



Swiss Third Party Fund Market Study **Swiss Asset Services Study**

by Get Governance & Kunnig Konsulting

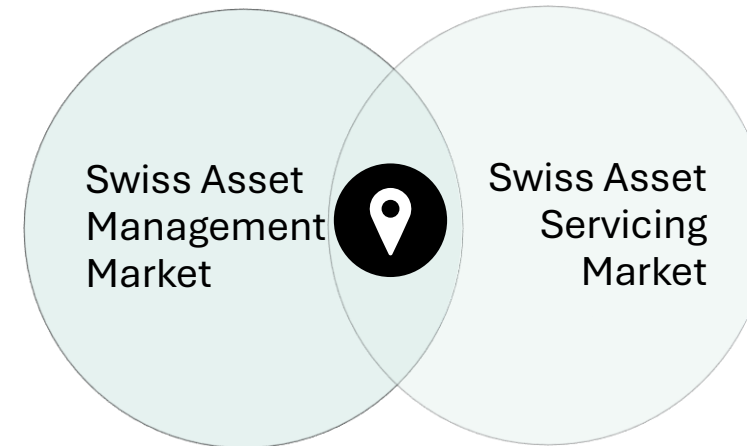
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The Swiss Third Party Fund Market is at an important intersection in the financial services landscape but not very transparent



High level of dynamic marks the convergence of two big markets and forms the Swiss Third Party Fund Market



Compared to European Markets the Swiss Third Party Fund Market is underserved in studies and analysis

The Swiss Third Party Fund Market is relevant for all key players because of the increasing strategic relevance of service quality and cost sensitivity

Swiss Asset Management Market

Swiss Third Party Fund Market

Swiss Institutional	Swiss Private & Retail	Other Institutional	Other Private & Retail	Client Type	Swiss Institutional	Swiss Private & Retail	Other Institutional	Other Private & Retail
Asset Manager				Market Player	Asset Manager	Custodian	Fund Management Company	
Mandates	Funds			Product Type		Funds		

Macro Trends like consolidation and margin pressure are shaping and transforming the industry

- Staying relevant in a consolidating market, BCG Global Asset Management Study 2025
- EY: 2026 Future of Asset Management Study
- Morningstar: Top Asset Management Trends 2026

As a Swiss market player this study is for you, if..

- ✓ You are a **Management Company** or **Custodian** with growth strategy
- ✓ You are an **Asset Manager** that wishes for a deeper understanding of the Swiss Third Party Fund market to step up your game
- ✓ You are an **Institutional Investor** looking for more transparency when it comes to service providers (without having to start a complete RFP process)

Study Starting Point

- Growth is key to industry
- Positioning is key for inflows
- But visibility on the Swiss Third Party Fund market is limited

The goal is to understand

- Status quo of the market
- Success factors in positioning
- Growth drivers
- Target market segments

First time ever practitioner-based and independently conducted study providing you a comprehensive view of the Third Party Fund Market

Study Structure Overview

Perspective	Market View - Switzerland	+	Brand Deep Dive	+	Trends and Outlook
Contents	• Market structure and market shares • Classification and characterization of players • AuA / AuM • Growth • Profitability		• Client Segments • Relevance compared to market • Brand Profile • Positioning: vs peers • Positioning: target vs. perceived • Consideration		• Market & Clients • Governance • Products
Function	Quantitative overview		Market Positioning		Qualitative integration
Framework	Focus on Third Party Funds, Pure administrators out of scope				

Timeline



Get Governance

K
Kunnig Consulting

Study flow and data collection process for Swiss Third Party Fund Survey

Onboarding

for Swiss Fund Management Companies
& Swiss Custodian banks

To receive your link, please contact
survey@get-governance.com

- Participation is free of charge for Fund Management Companies & Custodian banks; added value services are available (Platinum, Gold & Silver package)
- Covers company profile, governance framework, operating model, transformation, digitalisation, etc.
- ca. 30 min input required

Survey

for Asset Managers, Pension Funds, Insurance companies,
Banks, Wealth Managers etc.

<https://survey.get-governance.com/swiss-fund-survey-2026>

- **strictly anonymous**
- upon request, Get Governance and Kunnig Consulting can provide dedicated assistance (please contact survey@get-governance.com)
- survey open until **18 December 2026**

Clarify, analyse & compile

by Get Governance & Kunnig Consulting

- study fully conducted by Get Governance and Kunnig Consulting, ensuring independence and that no individual response is traceable.
- Questions? Contact us:
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08/26 09/26 10/26 11/26 12/26 01/27 02/27
expected publication

Patrick Stauffer & Joana Torres

Governance- und Product Expertise for Financial Services



Get Governance



WHO WE ARE



Patrick Stauffer, CIFD
Get Governance

- 25+ years in the fund industry (Pictet, Julius Baer)
- Independent Fund Director (UCITS, AIFs)
- Governance & Fund Structuring



Joana Torres, CIIA
Kunnig Consulting

- 15+ years on the buy side (Helvetia, VP Bank)
- Product Strategy & Product Management
- Manager Selection, Due Diligence

WHY WE WORK TOGETHER

Because product and governance strategies often fail at the implementation stage.

WHAT WE OFFER TOGETHER

We collaborate on projects that require an integrated approach to product expertise and governance know-how.

Fund Launches

From product strategy to governance-compliant structuring.

Executive Sparring

Independent strategic analysis and feasibility assessments.

Portfolio-Transformation

Optimising existing product ranges and making them fit for the future.

Governance Setup

Independent expertise for complex structures and regulatory requirements.

WHO WE WORK WITH

Financial services providers, including fund management companies, asset managers, custodian banks, pension funds, investment foundations, wealth managers, family offices and insurance companies.

HOW WE WORK

Pragmatic. Hands-on. Senior expertise only.

CONTACT — Reach out to either of us for joint projects

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