



MOOSMANN ADVISORS

# PRESERVING CAPITAL ACROSS GENERATIONS

# Welcome to MA

MOOSMANN ADVISORS (MA) specializes in advising first-generation entrepreneurs, multi-generational business-owning families, family businesses, and family offices.

The firm combines fully independent and multi-disciplinary advisory capabilities with active engagement at board and ownership level, including roles as lead directors, strategic advisors, and trusted of-counsel partners to families and enterprises navigating complex governance, succession, ownership, and long-term strategic matters.



# The Directors

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## Owner of Moosmann Advisors Ltd.

Dr. iur. Kurt Moosmann, MBA (Carnegie Mellon), TEP, CFP



Dr. Kurt Moosmann is an highly sought expert with more than 30 years of experience in advising business owning families, family offices and entrepreneurs across the globe. Before establishing Moosmann Advisors in 2014, he had co-founded and successfully assumed the role as Chairman of Dara Capital, a Multi-Family Office with offices in Zurich and New York. From 2014 - 2021 he presided over the Advisory Board of FODIS LLC, Pittsburgh, which serves global family owned business enterprises and family offices with significant direct investment holdings in US operating family businesses. Formerly Dr. Moosmann was Managing Director and Member of the Executive Committee of Quilvest Switzerland, where he had founded and managed their Wealth Advisory Department. Before joining Quilvest, he had chaired Deutsche Bank's International Wealth Planning Division from 1998-2004.

Today Dr. Moosmann also serves as Executive Vice-Chairman of the Elsa Peretti Holding Ltd., the single family office of the legendary late jewelry designer Elsa Peretti, and acts as Vice-Chairman of Ms. Peretti's charitable Nando and Elsa Peretti Foundation. Since 2019 he has been President of Switzerland's Single Family Office Association (SFOA). Dr. Moosmann is also Co-Founder and Co-Chairman Emeritus of the esteemed Family Office Roundtable (FORT), a global Think-Tank for leading entrepreneurs in association with Wharton University. For many years, he also served as a Member of the University Board of the Private University of Liechtenstein (UFL) and has been an active member of the STEP.

The native Swiss-Canadian holds a Doctorate of Law from the University of Zurich. His thesis, comparing the Anglo-Saxon and Liechtenstein trust structures, with special consideration of beneficiaries' interests, was published in 1999. He also holds an MBA in International Wealth Management from Carnegie Mellon University, Tepper School of Business (USA) and regularly lectures on topics related to Cross-Border Estate and Tax Planning, and on generational transition and governance matters within Family Business Enterprises.

# Dr. iur. Ueli Sommer, LL.M., Attorney at law

## Member of the Board



Dr. Ueli Sommer (\*1970) is the founding and managing partner of Littler | LEL, the Swiss member of the world's largest employment law firm. He has many years of experience in all aspects of employment law and focuses on compensation schemes, option and participation plans. He also advises international companies and private individuals on immigration and choice of domicile issues. In addition, Dr. Ueli Sommer has substantial experience in structuring of agreements and transactions involving complex corporate group issues. He advises companies on restructurings and manages corporate transactions. Dr. Ueli Sommer is a Member of the Board of the European Employment Lawyers Association (EELA), Past Chair of the International Employment Law Committee of the ABA Section of International Law, former President of the Board of the Australian Swiss Chamber of Commerce and Industry and acting Co-Chair of the Discrimination and Equality Law of the International Bar Association. Born in 1970, Dr. Ueli Sommer was educated at Zurich University (lic. iur. 1995, Dr. iur. 1999) and at the University of New South Wales in Sydney (LL.M. 2001).

Dr. Ueli Sommer speaks German and English. He is registered with the Zurich Bar Registry and admitted to practice in all Switzerland.

# Prof. Dr. oec. Hans Rainer Künzle, LL.M.,

## Attorney at Law

### Member of the Board



Prof. Dr. Hans Rainer Künzle (\*1956) is an acknowledged advisor to private clients and business owning families in Switzerland and with global asset holdings. He joined KPMG in 1997 and became a Partner of KPMG in 2001. Since 1999 he was Member of the Executive Board of KPMG private. After the spin off in 2005 and the start of Kendris Ltd., he was member of the Board of Directors of Kendris. Till 2018 he served also in the function of a General Counsel, Head of the Pension Fund Committee and Media Spokesperson for Kendris.

