

What does «Mein Private Banker» do?

**Strengthens the investor with comprehensive financial advice
and knowledge**

**either automated via the Internet
or in a personal conversation**

**Answers
key financial
questions**

How should I invest my
assets?

How do I finance my
home?

What happens if...?

When can I retire?

What financial knowledge should I acquire?



Mein Private Banker

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Prototype Website
Landing Page

Answers your most important financial questions:
Comprehensive, comprehensible and goal oriented!

How should I invest my assets?

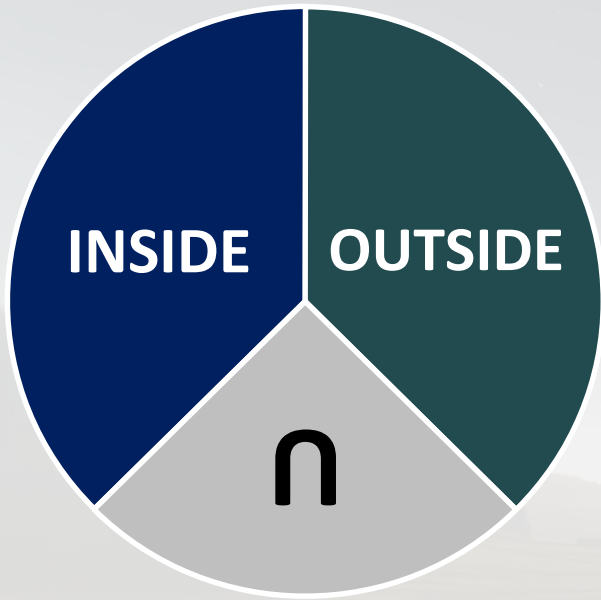
I want an
investment
proposal

I want
to buy
a home

I want to
acquire
financial
knowledge

I would like to be advised

The «Mein Private Banker» Approach



The Inside

- Focus on variables that we can influence: financial key figures, risk and investor profile
- Development of a **strategy** as the key to success

The Outside

- Focus on variables that we can not influence: Economy, company figures and financial markets
- Development of an **investment outlook**

The intersection (n)

- Focus on investments instruments with which we want to participate in the outside world
- Development of an **investment proposal**