

THE LAPIS WAY OF INVESTING



OUR UNIQUE PHILOSOPHY AND METHODOLOGY

LAPIS
ASSET MANAGEMENT

A full-page background image of a mountain range. The mountains are layered, creating a sense of depth, and are shrouded in a light blue haze. The sky above is a clear, pale blue with soft, white clouds. The overall mood is serene and expansive.

Let us embark on our investment journey

INVEST THE LAPIS WAY

Welcome to Lapis Asset Management.

As a FINMA-approved, Swiss-based firm, we are dedicated to helping you achieve your financial goals with a disciplined, long-term approach focused on high-value companies and consistent dividend growth.

Our 5 Core Principles

We Are “Long-Term Growth”

We prioritize long-term stability, steering clear of short-term market noise. This disciplined approach ensures sustainable portfolio growth.

We Are “Dividend-Focused”

Dividend-paying companies represent strength and stability. We select companies with a proven track record of consistently increasing dividend payouts. This approach provides reliable income and growth potential.

We Are “Rule Based”

We employ a strict, criteria-driven process to identify top-performing companies. Our portfolios focus on global firms with a minimum market capitalization of USD 5 billion, ensuring that only companies with consistent dividends over the past five years are included. This structured selection creates secure, growth-oriented portfolios.

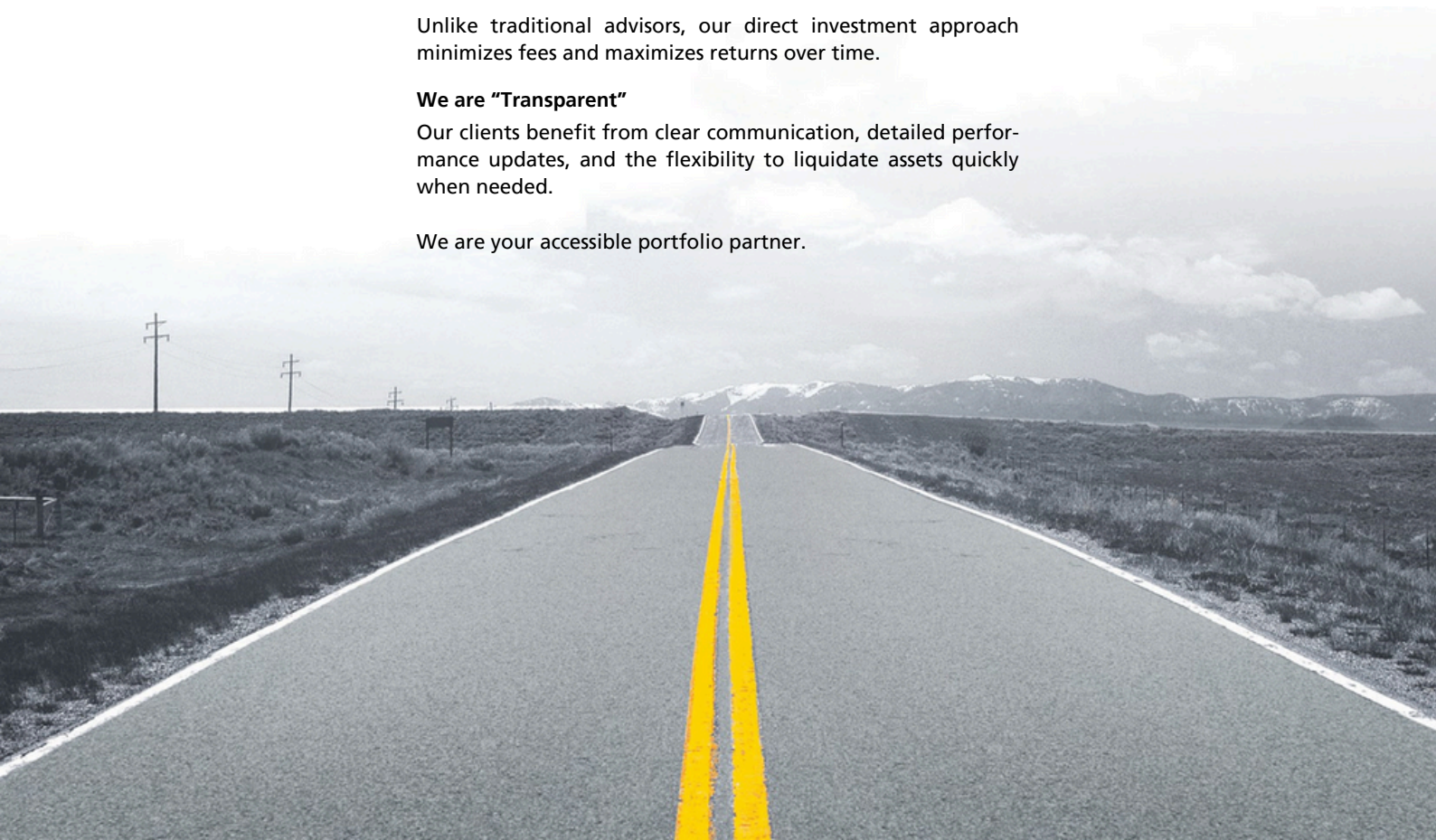
We Are “Cost-Efficient”