Till 2021 Prof. Künzle taught private law and comparative private law at the University of Zurich. He has lectured also at the Universities of St-Gall and Fribourg (Switzerland), and he teaches the Post-Degree studies at the Universities of Zurich (LLM Tax, Library and Information Sciences), Münster (Germany / business succession planning) and Vaduz (Liechtenstein / LLM). He was a visiting Professor at the University of California in Berkeley (USA / LLM Professional Track, USA) and at the China University of Political Science and Law in Beijing (China).

Prof. Künzle is Vice-President of the Association „Successio“ and Chairman of the Swiss Association of Arbitration in Inheritance Matters (SVSiE). He is member of the International Bar Association (IBA), the Society of Trust and Estate Practitioners (STEP), Swiss Foundations, the German Association „Hereditare“ and the „Deutsche Vereinigung für Erbrecht und Vermögensnachfolge (DVEV). A native Swiss, he holds a Doctorate of Economics (summa cum laude) from the University of St-Gall and passed the Bar Exam in the canton of St-Gall. His thesis deals with the topic agency and his second thesis (Habilitation) compares executors in Switzerland and California. He is author of the „Berner Kommentar“ to the (Swiss) executor (Willensvollstrecker) and of the „Zürcher Kommentar“ to the International Inheritance Law (Art. 86-96 International Private Law Act). Prof. Künzle is fluent in German and English and has basic knowledge in French. He regularly holds presentations on topics related to international estate planning.

# Preserving Capital Across Generations



As a seasoned Homme d’Affaires to a select group of private clients around the world, I am foremost passionate about preserving and growing your family’s human, social and financial capital, that will form a legacy well beyond many generations to come.

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As the Homme d’Affaires I look at our clients’ whole life circumstances and wealth situation and act as trusted and impartial Family Advisor. By applying the profound insight gained from many similar situations (comprising topics such as business owning families, generational transition, cross-border tax planning, philanthropy and direct investments), I consult our clients on increasingly complex matters in a qualified, independent way and if necessary, with the assistance of a long-standing network of trusted specialists.

*«The true essence of my client relationships is built on a profound sense of trust, responsibility and authenticity, as well as on a respectful amount of scrutiny.»*

History has shown that it has become not only desirable, but indispensable for families that all recommendations from different areas of life are initially filtered and analyzed by a Homme d’Affaires who understands the possible consequences, opportunities and potential threats for families and their individual members. That enables the families to deal with the many issues in a structured and comprehensive way, before taking a well-balanced decision.

*«Sustainable Wealth Preservation lies in accepting the correlation between the growth of a Family's human and intellectual capital and its financial capital.»*



### Human Capital

The knowledge, talents, values, passions and aspirations of an individual family member.

### Intellectual Capital

Alludes to the individual's learning aptitude and the family's capabilities to communicate, resolve conflicts and make joint decisions.

### Financial Capital

Refers to a family's financial balance sheet (incl. all tangible and intangible assets irrespective of the nature of assets)

### Social Capital

In sociology, social capital is the expected collective or economic benefits derived from the preferential treatment and cooperation between individuals and groups.  
-Wikipedia

Social Entrepreneurs on the other hand drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices.

## Paradigm shift

The art of advising private clients has experienced a true paradigm shift: The methodology is no longer solely set on managing the assets and liabilities of a Family's Balance Sheet, but also embraces and accounts for the non-financial aspects of a family situation and addresses the associated risks.

