fidinam

TEN COMMON MISCONCEPTIONS ABOUT OUR BUSINESS

FIDINAM (GENÈVE) SA, CONSULTANCY

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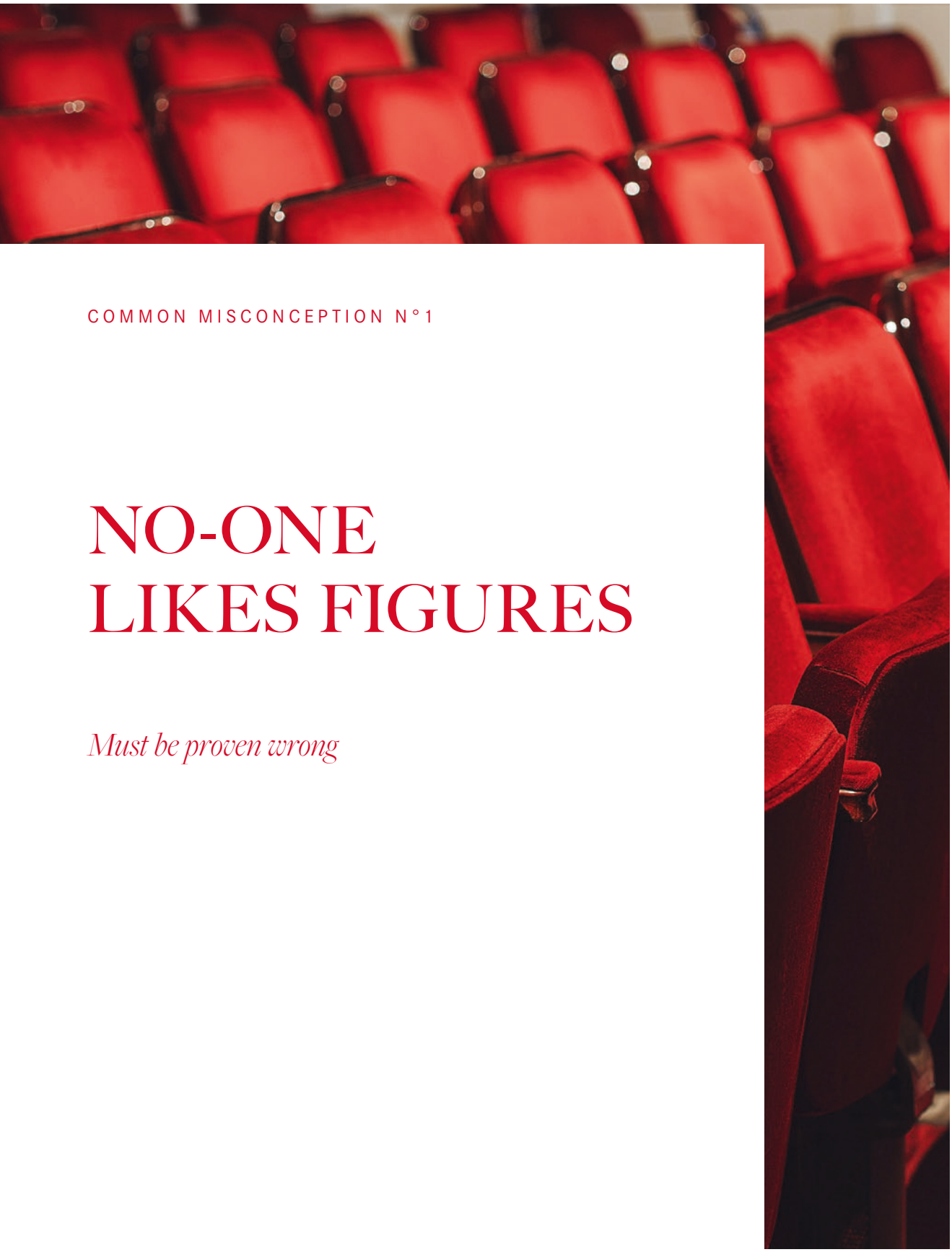


