



**Tell & Partner AG**  
Vermögensverwaltung



**swisspartners**  
The art of finance

## Media release

swisspartners Group acquires asset management company Tell & Partner AG - expansion of market presence and expertise

Zurich, March 31, 2025 - The swisspartners Group announces the acquisition of the renowned financial services provider Tell & Partner AG. With this strategic move, swisspartners is strengthening its market position and range of services in the area of comprehensive wealth advisory and financial planning.

Tell & Partner has been known for many years as a trustworthy partner for discerning clients. Through the integration into the swisspartners Group, existing and new clients will benefit from expanded expertise, innovative financial solutions and an even stronger international network.

“This acquisition is a significant milestone for us. Tell & Partner brings valuable experience and know-how that ideally complements our offering. Together we can offer our clients even more customized and future-oriented solutions,” says Markus Wintsch, CEO of the swisspartners Group.

Tell & Partner's clients will continue to benefit from the usual quality and individual advice. At the same time, they will benefit from the expanded resources, innovative strength and global perspective of swisspartners. The integration of Tell & Partner into the swisspartners Group will take place gradually and with the utmost care to ensure a smooth transition for all parties involved.

swisspartners is a leading financial services group based in Zurich that specializes in comprehensive asset management, financial planning and tax-optimized solutions. With a strong network and international expertise, swisspartners accompanies its clients on their individual financial journey.

Tell & Partner is an established provider of financial advisory services with a strong focus on personal support and customized solutions for private and business clients.