## Building bridges

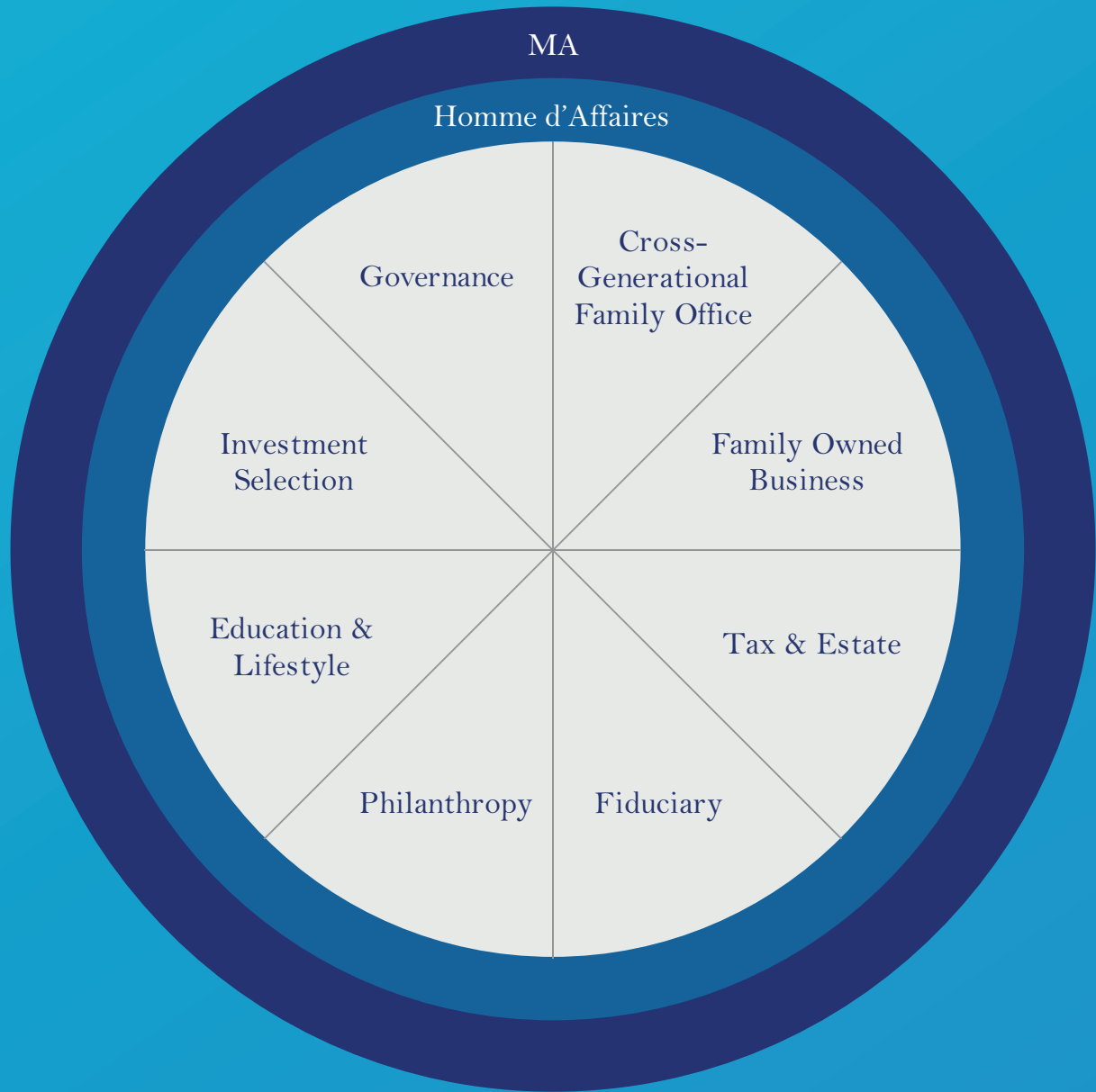
Most importantly, MA builds bridges across different generations by gently mentoring a family's deliberation process, thus creating a better awareness of the individual's own needs and goals, whilst addressing the responsibilities and opportunities that are associated with the creation and inheritance of family wealth.

## Vast experience

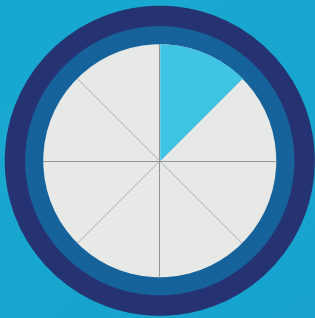
My hands-on approach in working with family owning businesses in overcoming the multifaceted complexities, responsibilities and challenges associated with the roles of ownership, business and family is all about applying the vast experience from the many past cases, in which I have successfully assisted families in similar situations.