COMMON MISCONCEPTION N°1

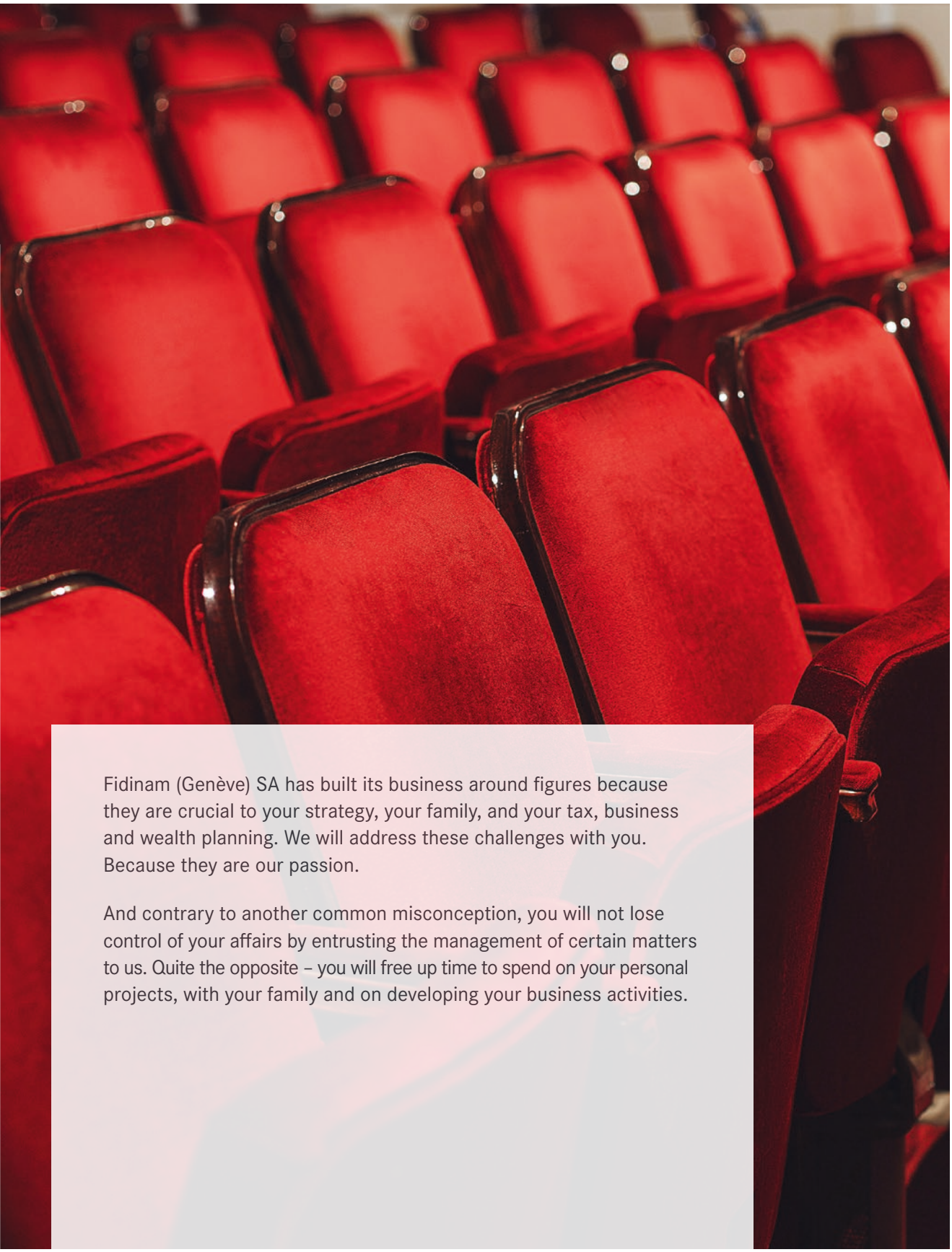
NO-ONE LIKES FIGURES

Must be proven wrong

COMMON MISCONCEPTION N°1

In our everyday conversations, it is quite frequent to hear common misconceptions such as “no-one likes figures”.