Unlike traditional advisors, our direct investment approach minimizes fees and maximizes returns over time.

We are “Transparent”

Our clients benefit from clear communication, detailed performance updates, and the flexibility to liquidate assets quickly when needed.

We are your accessible portfolio partner.



Building Your Portfolio The Lapis Approach

Your investment goals are at the heart of our investment planning and investment process. We start by evaluating your unique circumstances to determine your investment strategy, taking into account your time horizon, asset preferences, risk tolerance, and portfolio diversification. The ultimate objective is to help you construct a portfolio most appropriate **to your individual needs**.

In order to achieve your long-term goals, an appropriate but an important part of the portfolio should be invested in the equity market. This part builds the 'growth engine' of the portfolio in the long-term. Our investment philosophy has produced very safe and satisfactory results. Let's explore it together:

Investing Philosophy

We focus on three key criteria when evaluating companies for inclusion in a Lapis Analytics Portfolio:

- Companies that pay regular and uninterrupted dividends.
- Companies that have a Market Capitalization of at least USD 5 billion or more.
- Companies that have steady growth in their dividend payments over the past five years.

This unique approach means that over 90% of Lapis Analytics have beaten their benchmarks for the last 10 years.



Lapis Global Top 50 Dividend Yield Analysis

The Lapis Global Top 50 Dividend Yield Analysis is composed of 50 Global stocks with a minimum of USD 25 billion market capitalization and uninterrupted and increasing dividend payments over the last 25 years. Proven rule-based criteria for selecting the most promising companies are applied during the quarterly rebalancing process (end of March, June, September, and December).



Normalized as of 01/02/2012

Last Price

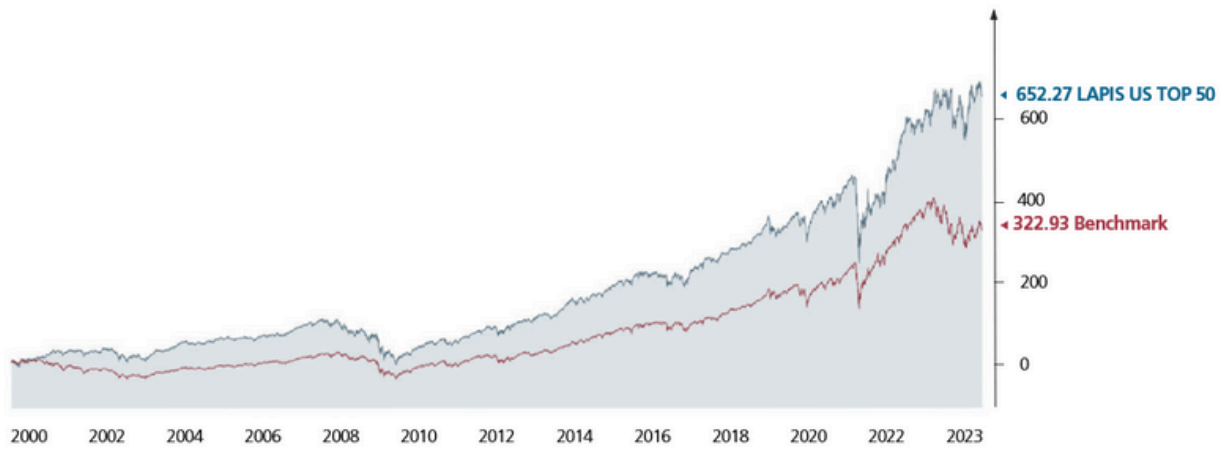
■ LAPIS GLOBAL TOP 50 DY ANALYSIS	263.85
■ Benchmark	234.23

Source: Bloomberg



Lapis US Top 50 Dividend Yield Analysis

The Lapis US Top 50 Dividend Yield Analysis is composed of 50 US equally weighted stocks with a minimum of USD 10 billion of market capitalization and with uninterrupted and continuously increasing dividend payments over the last 10 years. Our rule-based criteria for selecting the most promising companies are applied during the quarterly rebalancing process (end of March, June, September, and December).