I accompany the client from the early diagnostic process to sound and diligent implementation of the Family's key decisions, providing the basis for long term, sustainable governance structures.

*«Trust enables you to put your deepest feelings and fears in the palm of your partner's hand, knowing they will be handled with care.» - Carl S. Avery*



## Cross-Generational Family Office



First let me state, that there is a vast difference between „well-being“ and „being well off“. Families living in a privileged situation often lose their freedom to dispose of their time and energy by becoming embroiled in countless hours of administrative hassle. Preferably they ought to seek a personalized framework that will allow the family members to devote their time to the things they care most about. A dedicated family office structure can provide for the necessary stability, continuity and freedom.

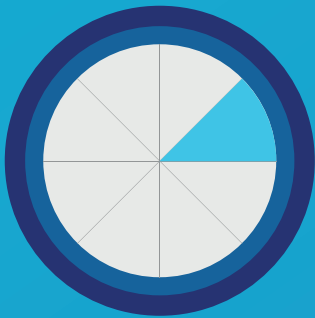
The families seeking to successfully preserve their human and financial capital are prudent to evaluate the benefits and costs of having their own structure that integrates all or some considerations pertaining to governance, legal, financial, business ownership and other family related matters. Under the experienced guidance of MA, families weigh the benefits of establishing their own family office, or to seek refuge under an existing Multi-Family Office structure.

Begin with your own personal reflections by answering some of the essential questions:

- When and how do I write a last Will
- How can I convey our family values to our children and grand-children?
- Who will take care of my kids if I am no longer around?
- How can I prepare my children to master the burden of wealth?
- How should I compensate my child working for the family business?
- When and how do I hand over my leadership to the next generation?
- I have earned the privilege to spend more time with people and things I really care about, but who can I trust to deal with my personal matters?
- Who will help my family to weather the uncertainties of financial risks and to protect the wealth for future beneficiaries?
- How can I trust someone again after being deceived by so many alleged experts?