But whether we like them or not, figures play an important role in both our personal and professional lives.



Fidinam (Genève) SA has built its business around figures because they are crucial to your strategy, your family, and your tax, business and wealth planning. We will address these challenges with you. Because they are our passion.

And contrary to another common misconception, you will not lose control of your affairs by entrusting the management of certain matters to us. Quite the opposite – you will free up time to spend on your personal projects, with your family and on developing your business activities.

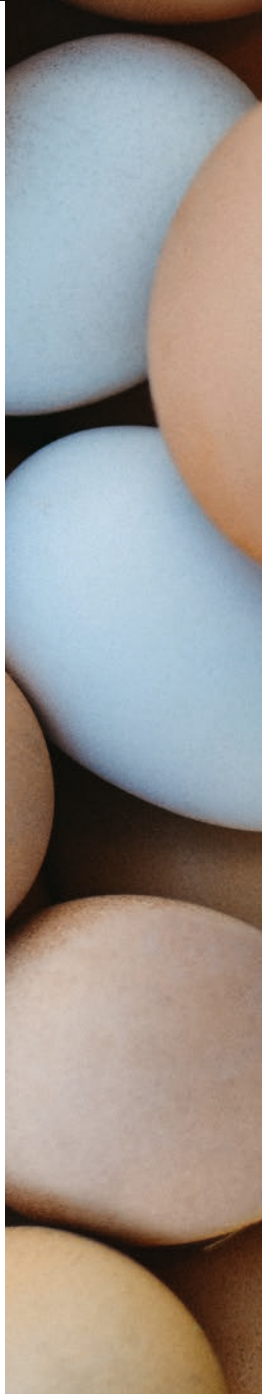
CONSULTANCY

2

COMMON MISCONCEPTION N°2

CONSULTANCY FIRMS ARE ALL THE SAME

Yes and no



COMMON MISCONCEPTION N°2

Like any expert in taxation, accountancy, corporate management and wealth planning, Fidinam (Genève) SA could at first glance appear similar to any other consultancy firm. But we are different.

We have a team of dedicated professionals ready to meet all your challenges.

We create value by providing a wide range of integrated services, a cross-cutting approach and a global view of your affairs.

We work with your partners – asset managers, bankers, counsels, tax experts, notaries, family offices and fiduciaries – in order to assess your situation and propose the best possible solutions.

We are experienced in working with individuals and families as well as entrepreneurs and businesses.

And because we are part of a solid Group founded in Switzerland in 1960, with 250 staff members across multiple sectors, and enjoying a worldwide presence through a network of subsidiaries, affiliates and partners.

