



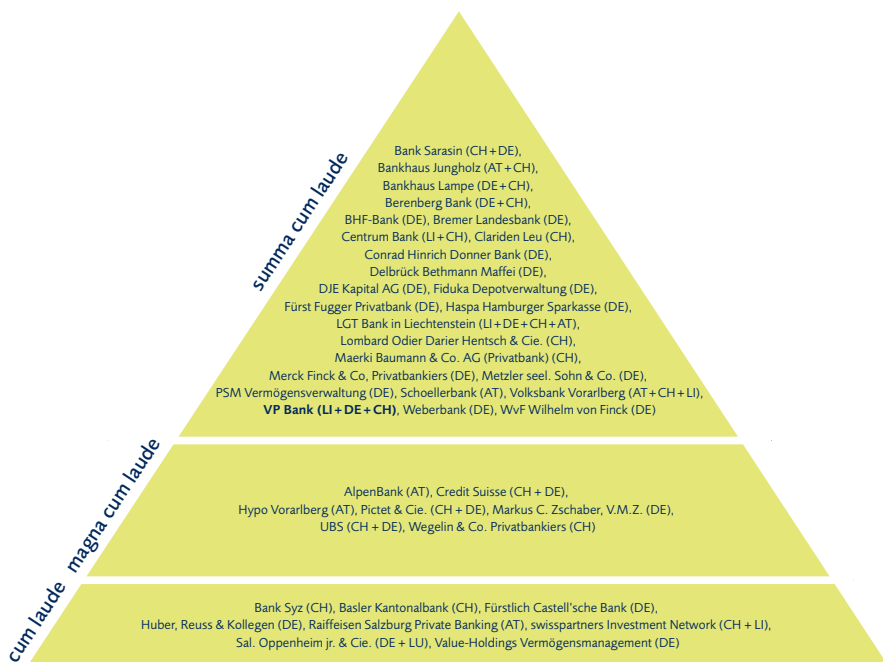
# Elite Report 2010

"Summa cum laude": top marks again for VP Bank

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## The pyramid of award winners for 2010 (in alphabetical order)



Source: Elite Report 2010

Top marks again! VP Bank in Vaduz, VP Bank (Schweiz) AG in Zurich and VP Vermögensverwaltung GmbH in Munich are all awarded "summa cum laude".

The Elite Report is an appraisal of banks and asset management companies in Germany, Switzerland, Austria, Luxembourg and Liechtenstein. It was published on November 25, 2009. The Elite Report has established itself in the German-speaking world as a key measure of quality in the financial services industry. Its findings are based on questionnaires and "mystery shopping". The principal assessment criteria are client focus, advisor quality, product transparency and service. Of 147 providers, VP Bank and 48 other asset managers were rated as being "recommended".

#### Excerpt from the Elite Report 2010

"The highest level of technical qualification, a wealth of professional experience and a highly developed sense of personal and moral responsibility for the trust placed in the institution by the client. ... In other words, honesty and reliability lift these asset managers onto the select list of recommended firms. (...) Also exemplary is the way in which maximum use is made of meetings with clients. Such attention does much to ensure that the asset management offered matches what is required, and that every client can easily gauge the reliability of the service provided. This markedly client-oriented approach is also visible in the firm's provision of transparent and readily comprehensible risk information. Special praise is merited for the tireless, round-the-clock client care given when clients were taken unawares and left befuddled by the crisis. On this occasion, the firm showed a very human and decent face. Client care could scarcely be provided more effectively or responsibly. Thank you!"

## The VP Bank Group

Verwaltungs- und Privat-Bank Aktiengesellschaft is a bank domiciled in Liechtenstein and is subject to the Liechtenstein Financial Market Authority (FMA), Heiligkreuz 8, PO Box 279, LI-9490 Vaduz, [www.fma-li.li](http://www.fma-li.li).

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We are also represented in Luxembourg, Tortola/British Virgin Islands, Hong Kong, Moscow, Singapore and Dubai.



Awarded "summa cum laude",  
the highest quality accolade  
for asset management.

