

Proud of Our Heritage Whilst Looking to the Future



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In 2025, Apricus Finance SA proudly marked 30 years at the forefront of Independent Wealth Management. Since 1995, we have been advising and supporting our clients with tailored Wealth Management, Asset Management, and Family Office services. We built our reputation founded upon independence, discipline, and a clear focus on long-term positive outcomes for clients.

As a family-owned, Geneva based, firm, our approach combines rigorous portfolio management with a deep understanding of the ambitions, legacy, and responsibilities that define our clients' wealth. We view wealth not simply as capital to be managed, but as a resource that must be protected, grown, and positioned to endure across generations.

This philosophy drives every investment decision and every portfolio we construct, ensuring strategies that are resilient, tailored, and consistent through changing markets.

In a highly competitive Swiss market, what are the key elements that set your portfolio management approach apart?

We do not over complicate things! We look at key trends and developing market opportunities and make allocations to them with conviction. So, for example, over the last 18 months, we have been long Japan, overweight Europe (unhedged for USD based portfolios - with the extra currency pick-up as the USD weakened).

We have also had a 5% allocation to gold for many years that has served our clients well. We couple this with our thematic convictions, with, for example, allocations to Asian Tech, Listed Family Holding Companies and what we refer to as, "European Champions".

We also trim any market drift, as part of our risk management oversight. Combined with our flexible DNA, by which we can take profit and pivot to new convictions rapidly and efficiently, we have arrived at a point where we can be very proud of our portfolio performances.

What are the key challenges you foresee in wealth management over the next five years, and how are you positioning your business to meet them?

We think there are two main points here. Firstly, despite (some meaningful) bumps along the way, we have effectively been in a bull market since the Financial Crisis of 2008/09. That is to say that, in spite of the efficiencies that technology is increasingly providing to businesses, we might face a meaningful correction at some point, particularly if the massive amounts of spending in Artificial Intelligence fail to convert into profit.

We are also playing our part and will increasingly use Artificial Intelligence to both streamline our business and for the benefit of our clients.

Secondly, a positive, the External Asset Management space is still maturing. There is a huge pool of bank clients who may decide that there is an alternative to having their bank both custodise and manage their wealth.

Where do you draw inspiration for innovation – within the wealth industry or beyond it?

From our clients. Many of our clients are successful entrepreneurs and have demonstrated long-term perseverance in achieving their success and reputations. They are at the heart of everything we do, and they inspire us each and every day.

What does winning this award mean to your firm, and how will you use this recognition going forward?

Receiving the 'Portfolio Management' award is recognition of the principles that have driven Apricus Finance from the very beginning: conviction-led investing, unwavering client focus and disciplined execution, supported by a highly experienced team and cutting-edge IT systems