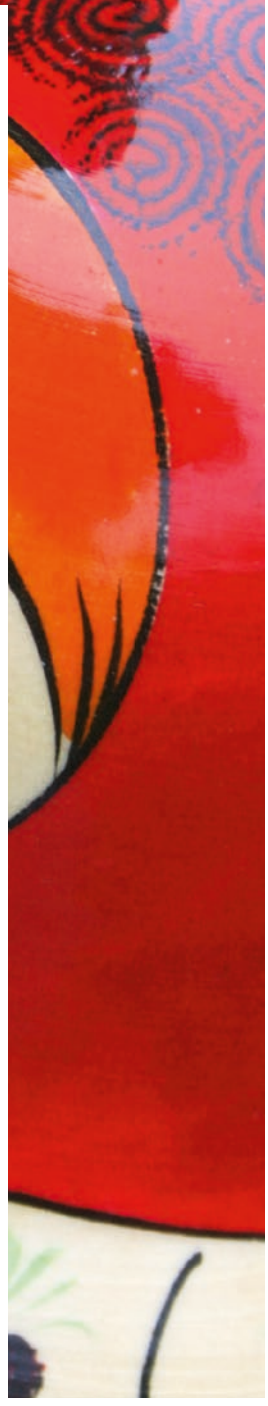
ACCOUNTING

3

COMMON MISCONCEPTION N°3

ONLY LARGE COMPANIES REQUIRE THE SUPPORT OF AN ACCOUNTING FIRM

Completely wrong



COMMON MISCONCEPTION N°3

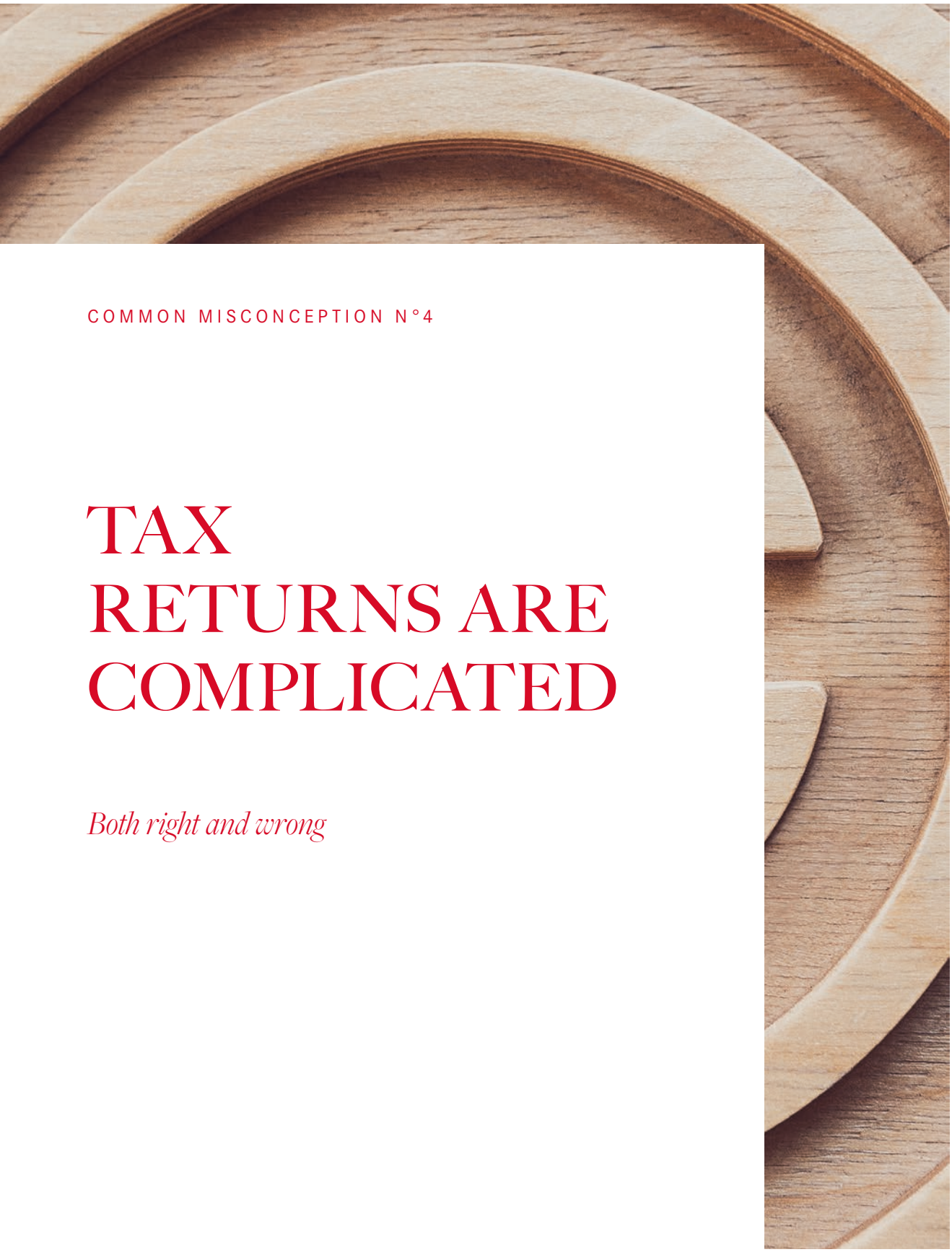
Outsourcing your accounting will often benefit your business activity whether you are a freelance worker, a third-party manager, a start-up, a service provider or a licenced professional. New and small businesses need experts to help them adopt good habits from the start and to provide day-to-day follow-up and strategic advice.

