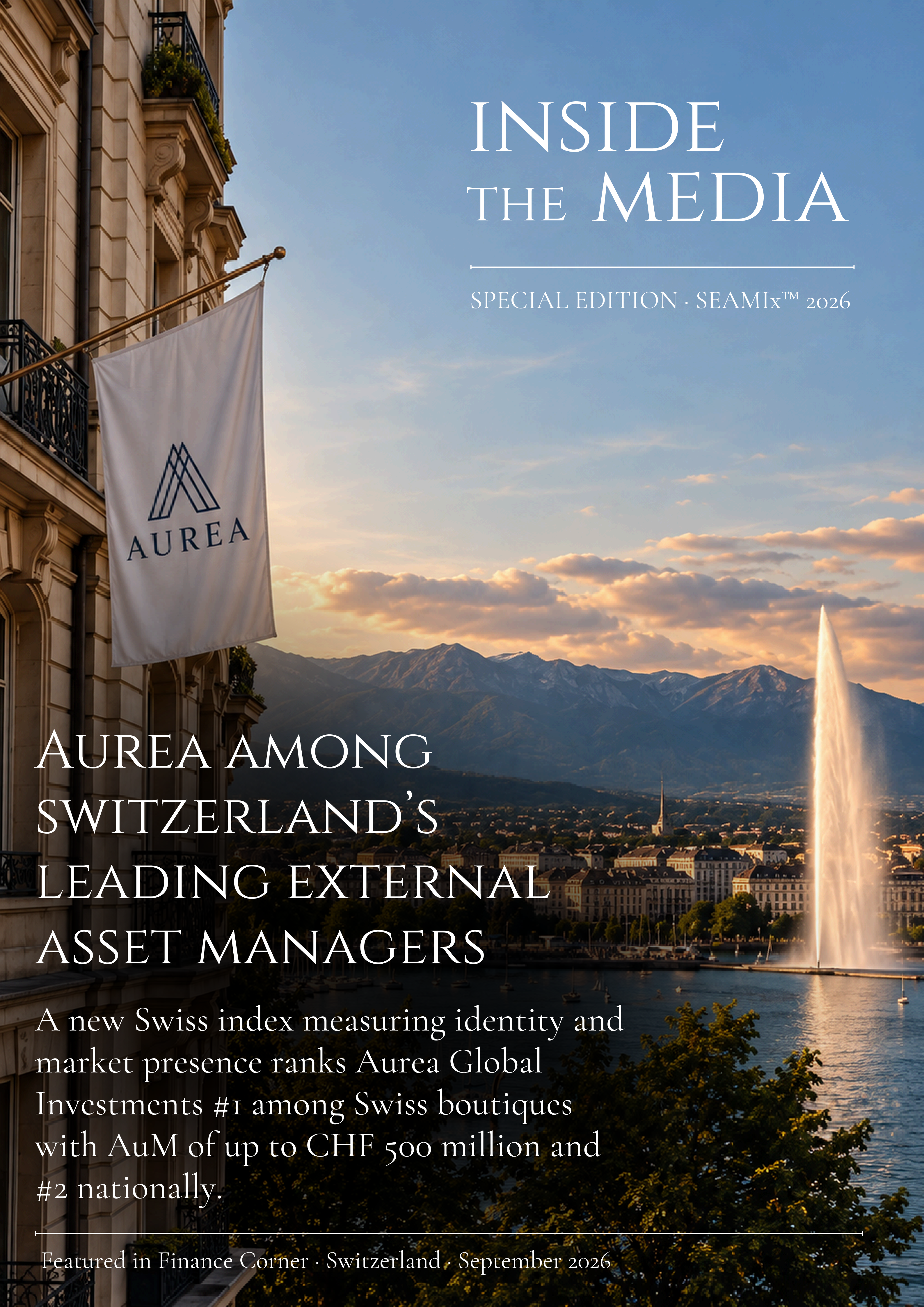

INSIDE THE MEDIA

SPECIAL EDITION · SEAMIx™ 2026

Aurea among Switzerland's leading external asset managers

A new Swiss index measuring identity and market presence ranks Aurea Global Investments #1 among Swiss boutiques with AuM of up to CHF 500 million and #2 nationally.

