



# SMARTPLAYER concept

## INVESTMENT CONCEPT

Our SMARTPLAYER concept is a key part of BCV's overall investment policy. It is a product-based, open-architecture approach, and represents an efficient, transparent and safe way of investing.

### How it works

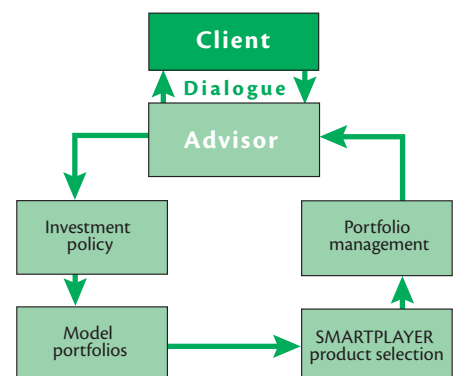
Our SMARTPLAYER concept involves making extensive use of financial products – such as investment funds and structured products – instead of individual stocks. This enhances diversification and lowers risk.

When choosing the products that will make up your portfolio, we select from among BCV's products and those of our competitors. This provides access to a wide variety of sectors, themes and investment styles, broadening the investment universe in a way that no ordinary portfolio, even one with a large number of individual stocks, can match.

You can count on BCV for independent, professional advice and expertise in selecting these products.

### Customisation

Selecting the right investment products is important – but it is only half the equation. The products must also be geared towards your specific profile. We therefore start by meeting with you and discussing your needs, goals and risk tolerance in detail. This ensures that we devise an investment strategy that fully meets your requirements.



## Diversification

### Limiting volatility

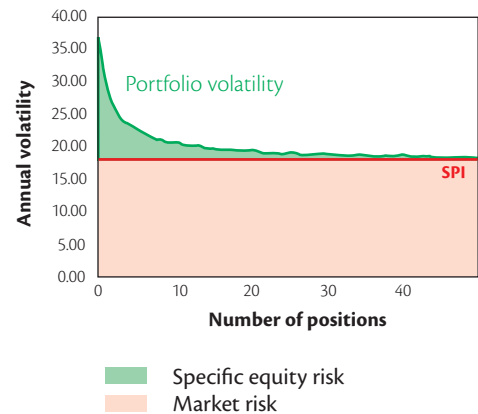
Investing in a range of securities via an index or index fund provides diversification and reduces volatility. The more securities a portfolio covers, the lower its volatility, as the chart below shows.

### Divergent industry performances

Picking the right themes and industries is vital for portfolio performance, and forms a central part of our SMARTPLAYER concept. For example, cyclical stocks outperformed substantially following the market recovery in 2003, while non-cyclical consumer goods and pharma stocks fared worse than the broad indexes.

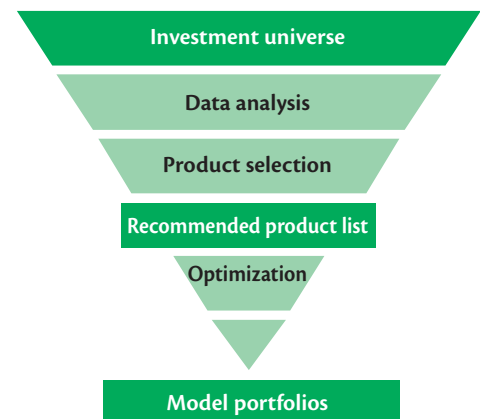
### Investment approach

Our rigorous, highly structured approach is based on benchmark strategies, with performance measured relative to benchmark indexes. Each benchmark strategy is optimally diversified across asset classes (equities, bonds and currencies), regions, industries and market segments (growth/value stocks, small/mid/large caps etc.), with an eye to benefiting from future developments in the markets as well as in the broad economy.



## Product selection

Our SMARTPLAYER concept is all about helping you pick the right products from the investment universe, i.e., the several thousand investment vehicles authorised for sale in Switzerland. The aim is to meet investment targets in terms of region, industry and style. This is a huge task given the amount of data involved, and results in a recommended product list, which forms the basis of our model portfolios.

