity funds. The investment focus of the funds is on the three investment themes "Quality Value", "Precious Metals" and "Quality Innovation". Serafin Asset Management Ltd employs 14 people, including five portfolio managers and analysts, and is licensed by FINMA as a "manager of collective assets".

The family business Serafin Asset Management Holding GmbH was founded in 2021 by Philipp Haindl and Silvio Halsig. The operating companies of Serafin Asset Management Holding GmbH - Serafin Asset Management GmbH, Serafin Asset Management Ltd and Alpora AG - manage assets totaling around one billion euros (as of February 2023).

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