Normalized as of 01/03/2000

Last Price

■ Lapis US TOP 50 DY ANALYSIS	652.27
■ Benchmark	322.93

Source: Bloomberg



Lapis Swiss Top 25 Dividend Yield Analysis

The Lapis Swiss Top 25 Dividend Yield Analysis is composed of 25 equally weighted Swiss stocks with a minimum of CHF 2.5 billion of market capitalization and with uninterrupted and continuously increasing dividend payments over the last 5 years.

Our rule-based criteria for selecting the most promising companies are applied during the quarterly rebalancing process (end of January, April, July, and October).

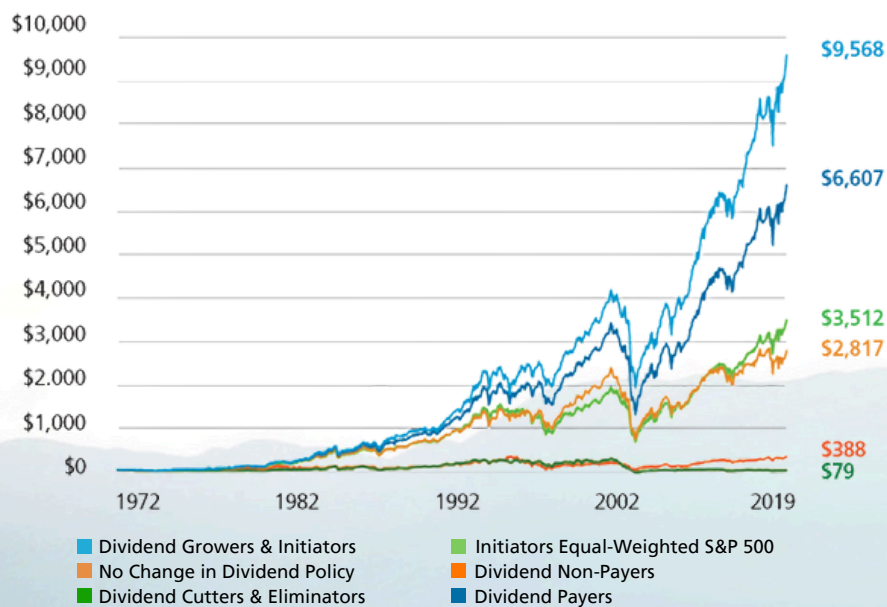


Dividends and Why They Matter

At Lapis, we mostly invest in companies that pay dividends regularly and increase them consistently over time. This is one of the criteria for our rules-based investing approach. These companies usually have good management practices and are less risky compared to others in the stock market. Additionally, reinvesting dividends can potentially result in better returns over the long run.

Outperformance of Dividend Growers in the S&P 500

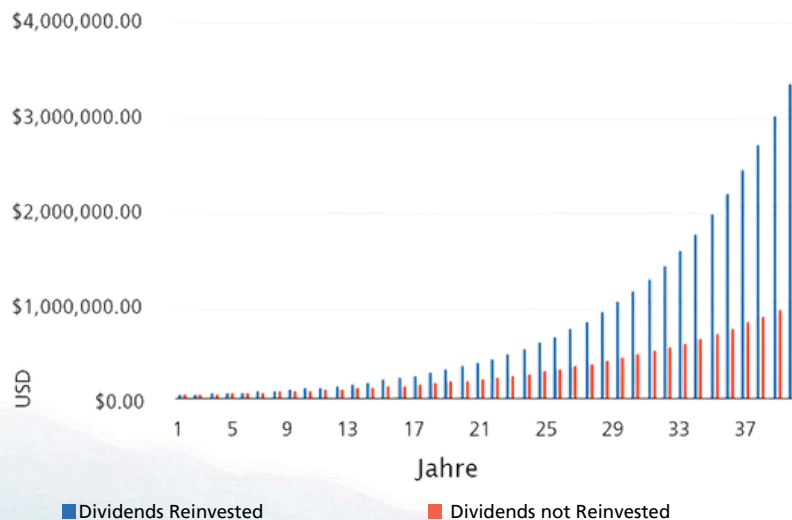
Hypothetical performance of \$100 invested in each of the five strategies (1972 - 2019)



Source: Ned Davis Research, 2/20

At Lapis, unless the client wishes to the contrary, we automatically reinvest the paid dividend during our quarterly rebalancing of the portfolio. The reason is that this may possibly have a fiscal advantage for certain domiciled clients. The chart below shows the importance of this discipline over the long term.

