

## **PRESS RELEASE**

**Under embargo until January 4, 2021**

Zurich, December 21, 2020

---

### **Zurich-based SEC-registered wealth manager WHVP handed over to second generation**

---

- **Zurich-based SEC-registered investment advisor WHVP was handed over to the second generation on December 31, 2020**
- **Jamie Vrijhof-Droese (26) and Urs Vrijhof-Droese (29) took over the company from Robert Vrijhof who founded it in 1991**
- **The millennial couple is ready to launch a new era and lead WHVP into the future**

Swiss-based wealth manager WHVP AG, registered with the Securities and Exchange Commission (SEC) in the US, has completed its succession. The second generation, consisting of the founder's daughter and son-in-law, took over the family business on December 31, 2020. The new generation of young, highly motivated, and well-educated leaders is ready to face the challenges and opportunities in the asset management industry while maintaining the boutique character of the business and keeping the family values alive.

After working with US clients for nearly 30 years, this succession enables WHVP to secure its long-term approach to managing its clients and to set-up the company for continuity and future success.

Founder, Robert Vrijhof: "Four years ago we started welcoming the second generation of WHVP. Together with the existing team, Jamie and Urs have started taking over more and more operative and strategic responsibilities. In 2019, we have handed over the management of the company to them. After watching them successfully manage the company, take care of clients, onboard new clients and modernize our office, I have concluded that it is now time for me to take a further step back and hand over the ownership of the company to Jamie and Urs. After managing the turbulences and uncertainty of 2020 successfully, I am convinced that they are well prepared to handle any crisis that may come their way. Seeing the passion, ideas, and work that the new generation is investing in WHVP, I know that they will successfully continue to offer the first-class service that our clients are used to. After all the hard work we have put in to make sure this transition will be smooth and successful, I have absolutely no doubt that it will be."

Managing Partner, Jamie Vrijhof Droese: “We are excited to lead WHVP into the future and through the digital transformation as well as an era of profound disruption and transformation in the asset management industry. While looking forward to setting up the company for future success we are at the same time holding onto the business philosophy and family values that made WHVP successful in the first place. We are excited to continue to offer Swiss wealth management for US clients and show the world the benefits of Switzerland as a financial center. We built a diverse team that is ready to not only speak to the current generation of wealthy clients but also understands the needs and ambitions of a new generation of successful Americans.”

---

### About WHVP

WHVP AG was founded in 1991 and is an owner-managed independent asset manager based in Zurich, Switzerland. The company is specialized in working with US-based clients who wish to diversify part of their wealth outside of their home country. Four employees look after the well-being of its clients, which includes private individuals, structures such as trusts and LLCs, as well as individual retirement accounts. WHVP is regulated through the self-regulation organization SAAM in Switzerland and since 2011 also through the SEC in the United States.

Further information is available at [www.whvp.ch](http://www.whvp.ch).

---

### Contact

Jamie Vrijhof-Droese, Managing Partner, Tel: +41 44 31577 77, [jv@whvp.ch](mailto:jv@whvp.ch)