

«Finally I feel like Customer taken seriously»

IN THE FOLLOWING INTERVIEW WITH ROGER CHEVALIER, CUSTOMER OF THE INDEPENDENT ZURICH WEALTH MANAGEMENT COMPANY AGFIF, AND MOJMIK HLINKA, DIRECTOR OF AGFIF, THEY WILL EXPLAIN WHAT IT MEANS TO BUILD TRUST IN UNCERTAIN TIMES.

«trends & style»: Mr. Chevalier, you are a client of the asset management company AGFIF International in Zurich. Would you say you are an experienced investor?

Roger Chevalier: I'm definitely experienced. My dad taught me a lot about the financial markets and from him I got the basic rule to only invest in investments that I understand something about. But if you ask me if I'm a good investor, I'd have to say no. I am since the 1960s on the stock market and have made gains, but also made losses. Then, when the dot-com bubble burst, I realized that I wasn't enough of an expert to cover my retirement in the long term.

Mr. Hlinka, you are the director of AGFIF. With this experience, is Mr. Chevalier a typical customer of yours?

Mojmir Hlinka: Indeed. Very many of our customers come after painful ones experiences to us. Be it because they lost a lot of money on the stock exchange due to the classic investor mistakes according to behavioral finance. Be it because they are dissatisfied with the service and performance of their bank and an absolutely new one want central and, above all, independent financial advice.

AGFIF International is the only Swiss wealth management company that consistently applies the behavioral finance approach to clients and in the investment process. How did you come across it?

Roger Chevalier: I came across the topic through the financial media and have also read books about it. This made it clear to me that I only wanted to invest according to this approach in the future. However, I quickly realized that I didn't have the necessary knowledge.



Is behavioral finance that complex?

Mojmir Hlinka: Our process is two-stage: First, we go through the extensive checklist with the customer to determine how he behaves in the event of higher risk and more uncertainty – namely mostly irrational. Then we create a tailor-made portfolio for him. We also use behavioral finance when selecting investments. So we use opportunities through irrational behavior to the markets arise.

Please provide an example of classic misconduct.

Mojmir Hlinka: "Behavioural finance" knows several dozen cognitive errors, so-called "biases". One of the most important is the disposition effect. I'll explain it to you with an example: the portfolios of our new customers are often plastered with corpses, some of which are 80 percent or more dead

are minus. There are also some new purchases that are in positive territory. However, the customer is clinging to his depot corpses instead of making more use of the existing opportunities. Why? He feels losses much more than gains. Investors therefore usually realize losses much too late and profits too early, instead of letting them run their course.

What does a client's portfolio look like after switching to AGFIF?

Mojmir Hlinka: Every customer receives a portfolio weighted according to their investment objective and their risk tolerance with stocks and bonds.

Thorsten Hens, Director of the Institute for Banking and Finance at the University of Zurich, and Prof. Dr. Bernd Schips, former head of the KOF Business Cycle Research Center at ETH Zurich.



Mojmir Hlinka, director of the Zurich asset management AGFIF International AG

You give up products?

Roger Chevalier: I also chose AGFIF because of the investment approach of investing only in equities and bonds. This guarantees independence and I have absolute transparency about my portfolio and the costs. I had a lot to do professionally with private and large banks. There

it became clear to me that as a customer of banks, I'm always on the losing side would.

You put a lot of effort into individual advice and the stockpicking approach.

Mojmir Hlinka: Look, customers come to us because they are looking for trust. In principle, as an asset manager, we enter into a very deep psychological connection with the customer. It is about the wealth he has earned, his future and that of his family. We see ourselves as protection

layer between the imponderables of the financial markets and the customer. we protect protect him from the psychological meteorite impacts of the stock market and the investment mistakes that always result.

Roger Chevalier: I'm always amazed at the nerves and the rational soberness of Mr. Hlinka and his AGFIF

team when things get turbulent on the stock market. The situation is then explained to me and I learn the reasons for changes gene in the depot. I finally feel like I'm being taken seriously as a customer. In addition, the costs, a combination of a fixed fee and a performance bonus, are absolutely fair.



Roger Chevalier, a satisfied customer of Zurich wealth management AGFIF

FURTHER INFORMATION

AGFIF International AG
Raeffelstrasse 11
CH-8045 Zurich
Phone 044 462 20 40
info@agfif.com
www.agfif.com