



**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

## MEDIA RELEASE

Fribourg, 29 October 2018

### **Lombard Odier celebrates Fribourg office ten-year anniversary**

The success of the Fribourg office reflects Lombard Odier's strong growth in the Swiss market, which is primarily down to its dedicated services for Swiss clients

The Fribourg office, the fifth Lombard Odier Group company in Switzerland, celebrates its tenth anniversary this year. The office opened in October 2008 in response to clients' needs for a local branch of Geneva's oldest private bank, following those in Lausanne, Vevey and Zurich.

Lombard Odier has successfully set itself apart in Fribourg's banking landscape thanks to its expertise and focused solutions on its traditional market. *"Our success in these first ten years is, to a large extent, due to our dedicated offering that perfectly meets the needs of our clients in Switzerland. With a host of investment specialists and wealth advisors, we provide our clients with comprehensive advice, which is reassessed at each milestone in both their private and professional lives,"* explains Didier Muller, who manages the Fribourg office. This focus allows us to design tailor-made solutions that meet the wealth management needs and life objectives of our clients and to deliver them within an organisation that is local and personal.

Lombard Odier's Swiss offering takes a holistic approach to its clients' assets. By considering an overview of a client's private and professional assets, including pension capital, managers can allocate assets to ensure the best overall return after tax. This consolidated portfolio management is a powerful tool for growing clients' assets and explains Lombard Odier's strong performance on the Swiss market.

*"For 222 years, our Firm has been putting the client at the heart of all we do, by anticipating their needs and offering them a complete range of asset management services. The mission pursued by our Fribourg office is to preserve and grow the assets of our clients, while fostering a long-term close relationship based on trust",* says Frédéric Rochat, Managing Partner of the Lombard Odier Group responsible for private clients.

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## About Lombard Odier

Lombard Odier is a leading global wealth and asset manager. For 222 years and through 40 financial crises the Group has combined innovation and prudence to align itself with the long-term interests of private and institutional clients. The Group is solely owned by its Managing Partners, has a highly liquid balance sheet and is very well capitalized with a CET1 ratio of 26.5% and a Fitch rating of AA-.

Lombard Odier provides a complete offering of wealth services, including succession planning, discretionary and advisory portfolio management, and custody. Asset management services are offered through Lombard Odier Investment Managers (LOIM). The Group has also created cutting-edge banking technology which is distributed to other financial institutions.

The Group had total client assets of 274 billion Swiss francs at 30 June 2018. Headquartered in Geneva since 1796, the Group has 27 offices in 23 jurisdictions and employs 2,450 people.

For more information: [www.lombardodier.com](http://www.lombardodier.com)

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