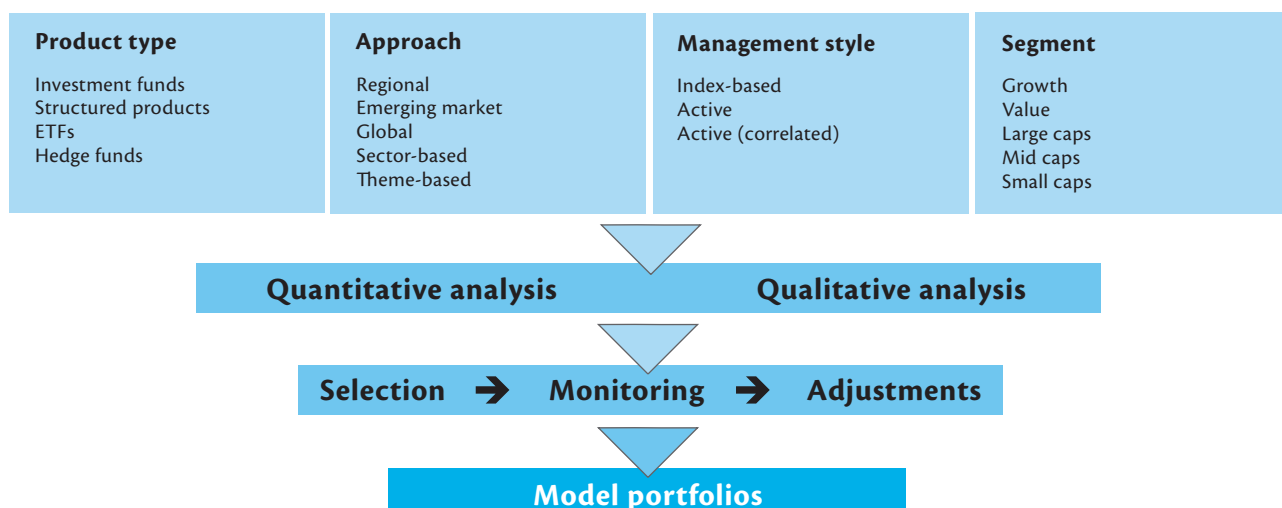


## The selection process

We take the investment universe and break it down into homogeneous groups. Then we rigorously compare products within the same group against each other and their common benchmark using quantitative analytical tools and criteria such as fund size, performance and volatility. Data are regularly updated, ensuring that quantitative rankings reflect the latest developments.

At the same time, BCV's Asset Management specialists use qualitative analytical tools. They maintain frequent contact with the various fund managers and keep a close eye on key factors like issuer quality, management team structure, reporting, management control and access to information.

These quantitative and qualitative analyses are used to draw up model portfolios that reflect the Bank's investment policy.



## Benefits for you

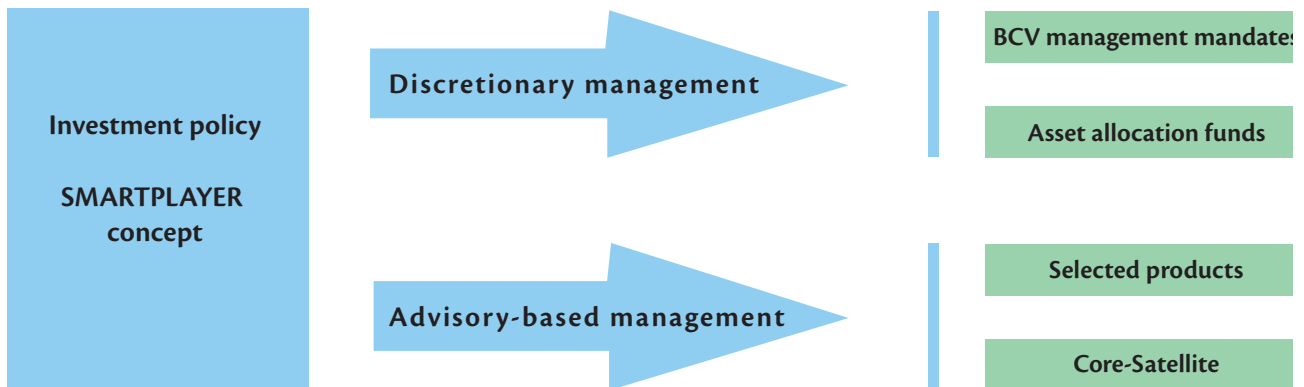
Our SMARTPLAYER concept has three key advantages:

- **Enhanced risk control through diversification.** Our open architecture approach is partly a response to increasing market volatility in recent years. Technological developments mean that information can travel and be processed with increasing speed. Together with the global, interdependent nature of the financial markets, this is making the performance of individual stocks increasingly volatile.
- **Institutional-level money management for a low minimum investment.** Without the product-based approach, a large number of investment styles would be inaccessible to many investors, since they would

involve too many individual stocks and result in too much money being spent on fees. BCV's approach also beats those based on individual stocks in terms of the speed with which strategic investment decisions can be implemented, and the flexibility with which geographical and sector-based strategies can be applied.

- **Cutting-edge skills in the most complex investment areas.** Our SMARTPLAYER concept allows us to offer clients unparalleled expertise. We use not only BCV's own Asset Management people, but also top-notch outside talent and niche products. This allows investors to gain exposure to promising sectors and products much more easily and securely than via purchases of individual stocks.

## BCV: working with you to reach your goals



No matter how much you want to invest or how involved you want to be in managing your money, our investment concept provides an attractive solution.

- For investments of CHF 500,000 or more, you can fully outsource the management of your assets by signing up for a management mandate with BCV. Our management mandates ensure optimal risk control and diversification, in accordance with BCV's investment policy.
- You can buy into our umbrella fund, BCV FONDS STRATEGIQUE. Like the management mandates, this fund closely tracks BCV's investment policy.
- You can also customise your portfolio further by adding products from our recommended list. In addition, for investments of at least CHF 250,000, you can build your portfolio around our Core-Satellite approach.

### Contact information

Our team of investment specialists is available to help you gain an overall understanding of the many complex elements in this brochure, some of which are subject to modification depending on changes in legislation. Please do not hesitate to contact your personal advisor for advice and the most up-to-date information.

[www.bcv.ch](http://www.bcv.ch)



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