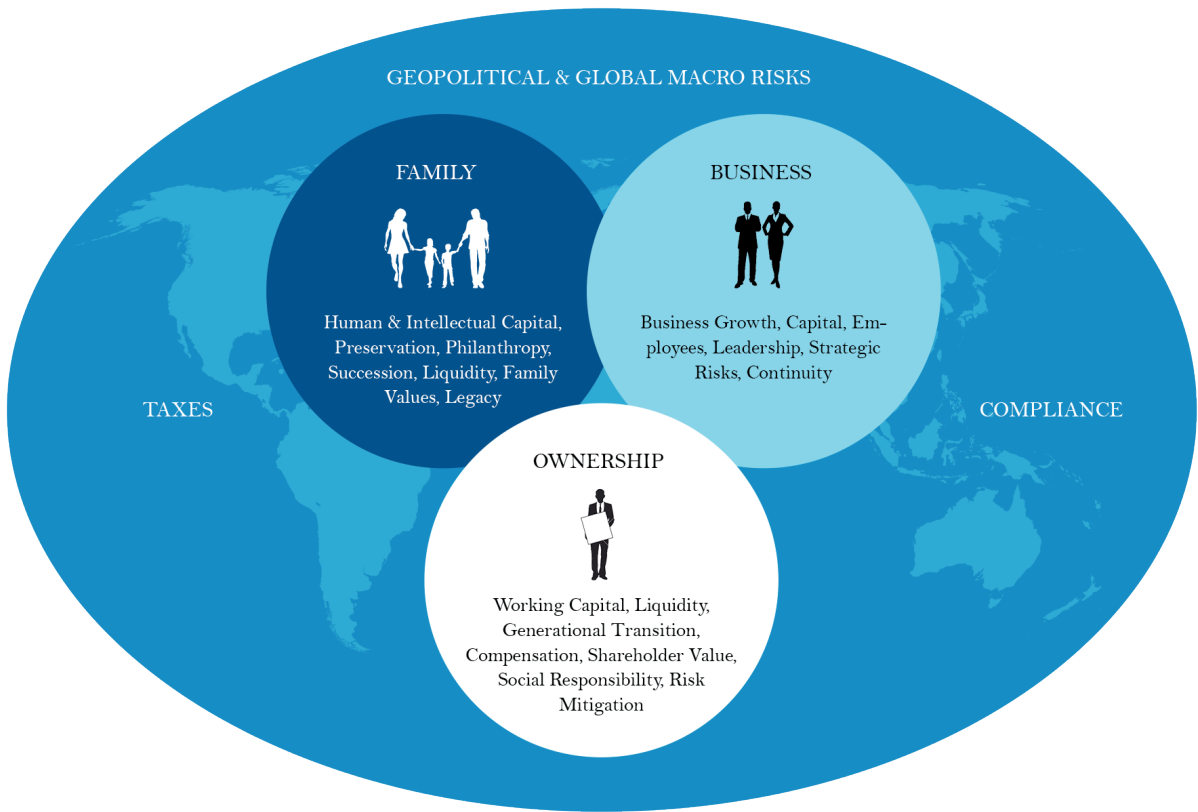
# MA Homme d'Affaires

## Family Owned Business

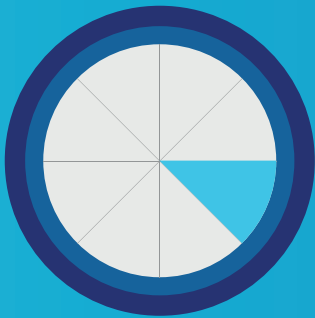


In Family owned Businesses the main challenge lies in finding the right balance between Family, Business and Ownership

1. How can a Family add value to the Business over time?
  - Family Culture & Legacy
  - Transition of Human & Social Capital
  - Family Vision of Quality, Creativity and Innovation
2. How can the Family use its Ownership position to influence and add value to the Business?
  - Alignment of Interests
  - Leadership and Social responsibility
  - Sustainability and Credibility
3. How can the Business add value to the Family over time?
  - Substantial Source of Income
  - Shared common denominator for family members
  - Respect, Admiration and Pride (socially advanced company)
  - Reinforcement of Family culture/values/commitment



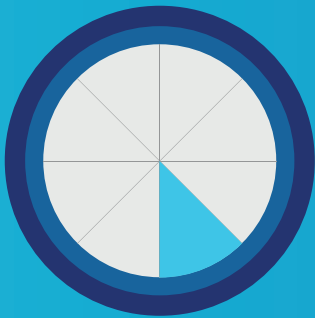
# MA Homme d'Affaires Tax & Estate



The need of wealthy investors for legitimate tax optimization and asset holding structures has been reinforced by the OECD's ambitions to introduce a global regulatory Standard towards transparency and other associated governmental programs (FATCA, BEPS, MIFID II, etc.).

This development has in turn led to a more mature and complex approach to wealth preservation and protection of privacy, yet turning cross-border investments for many families into an unpredictable venture. A pro-active tax and estate planning approach is essential to mitigate risk and provide security in becoming a more global citizen and investor.

# MA Homme d’Affaires Fiduciary



*«When selecting a trustee, the grantor of a trust will be well advised to consider the potential trustee’s ability to mentor the beneficiaries he or she loves as the highest qualification among all of the things a trustee must do» - James E. Hughes Jr.*

In working with families it is absolutely crucial for the trustee to guide and educate the beneficiaries in understanding their roles, powers and responsibilities to mitigate future conflicts and to create an environment of trust and collaboration.

Whether the fiduciary acts in his capacity as a Trustee, or as a Board Member of a Foundation or Company or in any other similar capacity, the law requires him to adopt the highest duty of trustworthiness in protecting the interests of the client. In accepting the rule of a prudent business man, the fiduciary will always seek the best possible way to accomplish his task while protecting the beneficiaries with a vested interest.