Accounting has no secrets for our experts. We help small businesses, large corporations, private companies, families, shareholders, heirs, executives, artists and leading sports personalities to set a chart of accounts, do the bookkeeping, produce VAT statements and supervise reconciliation of debtors and creditors.

We can also assist with annual closing of accounts and the preparation of balance sheets and income statements, in order to help you manage your budget, your cash position and your projects in general. We can also provide analytical accounting that will give you a long-term perspective.

TAXATION

4



COMMON MISCONCEPTION N°4

TAX RETURNS ARE COMPLICATED

Both right and wrong

COMMON MISCONCEPTION N°4

They can be quite easy to complete for an employee. But if you hold assets in a company, if you invest in real estate, if you own a business or do business abroad, expert knowledge is required.

Fidinam (Genève) SA provides full tax reporting services for individuals and legal entities and we can also advise on your taxes in Switzerland and in your country of residence. We will assess your tax liability and implement the most tax-efficient solutions – pension plans, domiciliation, relocation, double taxation relief, and set-up of relevant vehicles – to mitigate your tax exposure.

More elaborated tax solutions can be offered through our range of integrated services, including wealth or estate planning and acting as your authorised representative before tax authorities. This expertise is also available to larger corporations as we can advise on transformations, mergers or demergers.

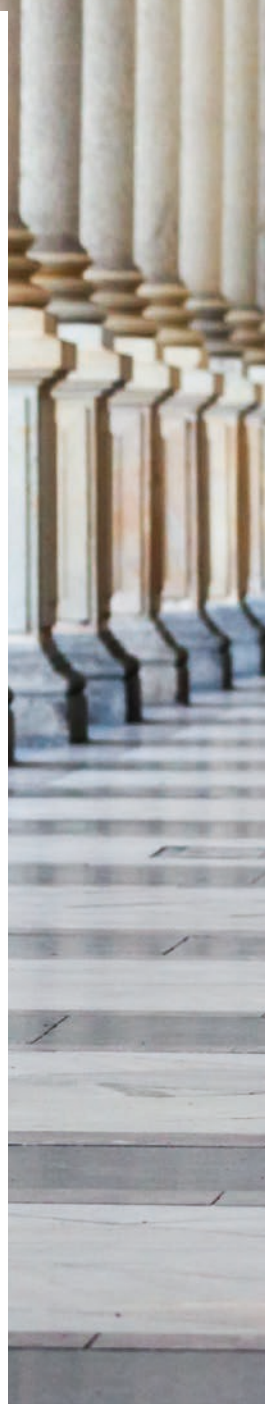
ESTATE PLANNING

5

COMMON MISCONCEPTION N°5

INHERITANCE LAW MEANS THERE IS NO NEED FOR ESTATE PLANNING

Absolutely



COMMON MISCONCEPTION N°5

However, if you rely solely on the law provisions – be it Swiss or foreign law – you will not be able to plan the distribution of your estate. You may even penalise your heirs. This is particularly true if you have a large estate, including private equity, real estate, or assets located in multiple jurisdictions.

For this sensitive matter, which is an integral part of your own personal history, you must be able to rely on a trusted partner who will listen to your wishes and provide expert advice. Fidinam (Genève) SA can work closely with your lawyer or notary to organize your estate plan, prepare an inheritance agreement or serve as estate executor to ensure your assets are passed on in the best possible conditions and in accordance with your wishes.

