

# Sense and sensitivity.

## FUCHSBRIEFE-TEST 2010

Independent experts once again name  
Gutmann best Austrian private bank

## EUROMONEY PRIVATE BANKING SURVEY 2010

Bank Gutmann is awarded top rankings  
in Central and Eastern Europe (CEE)  
and wins in Hungary and Romania



*Gutmann*

PRIVATE BANKERS



# Experts test and name the best

## 2010 Fuchsbriefe Wealth Management Test

Once a year, Fuchsbriefe, the respected German financial publishing house, conducts a study named The Fuchsbriefe Wealth Management Test, which takes a close look at banks and independent wealth managers in Germany, Switzerland, Liechtenstein, Luxembourg, and Austria. This time, its anonymous testers visited 117 financial institutions in these countries and presented their findings in the following categories:

- Top of the Tops – All-Time Best Performers
- Top Wealth Managers
- Top Portfolio Management (Asset Management)

The survey, by now a recognised quality yardstick, was carried out by Private Banking-Prüfinstanz, a co-operative venture of Fuchsbriefe with the independent ranking institute firstfive AG and Institut für Qualitätssicherung und Prüfung von Finanzdienstleistungen GmbH (IQF). The Fuchsbriefe testers expanded the scope of their test this year and adapted their rating system to reflect this change. The rating was based on factors including the quality of the consulting session (weighting of 35 percent), the asset strategy (weighting of 50 percent), and transparency (weighting of 15 percent); this last item rates the wealth managers' readiness to disclose information about their own businesses. For a long-term rating, the "All-Time Best Performers" category is of particular significance. It looks at the best wealth managers in German-speaking countries with a long-standing and consistent track record.

The findings of the study were published in late 2009. For more details see [www.fuchsbriefe.de](http://www.fuchsbriefe.de)

## Euromoney Private Banking Survey 2010

Every month, Euromoney, the leading international financial magazine, is read by 145,000 decision-makers in more than 130 countries. Once a year, the magazine conducts its Private Banking and Wealth Management Survey, which offers a world-wide overview of private banking services for wealthy clients.

Those surveyed include providers of private banking services, banks, and consultancies. The companies were asked to complete questionnaires with data about their own businesses and to assign peer ratings ("peer nominations"). The data for the 2010 survey were gathered in more than 50 countries between August and October 2009.

The survey comprises global, regional and country rankings and thus provides a comprehensive overview of the industry. In establishing the global and regional rankings, self-assessed information was weighted at 30 percent, marks given by industry peers at 70 percent.

The results of the Private Banking Survey 2010 are published in the February 2010 issue of Euromoney. For more details see

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



Top marks for Bank Gutmann from Fuchsbriefe and Euromoney.

Source: Fuchsbriefe/Euromoney

## 2010 Fuchsbriefe Test of Austria's best wealth managers

		Maximum score	100	35	50	15
	Institution	Rank	Score	Consulting session	Investment strategy	Transparency
	<b>Bank Gutmann</b>	1	74.6	24.5	37.7	12.4
	Raiffeisenbank Kleinwalsertal	2	73.1	28.8	33.2	13.1
	Erste Private Banking	3	65.7	27.9	25.3	12.5

Source: Fuchsbriefe



# Gutmann wins top rankings in Austria and Eastern Europe

**In the Fuchsbriefe Test of best wealth managers 2010, Bank Gutmann once again won top rankings in the German-speaking countries. Euromoney awarded the bank best marks in Austria and Eastern Europe.**

In the country ranking of Austria, the Fuchsbriefe Test 2010 ranked the long-established Vienna-based bank number 1 ahead of runner-up Raiffeisenbank Kleinwalsertal and Erste Private Banking in place 3. In the category "Top Wealth Managers 2010" for all German-speaking countries (Austria, Switzerland, Liechtenstein, Germany, Luxembourg), Gutmann made it to the top 10, achieving 7th place out of 117 banks tested. The candidate named "Top Wealth Manager 2010" was a surprise winner: Swiss private bank Julius Bär. In the list of "All-Time Best Performers", Gutmann was the best Austrian bank in place 4.

## **Euromoney Private Banking Survey 2010: Gutmann leading in Eastern Europe**

Bank Gutmann also attained top positions in the Private Banking and Wealth Management Survey of the leading international financial magazine Euromoney. In Romania, the multiple-award-winning Vienna-based private bank gained the title "Best Foreign Bank" for the first time. In Hungary, Gutmann rose to the top for the second year, winning in a total of 10 categories including "Best private banking services overall". Gutmann was runner-up in another four subcategories in CEE, Austria, Hungary and Romania (see table below). Bank Gutmann, which has been operating successfully in Eastern Europe for 15 years, thus came out ahead of top banks such as Sal. Oppenheim, UniCredit, BNP Paribas, Credit Suisse, OTP Bank, Rothschild, UBS, EFG, RZB and Erste Bank.

## **Success based on values and a partnership approach**

Bank Gutmann was founded in Vienna in 1922. It is owned by the Kahane family, a leading family of Austrian entrepreneurs (80 percent), and ten of its executives, who hold 20 percent of the shares in the bank. This "partnership approach" enables Gutmann to offer highest consulting quality based on continuity: being entrepreneurs themselves, the Gutmann partners are well-placed to understand their clients' needs. The bank's strong value orientation is another key factor for its success. "Our bank is independent of international financial groups and we can therefore offer our clients objective advice," says Gordian F. Gudenus, a Gutmann partner. "Rather than selling off-the-shelf products, we tailor solutions to meet each client's specific needs." Owing to its special management structure, a high measure of personal accountability and an extremely prudent approach to risk are among the key defining features of the bank.



