

The ABLV Group Pledge

Brief presentation of the ABLV Group SA

We offer an entirely new investment model by acquiring minority stakes in companies while also offering them its services, expertise, its networks and resources.

Our work fits within a long-term approach and is totally transparent in its operations. The Group is convinced this is the cornerstone of its success as well as the success of its partnerships. The purpose of the present charter is to formalize our commitments.

The ABLV Group DNA

Authentic and Loyal

We strongly believe that transparency, authenticity and honesty hold the key to the success of any project. This is why we place high premium on our set moral, ethical and loyalty standards in all our relations: personal, professional and business.

Committed

We commit to deploy our well-grounded knowledge in entrepreneurship to actively defend businesses and entrepreneurs because we want to be part of their success stories.

Practical and Knowledgeable

Highly skilled, we bring expert and practical experience to bear on all our activities, allowing it to help you consolidate and establish a sustainable foundation for your business.

Creativity Catalyst

We are based on a business mindset geared towards facilitating initiative and the creation of a conducive environment for innovation. Creativity is the common thread that runs through the different aspects of our DNA.

We are committed to

Becoming your co-entrepreneur

We are not an investment firm; rather we seek to become your co-entrepreneur, so we can work together to develop your business. Working with the ABLV Group by your side offers the benefit of an ally, who will share your business risks and responsibilities.

Strengthening and building partner companies

We aim not only to consolidate your business for sustainability, but also to work with you to grow it. We make it possible for partner companies to take advantage of our extensive expertise in the structural, financial and development domains.

Maintaining a long-term view

We believe that success is built over time but must begin with a vision, making it important for us to have a shared vision that propels the business. We are not looking for a way out; we want to invest in a long-term vision, acutely aware that this kind of commitment will be mutually beneficial.

Maintaining each company's autonomy

Every company is a unique ecosystem—with our own culture and our own values. We are committed to safeguarding the autonomy and identity of each entity; we are not interested in standardization or in economies of scale.

Protecting the entrepreneur's interests

Our grounded experience with SMB compels us to recognize the entrepreneur's strategic role in the company. We are committed to protecting his interests while also looking out for the company at all times.

Acquiring in most cases a minority stake

We strongly believe that the balance that was instrumental in the success of an entrepreneurship venture should be jealously guarded. In this regard, the Group is committed to acquiring and maintaining in most cases a minority stake in the companies it works with, starting at 20%.

Making it possible for partner companies to tap into the Group's internal and external networks

We have a large network of contacts in French-speaking Switzerland. Every company in the Group has access to this network of expertise and can take advantage of all the emerging opportunities for extending their customer base and partnerships.

St-Sulpice, Switzerland July 2020