FIDINAM GENÈVE SA

Fidinam (Genève) SA has been providing fiduciary services and legal, wealth and tax advice to Swiss and international clients including individuals, entrepreneurs, service providers, lawyers, banks and independent asset managers in Geneva since 1972.

The 25 staff members share the company's core values of dynamism, specialisation and confidence. They use their expertise to execute accounting and tax mandates, and are also at ease to handle more complex matters such as creation of vehicles, wealth structuring, financing, transfer, patent and brand management and family office management.

Fidinam (Genève) SA relies on a vast network of experts and partners, thanks to its parent group, Fidinam Group, founded in 1960 in Lugano (Switzerland) and having since then expanded its activities around the world.

OUR VALUES

DYNAMISM

We have a strong entrepreneurial creativity and capacity to adapt to the ongoing changes in the markets where we operate.

SPECIALISATION

We continually improve our skills in order to respond to the evolvement of our clients' business environment and related regulatory changes with the adequate expertise and professionalism.

CONFIDENCE

We offer tailored solutions, flexibility, full discretion and we draw inspiration from our clients.

LEGAL ADVICE

6

COMMON MISCONCEPTION N°6

RULES AND REGULATIONS CHANGE ALL THE TIME

That's right

COMMON MISCONCEPTION N°6

Recent years have seen many changes in tax rules, banking regulations, accounting standards, inheritance law, business and company law. The scope of change is so vast that one individual cannot possibly master the diversity of all legal topics.

It is important to have the support of leading professionals. Fidinam (Genève) SA can rely on a network of experts to provide legal advice covering all the issues you may face, for example compliance, regulatory framework, estate planning, corporate transactions such as contracts, sale or restructuring of your business, mergers and acquisitions. The idea is not to replace your lawyer but to provide additional practical expertise and support, or advise you directly in all areas of Swiss or foreign law.

BUSINESS SERVICES

7

COMMON MISCONCEPTION N°7

ALL BUSINESSES EXPAND THEN CONTRACT

Yes, in some cases

COMMON MISCONCEPTION N°7

The art of managing a business lies in the knowledge of mastering the change, the transformation, and the ability to evolve. The main pillars of this art are the leadership and the overarching vision, complemented by a suited organisational and financial architecture.

To make sure your business succeeds and perpetuates, Fidinam (Genève) SA offers an extensive expertise and practice in corporate management, structuring and consulting. Our know-how in this area covers the creation, domiciliation and administration of local and international companies, asset protection solutions such as trusts and foundations, serving as board members, providing financing solutions and assistance with finding partners. We help you move into the future with confidence.