Source: Bank Gutmann

Bank Gutmann is located on Schwarzenbergplatz in Vienna.

## **Euromoney 2010 scores for Bank Gutmann**

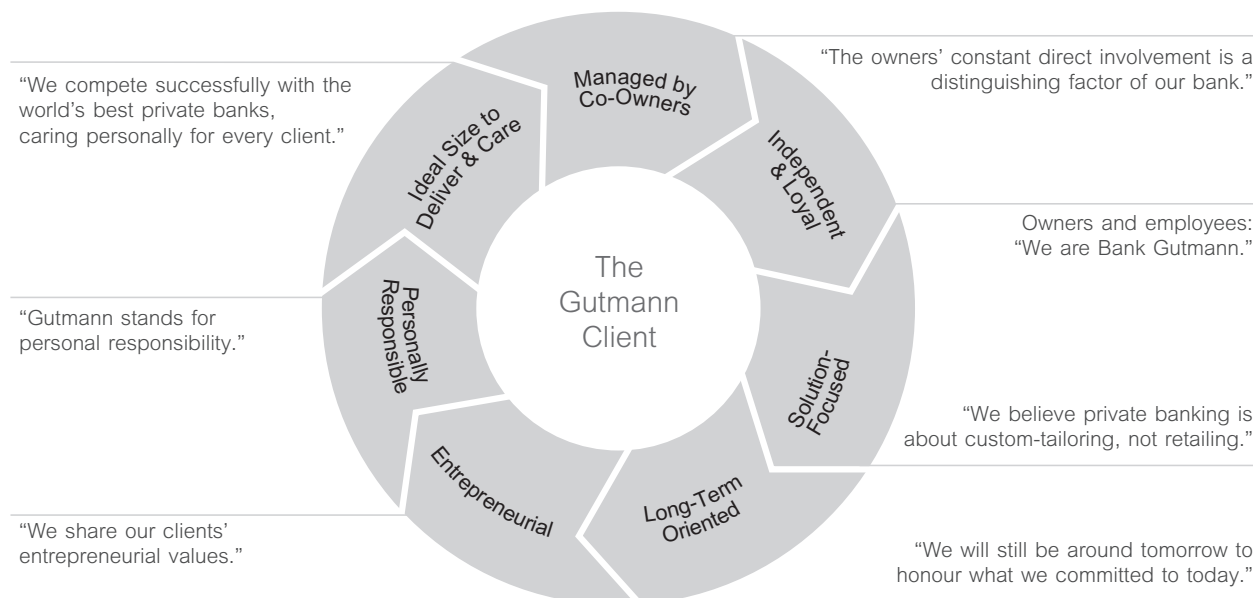
Country	Category	Rank
Austria	High Net Worth (USD 1 million to USD 10 million)	1
Austria	Relationship management	1
Austria	Privacy and security	1
Austria	Family office services	1
Austria	Private equity investment	2
CEE*	Tax guidance and services	1
CEE*	Trust services	2
Hungary	Best private banking services overall	1
Hungary	Super affluent (USD 0.5 to USD 1 million)	1
Hungary	High Net Worth I (USD 1 million to USD 10 million)	1
Hungary	High Net Worth II (USD 10 million to USD 30 million)	1

Country	Category	Rank
Hungary	Ultra High Net Worth (greater than USD 30 million)	2
Hungary	Privacy and security	1
Hungary	Range of advisory services	1
Hungary	Inheritance and succession planning	1
Hungary	Tax guidance and services	1
Hungary	Corporate advisory for private banking clients	1
Hungary	Inherited wealth and business	1
Romania	Best foreign bank	1
Romania	Family office services	1
Romania	Trust services	1
Romania	Tax guidance and services	2

\*Central & Eastern Europe

Source: Euromoney

# The formula of a successful private bank: Led by partners, reliable and at the forefront of investing



Source: Bank Gutmann

## Wealth management with a tradition and a future

As a leading Austrian private bank, Gutmann serves both domestic and international clients. Bank Gutmann's business model is based on a strong set of values.



Source: Bank Gutmann / Heltmannseder

The bank is backed by a financially strong majority shareholder and managed by ten partners, co-owners who are personally involved in client relations. For the clients, this means continuity, first-rate quality of service and independent peer-to-peer advice. Another of the bank's strengths is its delivery of customised solutions to all client needs. In providing this service, the bank – like its clients – always takes a long-term view. The Gutmann approach to service ensures that wealth management is strictly separated from portfolio management. The bank's staff is highly committed to Bank Gutmann, with the majority looking back on many years of service. They take the time to deal with their clients and pursue a very careful approach to risk management. With this unique partner-led concept in place, Bank Gutmann is competing successfully against the world's best banks.

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## Large enough to deliver – small enough to care

Bank Gutmann combines expertise in managing large accounts with a profound understanding of clients' needs. Our business model, which relies on partnership and entrepreneurship, guarantees the highest quality, personal commitment, consistency and independence of our services.

Transparency, customised solutions and a prudent approach are top priorities in our wealth management philosophy.

Located in the investor-friendly environment of Vienna in the heart of Europe, Bank Gutmann is a reliable partner for Austrian and international clients alike.

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