

## MSM in three Perspectives

### WHAT CAN WE DO? MSM Competencies

This corresponds with our organisation

#### MSM business

- Management
- Company organisation and marketing
- Finance and accounting; tax and HR administration
- Support for private equity direct investments

#### MSM legal

- Swiss and international business law
- Establishment of business oriented legal setups
- Advice and ongoing support in legal matters
- Representation before courts and authorities

#### MSM office

- Business Center
- Offices, working space, meeting and conference rooms, domicile
- Use of modern office infrastructure
- Telephone and typing services, secretariat

### WHAT DO WE OFFER? MSM Services (See page 2 at this brochure)

### WHERE DO WE GO? MSM Visions

MSM contributions for a good future for all of us.

#### MSM Pro!

Enable, support and subscribe to investments in Swiss SME

#### MSM SwissConnect

Build bridges to dynamic markets

#### MSM values

Sustainable in quality, entrepreneurship and environment



Business • Legal • Office

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MSM SwissConnect



Business • Legal • Office



international  
interdisciplinary  
sustainable

# MSM SwissConnect

Strategic and operational planning of Swiss activities  
Market, legal and other research about Switzerland  
Complete relocation support  
Company incorporation  
Legal, tax and business support, accounting  
Domicile, office space, infrastructure, secretarial services  
Asset protection, fiduciary, trust and similar functions

# The interdisciplinary MSM Group

The MSM Group is an interdisciplinary, international team for business administration, legal advising and office services. It supports start-up, growth, change and daily business for companies in Switzerland and at various dynamic markets.

## MSM Mission Statement

We combine professionalism with an efficient, practice-oriented approach which is achieved at an attractive price / performance ratio. Interdisciplinary thinking and practice make our performance more challenging as well as attractive for our clients, ensure the most efficient business outcome and guarantee a strong customer loyalty.

MSM strives for sustainability:

- High quality of services
- A satisfied, entrepreneurial team
- A positive contribution to the national economy and the environment

Our commitment is combined with the membership at the UN Global Compact programme, local sports, environmental sponsorship as well as with the support of young companies.

## Startup

The MSM group assists the preparation of a business plan, finance structuring and founding of companies. Furthermore, it drafts the contracts required, provides an office space when needed and is doing the bookkeeping for your company.

## Daily Business

MSM group optimises business processes, strengthens your marketing and assists and supports companies in the area of financial and human resources. It takes care of legal issues, either preventative or reactive, supplies short-term administrative project work in case of staff shortages and provides meeting and training rooms.

## Change

The MSM group helps you in finding appropriate candidates for the purchase / sale of your business, calculates the value of the company, accompanies or conducts negotiations as well as prepares legal documentation. If your company moves to Switzerland, MSM supports the entire process.

# MSM SwissConnect

## Competences

MSM employs business consultants, accountants and controllers, lawyers, human resources administrators and office staff. The approximately 20 professionals are fluent in more than ten languages and have long term business experience in different sectors and countries.

## Services

- Market, legal and other research about Switzerland
- Complete relocation support: Planning, structuring, operational support, tax, legal and financial matters
- Strategic and operational planning of Swiss activities: Startup, liaising, legal and tax structuring, accounting, controlling, management information systems, reporting
- Company incorporation
- Legal, tax and business support for the daily business transactions, accounting
- Domicile, office space, infrastructure, secretarial services
- Specialised support in drafting and executing legal solutions for fiduciary, trust and similar business

## Customers

Clients of MSM SwissConnect are foreign entities (corporations, families or individuals) who have specific business interests in Switzerland and wish a one-stop-shop support by experienced professionals at reasonable prices.

## Example 1

A medium sized group with headquarters in a European country seeks overall support for its Swiss subsidiary. MSM assists the client in finding and maintaining appropriate solutions for a lean but very professionally managed Swiss entity. After the creation of the subsidiary, MSM supports it with its services permanently or on demand.

## Example 2

Two business partners from different countries wish to have a Swiss base for their international venture which shall be active all over the globe. MSM assists in the strategic planning, drafts the structure and the documentation and supports the startup with accounting and infrastructure services.

## Example 3

A bank's client wishes to establish a Swiss entity for a part of his existing business, but does not want to be registered in any way (not even as a beneficial owner) in the records of a Swiss bank. MSM creates with its own funds and without any link to the client an affiliated company for this business opportunity. The client earns income by supporting this MSM entity with management and marketing / sales services.