



EDITORIAL

Availability and proximity

To better serve our clients, we have undertaken an ambitious restructuring of our brokerage-focused Business Units (BU). This transformation rests on a fundamental principle: **proximity to our clients**, key to our agility and our performance.

The Insurance and Pensions Brokerage BU, codirected by Yvan Roux and Sébastien Messina, has been reorganised into 6 regions: Geneva and Neuchâtel/Jura under Yvan Roux, and Vaud, Fribourg, Bulle and Valais under Sébastien Messina. Each site, led by one of the two directors, brings together a team of client directors and technical managers who work in close collaboration with experts from the Property and Personal Insurance technical management teams.

This reconfiguration forms part of an ambitious strategy combining two of our core strengths: **a local network that is closer than ever to our clients**, allowing for a detailed understanding of their specific needs, and **renowned technical expertise** as a leading group in the industry to provide tailored solutions.

By reinforcing our local anchorage, we are reinstating our intention of continuing to be a reliable and trustworthy partner that can combine human proximity with operational efficiency.

In a world where the products and services offered by insurers are ever more complex with limitations, even exclusions, of some coverage in both personal and property insurance, the role of the insurance broker has never been more strategic. It is our calibre and our ability to arrive at unprecedented solutions that means we hold a unique power of negotiation over insurance companies. This enables us to present our clients with solutions that meet their needs, even in a market under pressure. Proximity plays a decisive role here, too: not only for our clients, but also for our partner insurance companies. Fostering this relationship based on trust enables us to open up opportunities, all the while ensuring reliable and sustainable solutions.

On behalf of the Qualibroker-Swiss Risk & Care teams, we wish you a happy Holiday Season with family and friends.

David Cochet
CEO of Romandie



Protect your assets and secure the future of your business

Personal pension planning and life insurance are much more than an investment: they are a safety blanket for your family and assets and, if you are an entrepreneur, they ensure the continuity of your business. Here we look at the benefits of some of the different solutions available.

Benefits for today and tomorrow

A personal pension plan supplemented by a life insurance policy enables you to make arrangements for your financial security and your savings. There are advantages to be had even on simply taking out these plans and policies, not only after retirement. These schemes have several objectives:

1. Protection of assets and family:

through personal pension planning, you can set up an additional savings account that you can access on retirement. After you die, these savings provide financial stability for remaining family members. These savings help to preserve the assets that you have accumulated.

2. Business protection: the right coverage ensures the longevity of the business in the event of the loss of a key manager, circumnavigating potential financial disputes and ensuring that the business remains stable and a going concern.

3. Tax optimisation: you enjoy tax benefits of the tied pension provision (pillar 3a) with income tax-deductible premiums. This is an effective solution to bolster your protection and provide tax relief at the same time.

4. Business transfer management: life insurance allows you to structure the transfer of your business by facilitating an acquisition of shares or a business succession.

It is a tool that provides stability for both your successors and your business partners.

Why not offer this benefit to your employees? A workplace pension is an effective way to create loyalty and earn employer attractiveness. It demonstrates to your employees that their well-being truly matters to you.

A 3rd pillar pension fund, with or without life insurance

The 3rd pillar pension provision encompasses several financial and insurance products designed to supplement the services provided by the other two pillars (old-age and survivors' insurance/disability insurance and occupational benefits insurance). It may cover life insurance policies, as well as savings and investment solutions, with or without tax benefits:

■ Tied Pension Provision

(Pillar 3a): this product is tax-sheltered and falls under the personal pension planning encouraged by the Swiss state. Premiums paid in are income tax-deductible, under a set annual threshold. Funds are usually frozen for up to five years before normal pension age (except in special cases: real estate purchases, relocation abroad, etc.).

■ Flexible Pension (Pillar 3b):

more flexible than the 3a pension provision, this lets you choose exactly how much and how frequently to make payments. This fund can be accessed at any age. Premiums are not tax-deductible, but depending on

Questions to ask yourself before taking out a life insurance policy:

Life insurance is an ideal complement to any financial planning, but needs to be chosen carefully to ensure it suits YOUR needs and end-goals.

■ What are my end-goals?

Establish whether your aim is to protect your family (when you die) or to build up a pension fund, etc.

■ For how long and how much can I commit to?

Life insurance is a long-term financial commitment, so it is important to choose a sensible premium amount based on your situation.

■ What are the terms and conditions of your chosen life insurance policy?

Some of the terms and conditions need careful consideration, particularly the termination options. Life insurance policies may incur significant surrender charges in the event of early termination.

Our teams are by your side to guide and advise you, entirely independently, in choosing the right life insurance for you.



Approximately 42% of SMEs are transferred to a direct descendant, 11% to another relative and 23% to employees or partners on the board of directors who are not family members, according to the report 'Survey on business succession 2022', published in September 2023 by Credit Suisse.

the Swiss canton, the 3b pension scheme may provide tax relief on return and capital at maturity. It also allows you access to the capital at any time, with no age restrictions or special conditions.

