

# Apricus Finance - Empowering Family Legacies



**Thomas De Sausmarez**, Head of Middle East and  
**François Struye De Swielande**, CEO  
**Apricus Finance**



**F**ounded in 1995, Apricus Finance is a family-owned independent asset manager delivering first class, discreet Asset Management & Family Office services to U/HNW individuals and families.

Our family-focused philosophy enables us to better understand the human, entrepreneurial and family factors that influence financial decision making and support our clients in their investment decisions according to their goals.

***"Our expertise and experience enable us to provide effective support and advice to our customers across several generations."***

## **How do you stand out in the competitive world of Portfolio Management?**

The challenges we are facing are around agility, technology and performance. Over time we have built an investment team averaging 25+ years of experience, which our clients count on to navigate through tough and challenging market conditions.

Equally, technology needs to be at the center of our processes, to support our investment platform and the state-of-the-art reporting that we deliver to our clients. Finally, performance is a day-to-day challenge which requires constant focus at all levels of the firm.

## **How do you adapt to evolving market conditions and investor preferences?**

We combine long-term wealth protection with innovative and creative solutions. The keys to our success are a combination of our expertise, our market conscious approach and our strategic and thematic convictions, all coupled with a flexible, agile, and opportunistic investment DNA that takes into account our clients' goals.

## **What specific trends or developments in the Middle East market have contributed to our success in asset management?**

We believe that there are three key aspects to this. Global developments in technology means immediate access to information, making it far easier to assess whether or not a wealth manager is delivering on meeting client needs.

This, coupled with the on-going process of wealth inheritance - by a very engaged and financially astute next generation - makes it imperative that an asset manager is transparent, that it delivers consistent investment performance and that it clearly demonstrates that client interests are front and centre of everything it does.

Lastly, The Middle East market remains founded on family businesses, just as we are at Apricus Finance.

***"We believe our success on all three fronts has led us to being recognised with this award."***

## **What do you think sets us apart from other Swiss asset management firms operating in the Middle East?**

Firstly, I am sure that there are other excellent EAMs operating in the Middle East. We do not seek to compete head-on with such companies. We adhere to our company's founding philosophy, *vis à vis* our clients and our approach to portfolio management. We believe that this ensures we continue to be highly relevant in the region.

Additionally, our relationship managers, investment experts and leadership each have 25 years + of invaluable experience working in wealth management. The Middle East has a history of successful entrepreneurial family businesses that both reflect and compliment our DNA: Families, with families, for families.

# Families, with families, for families



**APRICUS FINANCE**

WEALTH MANAGEMENT

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