Featured in Finance Corner · Switzerland · September 2026

AUREA
GLOBAL INVESTMENTS

A new index measures the brand identity of Swiss Independent Asset Managers

JEAN-FRANÇOIS HIRSCHEL AND MARKUS KRAMER, CREATORS OF THE SWISS PRIVATE BANKING IDENTITY INDEX, HAVE TURNED THEIR ATTENTION TO SWITZERLAND'S INDEPENDENT ASSET MANAGEMENT INDUSTRY WITH THE LAUNCH OF THE SWISS EXTERNAL ASSET MANAGERS IDENTITY INDEX (SEAMIX™).

BY: Ricardo Payro

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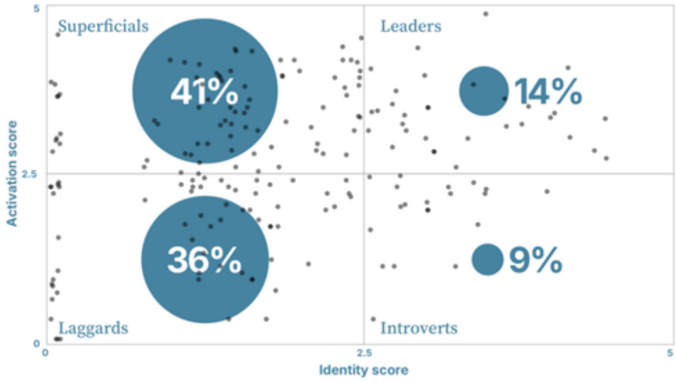
The inaugural Swiss External Asset Managers Identity Index (SEAMIx™) examines how effectively Swiss independent asset managers define who they are and how clearly they bring that identity to the market.

Switzerland is home to approximately 1,500 independent asset managers, yet, as Finance Corner points out, relatively few are known beyond their existing client base. This matters particularly at a time when the industry is facing a significant generational transition among long-standing clients. Building a clear and positive image is therefore becoming increasingly important, not only with existing clients, but also with their heirs, advisers and prospective clients, as well as private bankers and other independent asset managers who can play an important role in future growth.

Using exclusively publicly available information, SEAMIx analysed more than 200 of Switzerland's largest independent asset managers across nearly 30 parameters and two dimensions: Identity and Activation. Identity considers purpose, values and positioning, while Activation measures market presence, leadership visibility and third-party recognition, including media coverage, awards and rankings.
The findings reveal a highly competitive industry in which visibility alone is not enough. Only 30 firms — 14% of those assessed — qualified as SEAMIx Leaders, standing out across both Identity and Activation. Meanwhile, 41% were classified as “Superficials”: firms with active marketing and a degree of visibility, but without sufficiently distinctive positioning.

The study also reveals a broader visibility challenge. 61% of the firms assessed had received no meaningful editorial coverage over the previous three years, and only 5% were



recognised as reference experts. Larger firms tend to be more visible, but size itself does not guarantee a clear identity.

Against this backdrop, **Aurea Global Investments ranked #1 among Swiss boutiques with AuM of up to CHF 500 million, #2 in Switzerland and #2 in Romandie**, placing the firm among the country's highest-ranked independent asset managers in the inaugural SEAMIx™ 2026.

Finance Corner's conclusion captures the challenge particularly well: in a consolidating industry where firms frequently communicate similar attributes — independence, transparency, personalised service and a long-term approach — differentiation has become essential.

— “a brand is above all a perceived difference.”

Finance Corner
NOUVELLES DE LA FINANCE GENEVOISE

AUREA
GLOBAL INVESTMENTS

THE SEAMIX™ 2026.

Four Distinctions.
One Remarkable Milestone.

TOP 10
BOUTIQUE
SEAMIx™ 2026
Swiss External Asset Managers
Identity Index

#1

SWISS BOUTIQUE

Among Swiss boutiques with AuM of up to CHF 500 million

TOP 10
SWITZERLAND
SEAMIx™ 2026
Swiss External Asset Managers
Identity Index

#2

SWITZERLAND

Among 220 Swiss independent asset managers assessed

TOP 10
ROMANDIE
SEAMIx™ 2026
Swiss External Asset Managers
Identity Index

#2

ROMANDIE

Among independent asset managers in French-speaking Switzerland

LEADERS
SEAMIx™ 2026
Swiss External Asset Managers
Identity Index

#2

TOP 10 LEADERS

Among the 2026 SEAMIx Top 10 Leaders in Switzerland

"Recognition is meaningful when it reflects who you are."

Recognized in Geneva

Aurea received its 2026 SEAMIx recognition during the SPHERE External Asset Managers Day in Geneva, bringing together industry leaders and representatives from across the independent asset management community.