

BERGOS
CROSSROAD

PRESS RELEASE

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RETHINKING FAMILY OFFICE: BERGOS CROSSROAD OFFERS A NEW VISION FOR CONTINUITY

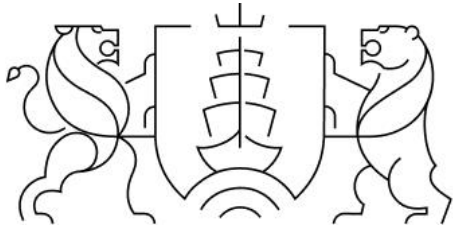
Independent Swiss Private Bank Bergos is pleased to announce BERGOS CROSSROAD, a new and reinvigorated approach to Family Office Solutions.

Built with the intention to go beyond asset management, Crossroad's solutions and approach are designed to support entrepreneurs and families holistically in navigating complex responsibilities, ensuring cohesion across generations, and empowering each family member to actively shape their future.

The inspiration for the re-structuring of its Entrepreneur and Family Office-Solutions came from the Zurich-based Private Bank's many years of experience: having operated an award-winning Multi-Family-Office since its inception, which has been recognized by the Elite Report for its excellence several years in a row, Bergos realized that the needs of its clients are changing. Based on the insights gained from working closely with entrepreneurs, families, private clients, as well as its owners, Crossroad translates these complex needs into a new framework, designed to provide meaningful, long-term guidance.

Crossroad serves as a strategic hub where personal and business interests intersect. It offers an integrated perspective that considers the full scope of a family's ambitions—providing guidance not only on financial structures but also on governance, succession, and personal aspirations. With a particular focus on the needs of the Next Generation, the name Crossroad, a homage to the Private Bank's Zurich home on Kreuzstrasse, reflects this vision, symbolizing a place where different generations, ideas, and ambitions come together.

"Bergos' great strength is its adaptability. We are in close exchange with our clients and our owners and listen carefully to how their needs are evolving. Especially the Next Generation is often not being considered in a traditional FO approach. I am delighted, that Crossroad's approach and offering are responding to this. Families today need more than preservation structures—they need a dynamic partner who focusses on success across generations," says Crossroad's Chairman, Dr Peter Raskin, CEO & Partner of Bergos.



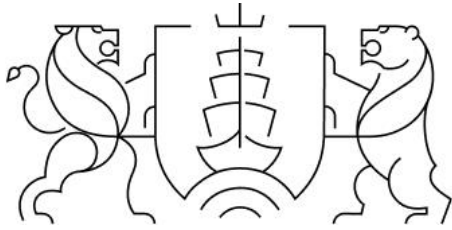
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“We see that the expectations of successful entrepreneurs and asset-holding families are evolving,” says Rolf Ringdal, Managing Director of Crossroad. “Asset management alone is no longer enough. Families require a holistic strategy that integrates both private and working assets, ensuring long-term continuity and purpose. ”Crossroad offers access to expertise across a wide range of topics in the areas of entrepreneur’s working assets, their families’ private assets and other family interests, helping its clients develop and implement solutions together with the network of subject matter experts.

Bergos has long been at the forefront of working with next-generation leaders, earning industry recognition such as the Citywire Award for best NextGen Bank. The experience with NEXT has shaped Crossroad ensuring it aligns with the realities, challenges, and aspirations of the wealth owners of tomorrow.

“The next generation, in particular, often faces unique pressures in balancing their personal and professional roles while honouring their family’s achievements.” Nolwenn Deparpe, who heads the Private Bank’s NEXT efforts, adds. “Crossroad is not just about preserving the past. It is designed to be a trusted partner for the next generation - supporting each individual to navigate challenges, explore opportunities, and gain the confidence to define their own path, beyond the legacy before them.”

Find out more: [Bergos Crossroad - Bergos](#)



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BERGOS AG

Bergos AG is an independent Swiss Private Bank focusing on private wealth management. Bergos emerged in 2021 with a new shareholder base from its former mother company, the Berenberg Group founded in 1590, and has been serving international private clients and entrepreneurs in the Swiss financial center for over thirty years. Its headquarters are in Zurich with an office in Geneva. The Swiss Private Bank is dedicated to "Human Private Banking" and specializes in wealth management and advisory services. With more than 130 employees, the focus is on providing expert guidance in all known liquid asset classes, as well as in private markets and alternative investments. Following a "beyond money" approach, we also offer expertise in art collecting and philanthropy. For entrepreneurial clients, Bergos offers access to M&A and other corporate finance services. Bergos AG offers private clients, entrepreneurs and their families a holistic, cross-generational service that focuses on security, neutrality, internationality and openness to the world.

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