



NEWS RELEASE

9 February 2017

**BEDROCK CROWNED BEST PRIVATE INVESTMENT OFFICE/MULTI-FAMILY OFFICE AT  
THE WEALTHBRIEFING SWISS AWARDS 2017**

Bedrock, one of Switzerland's foremost **Independent investment boutiques** was last night crowned Best 'External Asset Manager' at the 4th **WealthBriefing Swiss Awards**. The glittering awards dinner was held at the Hotel President Wilson, Geneva.

One of the two firms to be shortlisted in the Private Investment Office category, the triumph is yet another milestone in the Company's drive to be recognized as one of the pre-eminent players in this industry.

Showcasing 'best of breed' providers in the global private banking, wealth management and trusted advisor communities, the awards were designed to recognise companies, teams and individuals which the prestigious panel of judges deemed to have 'demonstrated innovation and excellence during 2016'.

**Commenting on the firm's triumph, Eric Micheloud, Group CFO and Head of Corporate & Family Office Services at Bedrock said:** "We are delighted to have been voted the winner of this prestigious award by so many of the industry's great and good. It is a great honour to be recognised in these awards, and testament to the hard work that the team have put in over the last 12 months. Everyone has really pulled together to ensure we continue to deliver the highest level of service to our clients, and move us that bit closer to our goal of being recognised as a foremost boutique in the industry".

**ClearView Financial Media's CEO, and Publisher of *WealthBriefing*, Stephen Harris, was first to extend his congratulations to all the winners. He said:** "The firms who triumphed in these awards are all worthy winners, and I would like to extend my heartiest congratulations. These awards were judged solely on the basis of entrants' submissions and their response to a number of specific questions, which had to be answered focusing on the client experience, not quantitative performance metrics. That is a unique, and I believe, compelling feature. These awards recognise the very best operators in the private client industry, with 'independence',

'integrity' and 'genuine insight' the watchwords of the judging process - such that the awards truly reflect excellence in wealth management.

- ENDS -

## **BEDROCK CROWNED BEST PRIVATE INVESTMENT OFFICE/MULTI-FAMILY OFFICE AT THE WEALTHBRIEFING SWISS AWARDS 2017**

### **For media enquiries, journalists should contact:**

Name	Emma Kane/Charlie Ansdell
Company	Redleaf Communications
Telephone number/s	+44 (0)20 7382 4747

### **NOTES TO EDITORS**

#### **1. About Winning Company**

Bedrock is a global investment and advisory firm with offices in Geneva, London and Monaco. Bedrock was founded in 2004 by Maurice Ephrati, David Joory, Sandy Koifman and Ariel Arazi as one of the first independent investment boutiques in the marketplace. The team of about 100 investment professionals currently oversees over US\$10 billion of client assets.

#### **2. About ClearView Financial Media Ltd ("ClearView")**

ClearView Financial Media was founded by Chief Executive, Stephen Harris in 2004, to provide high quality 'need to know' information for the discerning private client community. London-based, but with a truly global focus, ClearView publishes the *Family Wealth Report* group of newswires, along with research reports and newsletters, while also running a pan-global thought-leadership events programme.

With teams based in London, Singapore, South Africa and the Philippines, the company is one of the fastest-growing media groups serving the financial services sector.