Investment process for e-asset management and investment consulting plus

Your investment strategy serves as a guide for any investment decisions you make. It sets your course, helps with your focus and establishes guidelines for your investments. A well-founded investment strategy will prevent you responding overly optimistically, or in a panic, to short-term market activity.

Individual investment strategy



Adaptation to market developments



Implementation in your portfolio



Based on your personal investor profile, your investment term and your chosen investment focus, we suggest your individual investment strategy. This sets out and defines the ratio of different asset classes (liquidity, fixed income, equities, alternative investments) and the bandwidths within which they can move. Our "house view" is incorporated into your investment solution, based on current market developments and in line with your investment strategy. You can rely on our experts to monitor and implement your investment strategy. From analysing the market environment right through to investing in our investment universe: with our structured investment process, we ensure that your portfolio is making the very best investments in e-asset management and that you receive a suitable investment recommendation in investment consulting plus.

Personal investor profile and investment term

We determine your individual investor profile based on the risk you are willing to take (risk appetite) and the financial loss you are able to sustain (risk capacity). Combined with your preferred investment term, we suggest a positioning for your portfolio, which you can tailor to your needs depending on your chosen investment solution.

Investment focus

The investment focus determines the basic orientation of your investment strategy. You can choose between the following focuses: Switzerland, Global or Sustainability.

You can find more information about the investment focus on the back of this document.

Expected potential returns Growth Balanced Income Asset classes Liquidity Fixed income Equities Alternative investments The composition of the individual investment strategies varies based on your personal investment focus and current market activities.

Five investment strategies

Expected risk

PostFinance house view

The PostFinance investment committee analyses current market activities in detail in order to come up with our positioning. Adaptations based on market developments are implemented as part of your investment strategy. We ensure that any decision we make is in our customers' interests, and we convey our positioning transparently in our monthly publication "PostFinance investment compass".

More information about the PostFinance house view is available at postfinance.ch/houseview.

Portfolio monitoring

We monitor your portfolio on a daily basis in coordination with the investment strategy we have agreed upon. In this way, we ensure that your portfolio is adapted (or can be adapted) to the relevant market environment as effectively as possible. By carefully selecting and systematically

checking each investment instrument, we provide you with an attractive, comprehensive investment universe. In selecting these instruments, we consider both actively and passively managed funds, as well as exchange traded funds (ETFs)¹. You can find out about your current performance and your portfolio composition online in e-finance at any time.

Implementation in your portfolio

Any modifications to your portfolio depend on your chosen investment solution. If your invested assets differ from your individual investment strategy, e-asset management ensures that your portfolio is adjusted automatically to fit with the current house view. With investment consulting plus, you will receive a notification if there is cause to take action. We leave it to you to decide whether or to what extent you would like to modify your portfolio.

With the selected funds, you will enjoy, among other things, products reserved for customers with advice and asset management agreements. PostFinance does not receive any sales remuneration for these funds.



Swiss focus

A portfolio with a strong domestic focus

With a Swiss focus, your portfolio will place a greater focus on the domestic market, while ensuring it does not neglect global diversification.

A Swiss investment focus enables you to benefit significantly from positive performance on the Swiss market. To increase diversification, fixed income and equities from all over the world are added to your portfolio. Your portfolio will also invest in Swiss real estate and gold. If you choose this focus, foreign currency risks are reduced, and for this reason, these are hedged against the Swiss franc – completely in the case of bonds and gold, and partly in the case of shares.



Global focus

The best the world has to offer

If you decide on a Global focus, your investments will be diversified worldwide, and you will benefit from differing economic cycles, interest rate levels and currencies.

The world is interconnected, and any information on the capital markets has global ramifications. How intense these ramifications are, however, depends on individual economies, currency areas, industry structures and interest rates. Investors who choose this investment focus benefit from broad diversification across the globe. For further diversification, additional investments are made in Swiss real estate and gold. In the case of bonds and gold, foreign currency risks are hedged against the Swiss franc.



Sustainability focus

Informed investment

This investment focus takes into account sustainability criteria relating to the environment, society and corporate governance.

The aim of the Sustainability focus is to be a more eco-friendly investor. This means that as an investor, you can, for example, actively contribute to a reduction in CO₂ emissions. For environmental reasons, we also avoid investments in gold in this focus. However, we do not view sustainability as solely a question of protecting the environment; when choosing which instruments to invest in, we also consider additional sustainability criteria relating to society and company management. In the Sustainability focus, the domestic market is represented somewhat more strongly than the rest of the world.

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