Re-Investing Dividends



Source: dividend monk

There are currently **more than 40 individual Lapis Equity Analytics Portfolios**

each of which is composed of 25 to 50 companies. It is important to note that our clients invest directly into the portfolio companies, thereby avoiding extra fees often incurred with funds or other financial products. Client portfolios are typically made up of 35-50 direct investments based on our Analytics Portfolios or a custom asset allocation developed in consultation with the client. This approach helps us to offer you a much lower total expense ratio than many financial advisors and can have a significant compounding effect over time.



HOW WE WORK TOGETHER

Private Clients

Whether you are just starting to think about investing, or want to plan long-term for retirement through tailored money management, we provide proactive client service and a competitive fee structure aligned with your success.

Building your portfolio

At Lapis we provide a complimentary analysis of your current portfolio or situation, as well as insights into any current fees being paid.

Working together

At Lapis you will have a dedicated Investment Manager who will work with you to provide updates and advice on your portfolio. Additionally, we provide all clients with optional automatic quarterly portfolio rebalancing, monthly investment reports, ongoing performance benchmarking, and unlimited access to your Investment Manager.

Your assets, your control

At Lapis we give you complete control over your portfolio, making it easy for you to access or even liquidate your portfolio within 24 hrs if needed (during normal market conditions).

HOW WE WORK TOGETHER

Beyond your portfolio

We also provide assistance across all areas of financial planning including:

- Retirement planning
- Estate planning
- Foundations and Trusts
- Offshore company arrangements
- Tax optimization

Institutional Clients

We work with a wide range of global institutional clients and offer a core set of services:

- Custom Products and Analytics calculations
- Creation of investment products (AMC, Funds)
- Create and manage investment strategies for pension Funds or Family Offices



**“Consistency:
the key to excellent results”**

Andreas Wueger,
CEO Lapis Asset Management

Andreas is the founder and CEO of LAPIS Asset Management Ltd, Lugano, Switzerland. He is the intellectual owner of the Asset Allocation Model, The LAPIS Core Portfolio, and the LAPIS Dividend Yield Analysis. Previously he was the founding partner of Chiltern Wealth Management, in London from 1998, which was successfully sold to EFG Private Bank, London in 2005.

Prior to this he was an investment adviser at UBS in Switzerland and London for a period of 10 years.

**It is our desire to redefine the way in which
assets are managed.**
**Our investment approach is therefore to offer
better performance over the long-term, full
transparency as well as a cheaper fee structure.**

How to get started

If Lapis sounds right for you, or if you'd like to learn more about how we can help you reach your investment goals, then get in touch today.

Our team can provide you with a complimentary analysis of your current portfolio or financial situation, and give you a clear, straightforward picture of how Lapis can help.

Contact information

Lapis Asset Management LTD
Via Emilio Bossi 6
6900 Lugano, Switzerland
Phone number: +41 91 971 16 93
Email: info@lapis.finance

www.lapis.finance



wisdom is prevention

Disclaimer:

This document is issued and approved by LAPIS Asset Management Ltd, which is regulated by FINMA and AOOS (Swiss corporation for supervision).

This document is marketing material and is for informational purposes only.

It does not constitute an offer, investment recommendation, financial advice, or solicitation to buy or sell any financial instruments. The information provided does not constitute investment advice, does not offer or promote any form of investment, and should not be considered a recommendation or invitation to invest.

This document has been prepared with care; however, errors, inaccuracies, omissions, or outdated information may occur. LAPIS Asset Management Ltd assumes no liability for the completeness, accuracy, or timeliness of the information provided. Market conditions may change rapidly, affecting the relevance, estimates, and projections contained herein. Changes and events occurring after the date of this document could impact the validity of its conclusions. LAPIS Asset Management Ltd is under no obligation to update or revise this document or the information and data on which it is based.

Investing involves risks, including the potential loss of capital. Past performance is not a reliable indicator of future results. The tax treatment of investments depends on individual circumstances and may change over time. Investors should conduct their own analysis or seek professional advice before making investment decisions. LAPIS Asset Management Ltd assumes no liability for any investment decisions made based on the information contained in this document.

For official details regarding financial instruments mentioned herein, please refer to the relevant product documentation. This document is intended for professional investors and may not be suitable for all jurisdictions. It is not directed at, or intended for distribution to, any person or entity in any jurisdiction where such distribution, publication, or use would be contrary to local regulations. Unauthorized reproduction or distribution of this document is prohibited.



LAP/S
ASSET MANAGEMENT

Via Emilio Bossi 6 | 6900 Lugano | Switzerland | T + 41 91 971 16 93 | info@lapis.finance | www.lapis.finance