PAYROLL MANAGEMENT

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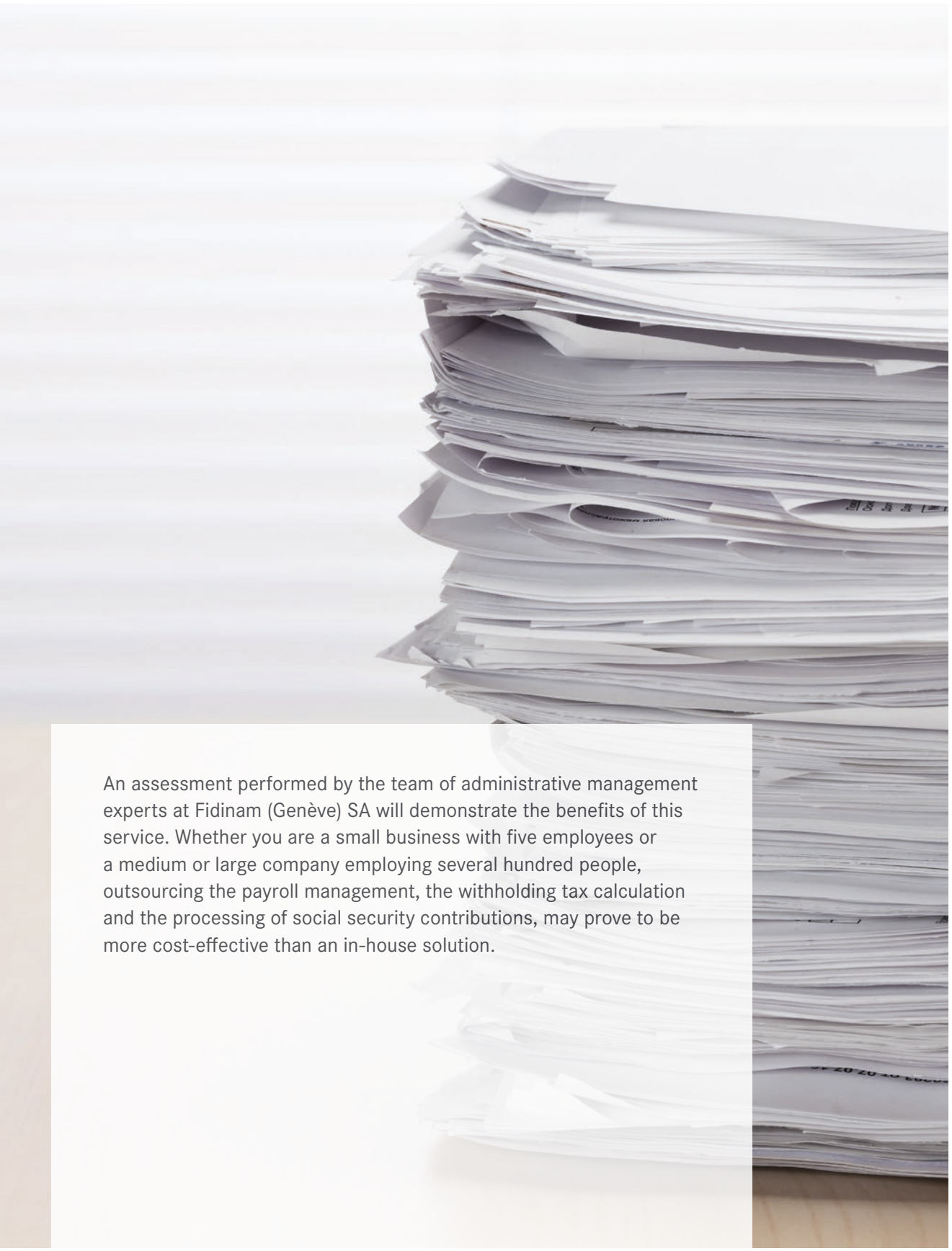
COMMON MISCONCEPTION N°8

OUTSOURCING PAYROLL SERVICES IS EXPENSIVE

Not necessarily

COMMON MISCONCEPTION N°8

There are two main advantages in outsourcing the administrative management of your human resources. First, you will improve your company's operational efficiency and secondly, you will lower your costs. This is particularly true when managing complex situations such as the calculation of variable bonuses and compensations, profit-sharing and dealing with cross-border issues.



An assessment performed by the team of administrative management experts at Fidinam (Genève) SA will demonstrate the benefits of this service. Whether you are a small business with five employees or a medium or large company employing several hundred people, outsourcing the payroll management, the withholding tax calculation and the processing of social security contributions, may prove to be more cost-effective than an in-house solution.