Trustee of Family Trust	Protector of Family Assets
Board Memberships	Foundation Management

# MA Homme d’Affaires Philanthropy



## «The Joy of Living is the Joy of Giving»

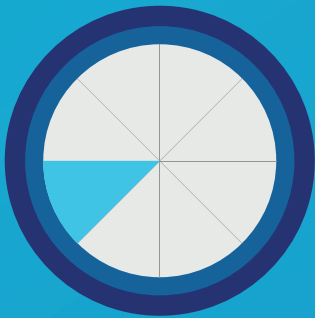
This famous proverb reflects the sentiment of many philanthropists who have embarked on a journey to support a worthy and charitable project in gratitude for what they personally have achieved, or been able to experience over the course of their lives. Irrespective of the cause – your ability to dedicate a significant amount of time, money and/or sweat equity to a specific purpose, not only mirrors the awareness of your social responsibility, but also constitutes an integral part of your own family governance.

But how can you ensure that your support will meet your objectives and have a sustainable and measurable impact? All too often families are overwhelmed with the complexities of any charitable activity, especially if it involves the creation of their own dedicated charitable foundation or trust, or moreover if they want to grant money to a beneficiary resident in a foreign country.

Thoughtful consideration is required to decide on whether assets should rather be donated to a credible Non-Governmental Organization (NGO) instead of embarking on a lengthy and possibly unsettling adventure, that initially involves the search for a suitable and credible project, and is followed by a monitoring and accountability process that requires a sound organizational structure and experienced personnel. Jointly with other specialized organizations, MA provides assistance in finding the appropriate answers and suitable structures to all relevant questions in conjunction with your philanthropic endeavors.

Enhancing the Family’s understanding of all aspects of family wealth	Next generation education development
Trustee and Beneficiary mentoring	Social responsibility

# MA Homme d’Affaires Education & Lifestyle



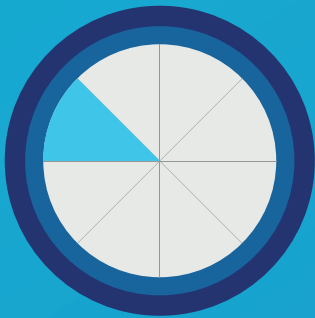
Creativity, innovation and education constitute important pillars for the longevity of family wealth. Without the creativity and innovation brought about by future generations the family fortune will succumb to the mere attraction of consumption and possibly fail to secure the family capital for their descendants.

Providing your children the best possible education is probably the most valuable provision in securing the future well being of your child. By investing in the intellectual capital of your child, the family capital will become less dependent on money and it will more likely enable the child to seek greater opportunities.

Simultaneously, it is important to make privileged children aware of their responsibility that is aligned with the family wealth. Children often consider “being wealthy” as an emotional burden, and thus necessary precaution needs to be taken to ease their transition into their new roles as they become older. MA’s preparatory workshops for young family members are undoubtedly an important milestone to facilitate the future transfer of family values and capital to the next generation.

Acquisition, maintenance and holding of yachts, private jets and real estate	Art & Collectibles
Global Banking and Insurance needs	Children’s development (Boarding Schools, Summer camps and special programs for children with disabilities)

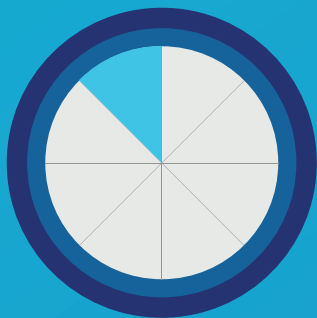
# MA Homme d’Affaires Investment Selection