Life insurance can be used to supplement a personal pension solution or be taken out independently in its own right. There are several types available:

■ **Life Insurance (or Pure-Risk Cover):** the insured capital is paid out to named beneficiaries in the event of the policyholder's

death. This type of policy is usually chosen to insure the family's financial protection, to cover a mortgage loan or to provide security to heirs.

■ **Savings and Investment Insurance (or Combined Insurance):** this type of insurance combines insurance and savings coverage. A portion of the premiums is invested, allowing the policyholder to build up a pension fund. If the policyholder dies, beneficiaries receive the insured amount or the amount accrued (depending on the terms of the policy). On the maturity date of the policy, the savings accrued are also paid out to the policyholder.

Supplement this protection with insurance to preserve business continuity

To mitigate the risk of business interruption, companies can take out specific insurance policies to supplement the personal solutions mentioned above:

■ **Key-person insurance:** this protects the business in the event of the death or temporary or permanent incapacity (illness or injury) of a business owner or employee who is key to the normal running of the company. Their absence is likely to cause a decrease in

turnover, or may even cause operations to cease. Key-person insurance provides cover for potential financial losses from, for example, operating losses, repayment of bank loans, etc. It helps to preserve the trust placed in the business by partners (such as clients, suppliers or financiers).

■ **Partnership insurance:** this was designed to protect the financial interest of a company's partners or stakeholders in the event of the death, incapacity or retirement of a key partner. This type of insurance facilitates the acquisition of the shares of a partner in the event of their death or incapacity, allowing the stability and continuity of the business to remain intact, without external intervention. In addition to the stability and continuity of the business, it also provides security to partners' families by guaranteeing them fair financial compensation.

Our pension planning experts are on hand to help tailor a personal pension and/or life insurance solution to suit your particular situation. Get in touch: pensionfund@swissriskcare.ch

INTERVIEW

How are life insurance products effective solutions in helping to solve the issues faced by business executives?

This decade is host to a huge number of business executives and shareholders on the verge of retirement age. These are the “baby-boomer” generation, born in the late 50s. So, the question as to how to best secure their private assets and preserve the continuity of the business after their departure becomes paramount. Their professional activities and personal finances are often closely tied, particularly in the case of SMEs. A business failure, poor risk management or an ill-prepared succession can have direct repercussions on their personal assets, their quality of life and that of their loved ones. Faced with these challenges, solutions such as life insurance, pension planning and appropriate legal arrangements are key to securing their assets and protecting their financial future. In business, insurance products also fund the acquisition of one partner's shares or key person cover, avoiding financial or succession crises.

What advice would you give a manager who is looking to protect their assets and ensure the longevity of their business?

First and foremost, a manager must assess their risks of death, incapacity, or of a succession dispute. It is also essential to anticipate cash flow needs to cover unforeseen events or the ongoing running of the business. Lastly, surrounding themselves with experts will ensure they find the right solutions for their situation.

How does the Qualibroker-Swiss Risk & Care group do things differently?

Our holistic approach is what sets us apart, in which we combine insurance, tax and asset management expertise. We undertake an in-depth and neutral analysis of our clients' situation so as to provide an accurate and unbiased diagnosis that suits their specific needs. This is our pledge as an independent insurance broker: to assist each and every client with transparency. Thanks to our leading position in Switzerland, with offices located across the country, we advise and assist our clients with equal effectiveness, no matter where they are.



Jean-François André,
Head of LPP – Qualibroker-
Swiss Risk & Care Group.

■ (Re)discover our webinars on insurance, pension planning and human resources!

Enjoy exclusive access to our valuable and varied content (French only): expert analyses, legal perspectives, practical information and feedback from businesses. Each session, which lasts an hour and a half, explores key topics in-depth to offer guidance and advice to managers and business professionals in making their strategic decisions.

Whether you are looking to optimise your coverage, secure your pension or improve how you manage your human resources, our replays will provide you with the concrete tools and solutions to suit your situation.

Examples of topics covered:

- The power of surveys in boosting your employer branding
- Managers and directors: your liability is becoming ever more exposed, so what can you do about it?
- Maintaining ties with your employees on sick leave: a winning strategy
- Businesses: turn your insurance portfolio into a driver of performance
- Business succession: how to prepare for the transition?

And many more...

Watch our replays and expand your knowledge by clicking the following link:
<https://www.swissriskcare.ch/les-webinaires/>



Impressum

Published by: Swiss Risk & Care - communication@swissriskcare.ch - Tel +41 58 178 85 85 • Managing Editor: David Cochet • Editorial Manager: Valérie Cruchet
Printed by: Cavin-Baudat, Vallée de Joux • Photo credit: Swiss Risk & Care, iStock by Getty, Céline Michel, studioregard.ch.