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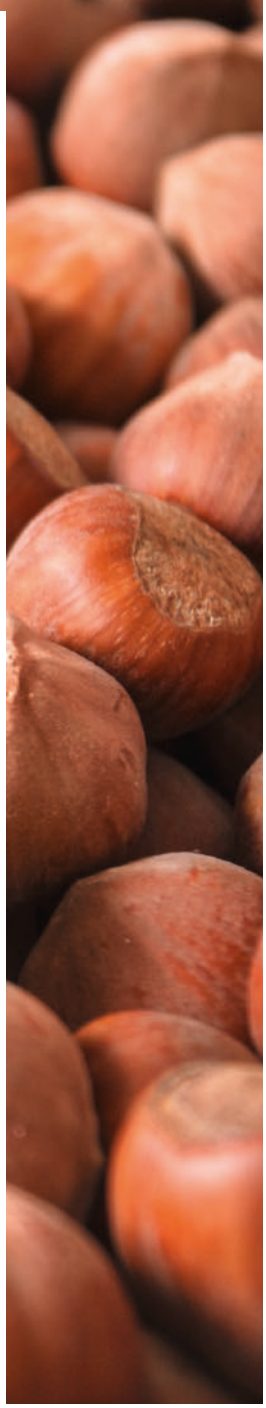
COMMON MISCONCEPTION N°9

WEALTH PLANNING IS ONLY FOR ULTRA-HIGH NET WORTH INDIVIDUALS

Untrue



COMMON MISCONCEPTION N°9

It is in everyone's interest to protect their assets, regardless of size, to build up their estate and to plan for the future. Especially when you have a family to look after or if you own one or more businesses.

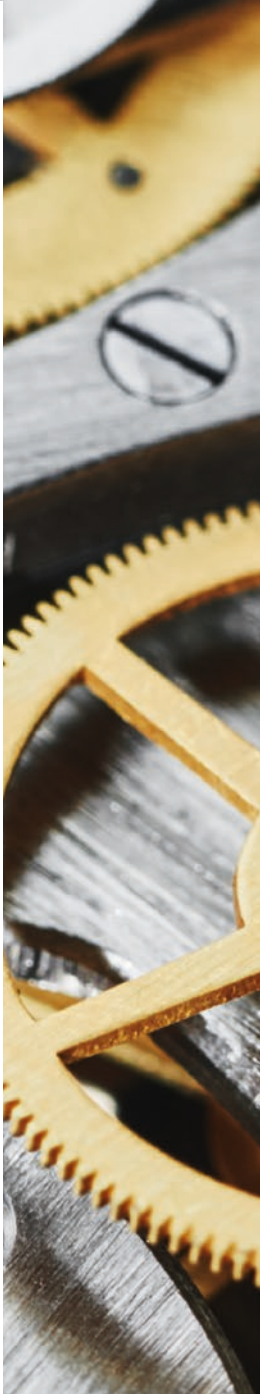
From simple pension plans to more complex wealth structuring solutions, including the creation and management of vehicles such as trusts and foundations, Fidinam (Genève) SA offers a complete set of tailored wealth planning tools that meet the needs of modern entrepreneurial families. This can include the set-up of appropriate Swiss or foreign asset protection structures, elaborating suitable insurance solutions, estate planning, supporting philanthropic projects and implementation of family governance frameworks. We can extend this typical Family Office services to your business, for the purpose of asset structuring and enjoying niche investment solutions as well as active assistance with the development or transfer of your business.

10

COMMON MISCONCEPTION N°10

GENEVA IS THE CAPITAL OF SWITZERLAND

Wrong



COMMON MISCONCEPTION N°10

Bern is Switzerland's capital. However, people who know little about our country will often swear that it's Geneva. This is because Switzerland is well known around the world due to the major role it plays in international governance and global economy. It also plays an unrivalled role in international finance and wealth management.

It is definitely not by mere coincidence that Fidinam Group has a presence in Geneva. The city's position as leading financial centre and its concentration of experts make it a unique place for building a top-tier network of all the specialists involved in the operational, administrative, legal and fiscal management of our clients' assets. By drawing on these complementary skills and on our own expertise, we are able to offer appropriate and efficient solutions tailored to your objectives and your personal situation.

Fidinam Group
A global presence

SWITZERLAND AND EUROPE

Genève, Lugano, Bellinzona, Mendrisio, Zurich,
Milano, Barcelona, Luxembourg, Monaco, Vaduz

INTERNATIONAL

Hong Kong, Dubai, Singapour, Sidney,
Ho Chi Minh City, Wellington, Maurice

fidinam

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