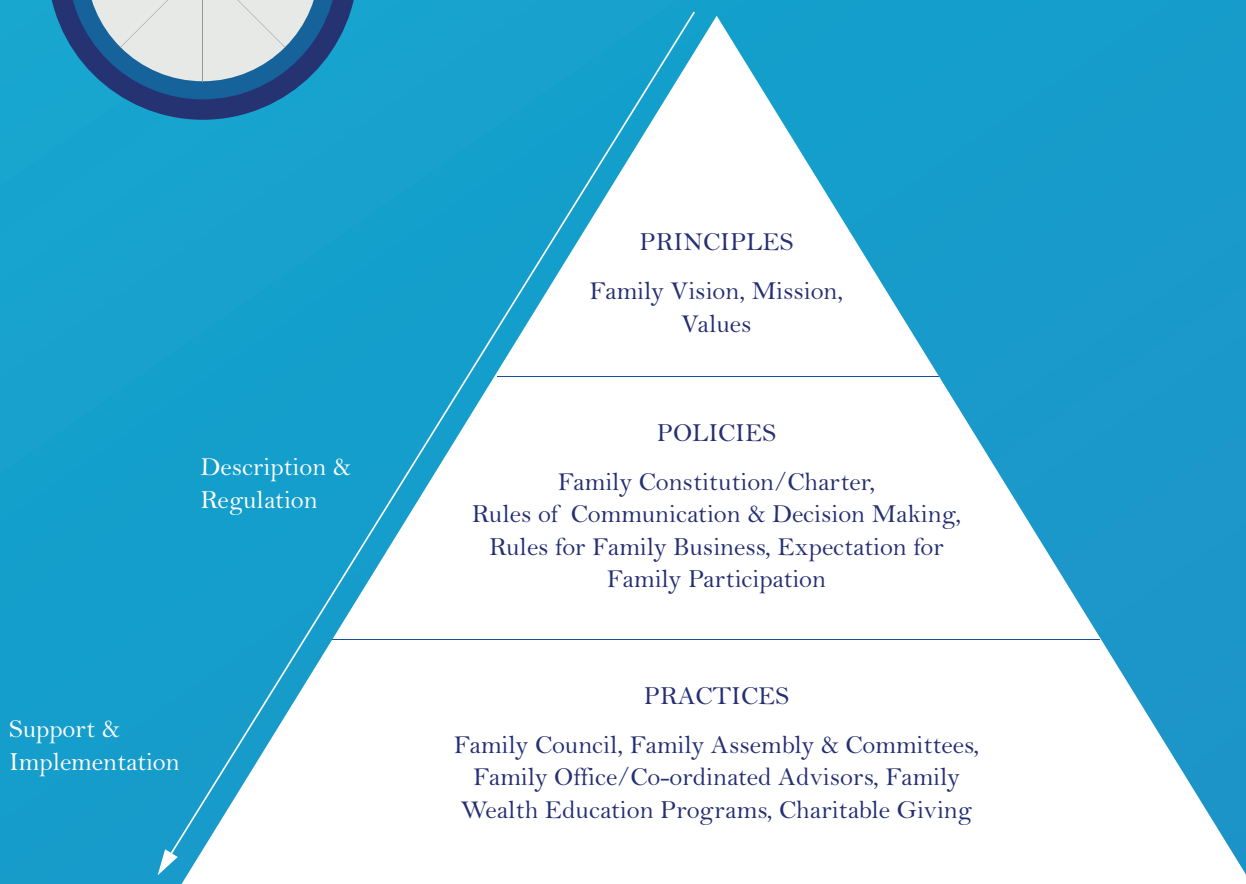
A sound and balanced selection of liquid and illiquid investments is at the core of any long term capital preservation. MA is devoted to creating tailored asset allocation strategies across all asset classes in a tax efficient way. With proper diversification and comprehensive risk parameters, idiosyncratic risks can be reduced. Concurrently, a proactive planning process involving appropriate ownership structures might optimize tax adverse consequences resulting from investments in foreign assets.

In order to achieve the individual return/risk objectives best-in-class investment managers are chosen and carefully monitored in collaboration with a global network of trusted specialists. Selective hedges might be introduced to reduce or mitigate adverse risk exposures resulting from an entrepreneur’s concentrated stock position.

Strategic Asset Allocation	Investment Selection and Risk Monitoring
Liquidity Management	Direct Investments & Club Deals



Sustainable Wealth Preservation requires tailored Governance Strategies



Source: P. Angus; Family Governance: A Primer for Philanthropic Families, 2004



## Contact us

For more than 25 years I have passionately worked with families who have sought their own path of creativity, innovation and sustainability. Their stories have inspired me to constantly improve the methods on how to assist families to preserve their human, social and financial capital across generations.

MOOSMANN ADVISORS AG

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