

Geneva Swiss Bank

Private Banking solutions for professionals > B2B | Financial intermediaries



WHO > SWISS BANKING ROOTS

GSB offers a unique balance between **long-standing Geneva Private Banking tradition** and an **entrepreneurial mindset**. This alchemy results in what we like to call **Modern Private Banking**.

1796 Hentsch	2004 Benedict Hentsch	2014 Geneva Swiss Bank
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Entrepreneurship



Agility

WHAT > UNIQUE EXPERIENCE

OUR MISSION

We make your experience unique. As a partner you will benefit from a pro-active B2B team dedicated to professionals.

OUR GOALS

- Partnership vision
- **Solutions** oriented
- Availability
- Innovative

OUR ADVANTAGES

- **Easy** onboarding process
- Fast execution
- Human touch
- **Swiss quality**

HOW > PROXIMITY

- **Open door** policy
- **Decision makers reachable**
- All employees at your service
- **Friendly** and informal interactions
- **Family values** of respect and understanding

The entrepreneurial spirit of GSB makes everything efficient and fast

Marc Lüthi, 1875 Finance



Determination



Integrity

WHY > OUT OF THE BOX

Your clients found competences in you and appreciate the **personal touch**. You will find the same spirit at GSB. We are **agile** and we believe in **pragmatism**. We enter into discussion with an **open mind** and professional assertiveness to build a valuable partnership.

CONTACT > B2B | FINANCIAL INTERMEDIARIES

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