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If you change the way you look at things, the things you look at change!
(Wayne Dyer)

Etops is now Nectar Financial. Wayne Dyer's quote perfectly captures the idea behind the **rebranding** of our company.

The markets we operate in are changing dramatically. We love it! Our mind-set is rebellious and the objectives for our firm are as straightforward as they are ambitious: **Together with our clients we want to radically change the way wealth management is being done - for the benefit of the end client.**

Nectar is a name and brand that perfectly represents this aspiration. Nectar is our promise to be the partner of choice for the leading wealth managers, family offices and asset managers of the future.

Proud and grateful for the trust of our existing clients, which we help manage assets in excess of CHF 30 billion, we learned a great deal in the last six years. Based on these insights we aim to create **an ecosystem that puts global investors into a radically improved and desperately needed position**: Lower costs, better returns, lower operational and investment risks.

The basis for a new wealth management ecosystem is without a doubt technology. In October we will thus launch a game changing technology platform for global wealth managers, family offices and asset managers.

We will provide **financial nectar** to the industry: the essence, no unnecessary burden, low costs, no bureaucracy and no hurdles. Instead we strive to deliver seamlessly efficient services backed by a team of dedicated and experienced people and tomorrow's technology.

Combining our proven outsourcing services with a **simple, intelligent and learning one-login platform** puts our clients, and us, in a unique and exclusive position to succeed in a rapidly and dramatically changing industry.

Effective as of today, Etops AG will now firm under the name *Nectar Financial AG*. While our offices remain at the same address, you will newly find us under www.nectarfinancial.com on the internet. Check out our new website!

Thank you for your trust and your collaboration in all these years. We look forward to continue working with you.

Best regards

Nectar Financial AG

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