

4 June 2015

MilleniumAssociates, the independent Swiss and International advisory firm specialising in the private banking and wealth management industry confirmed today the progress of its unique CATCH<sup>®</sup> market resegmentation programme not only in Switzerland but also across international markets such as Luxembourg, Liechtenstein, and Monaco.

Launched in early 2014 by MilleniumAssociates as a neutral and independent administrator, the CATCH<sup>®</sup> programme is available for private banks and wealth management institutions wishing to simply and profitably manage their client and market resegmentation strategies and priorities.

Many private banks and wealth managers are utilising CATCH<sup>®</sup> as part of the process of reviewing their market and client segment strategy in the face of the numerous market and economic challenges. Substantial client portfolios are being earmarked for discontinuation (i.e. "Exit") whilst other markets and segments are confirmed as growth (i.e. "Receive") priorities, thus allowing the clearer classification of Exit and Receive interests by many private banks on their client accounts going forward.

The steadily operating CATCH<sup>®</sup> programme allows institutions to rapidly and confidentially exit markets and segments that do not meet their strategy by being matched with institutions that are looking to grow their presence in those same jurisdictions. As each institution has its own unique market strategy, the matching process through CATCH<sup>®</sup> is a compelling and smooth solution.

Clients are provided destination bank options in a friendly and orderly transfer process whilst participating institutions achieve reasonable monetization of their resegmentation portfolios.

Private banks and wealth managers have welcomed the programme and are increasingly contributing to it and evaluating their portfolios accordingly. The programme which will

run for several years until the market is fully resegmented, is global in nature and encompasses both bank headquarter strategies as well as branch subsidiary requirements in most international wealth centres, including Switzerland, Luxembourg, Liechtenstein, Monaco and other non-European centres as well as the most important onshore markets.

Most recently MilleniumAssociates further developed the CATCH® programme with a new partnership model for independent asset managers (IAMs). While IAM's have already been involved with the programme as regular participants wishing to handle their resegmentation, this latest addition supports those IAMs seeking like-minded merger or collaboration partners in order to grow, share costs or leverage each other's strengths.

The programme, which has several dozen participating institutions globally, has recently been recognised for its innovation in the market place winning "*Most Innovative International Private Banking & Wealth Management Program*" Corporate Livewire's 2015 Innovation and Excellence Awards and Acquisition International's "*Award for Innovation in Offshore Wealth Management*" in their 2015 Offshore Excellence Awards.

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About MilleniumAssociates:

MilleniumAssociates AG is an international M&A and Corporate Finance Advisory firm based in Switzerland and the UK. Founded in 2000, the firm originally focused on the financial services industry. In recent years it has built on this M&A expertise and experience and established an additional Entrepreneurs and Corporates Practice in order to extend its M&A services to corporates and entrepreneurial business owners globally.

In 2014 MilleniumAssociates successfully launched their CATCH® programme enabling participating private banks, wealth managers and IAMs in key wealth management centres and relevant onshoring markets to manage their client and market focus resegmentation strategies in a friendly, orderly and profitable manner.

[www.milleniumassociates.com](http://www.milleniumassociates.com)

MilleniumAssociates AG was named as "Swiss Independent M&A Advisory Team of the Year" in Acquisition International's 2014 M&A Awards and also "Independent M&A Advisory Firm" and "Global Financial Services M&A Advisor of the Year" in Corporate Livewire's Global Awards 2014.

MilleniumAssociates AG is a member of the Swiss Private Equity & Corporate Finance Association (SECA)

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