



Dear business partners,

The early predictions for the financial markets for 2019 were cautious, to say the least. After a brutal end of 2018, when most asset classes collapsed, the outlook seemed muted. But as so often, those investors who decided not to panic, and to stay the course were handsomely rewarded. 2019 has been a very good year for investors, across all asset classes.

What is the moral of the story? We firmly believe that we (or for that matter anybody else) cannot time the market. It is impossible to predict the next tweet or the next twist in the trade war saga. So why would we pretend that we know what the markets are doing tomorrow? It takes a good dose of discipline to stick to an investment philosophy in good and in bad times. It is tempting to take more risk in good times, and to avoid risk in bad times. We believe that "time in the market" always beats "timing the market". Hence we subscribe to a philosophy where we develop a robust Strategic Asset Allocation, which fits the investor risk profile and appetite with a medium to long term investment horizon. We then avoid large tactical bets, because that is tantamount to timing the market. We do make tactical calls, i.e. we underweight a certain asset/sub-asset class if we have a strong view that the macro fundamentals will be negative, or conversely, we overweight where we have a strong view that the outlook is positive.

In other "news" from HPWM, we look back on our 10th anniversary, which we celebrated with our colleagues. We were also fortunate to attract a good number of new colleagues. Last, but not least, we are in the process of revamping our website and our focus in 2020 will be on further strengthening our IT environment and digital footprint. We are where we are today thanks to all our clients and business partners. We would like to thank you all for supporting us on our journey.

I take this opportunity to wish you and your families all the very best for the festive season, and a great start into a successful 2020.

Urs Brutsch
Managing Partner & Founder



HPWM celebrates its 10th anniversary

On 1 June 2009 we embarked on the "HPWM journey". Three staff in a tiny serviced office in Singapore Land Tower set the foundation for what today is a robust Independent Asset Manager/Multi-Family Office. It is fair to say that we have come a pretty long way: we are today 22 dedicated professionals working for and with an ever increasing set of clients, particularly from South East Asia. To mark the occasion, we took a Friday afternoon off and went to Blu Kouzina, a lovely Greek restaurant in Dempsey. There, we were treated to an Olive Oil Master Class, before indulging in a delicious buffet spread. After this rather long lunch, we all went to catch a brilliant Tarantino movie: "Once Upon a Time in Hollywood".

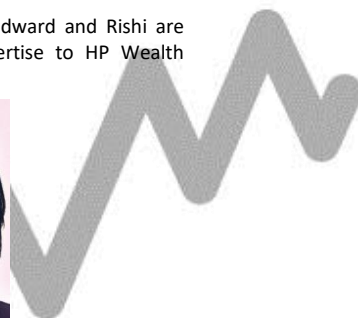
New Colleagues

In the course of 2019, we welcomed a few new colleagues:

Augustine, Michelle and Adriel further strengthen our investment team, while Shirreen, Edward and Rishi are developing their own client portfolios. They all bring a wealth of experience and expertise to HP Wealth Management and confirm our ambition to attract talent into HP Wealth Management.



Augustine Tan | Shirreen Sin | Edward Pang | Adriel Chua | Rishi Dhanuka | Michelle Cheung



Investments, investments....

In order to stay competitive we constantly have to invest in people and infrastructure. This year, we embarked on a revamp of our website, which basically had remained unchanged since 2009. We invite you to check out the new, more modern website at www.hpwm.sg. It should be going "live" before the end of this year.

Most people believe that cyberattacks are the main threat for the financial industry. We are fully aware that it is impossible to eliminate all risks, but we are mindful that our clients entrust us with their confidential data, and hence we have to make sure that our IT environment is as robust as possible. We are moving from our servers, which were physically in our office, to a cloud solution. Providers of cloud solutions are in a much better position to safeguard our data, rather than keeping them on our physical server. We are spending a considerable amount of money to strengthen our digital platform. We do this to better protect your data, but also to be more efficient and to have a stronger Business Continuity Plan in place.



An "exclusive" with Rishi Dhanuka

Q: Rishi, tell us a bit about your professional career so far.

I have been working since 1994. I have also been an entrepreneur where I became bankrupt and I had to get back to working for a bank again. I have been an Equity Portfolio Manager and in 2005, I decided to become a Relationship Manager as I got bored of reading Balance Sheets. In the past 12 years, I have worked with UBS, Barclays and Bank of Singapore.

Q: What is it that you like about what you are doing?

Interaction with my clients. Each client has his own story and each story has a different solution. I have to wear a different hat with every client and sometimes different hats with the same client depending on the situation.

Q: You have worked for large organisations, and now you have joined a small firm like HP Wealth Management. What drove your decision, and have your expectations been met?

I have always wanted to be an entrepreneur especially after my earlier experience. The entrepreneurial culture at HPWM is very encouraging and I also enjoy the casual atmosphere among all the colleagues, however it would help if we could all have a quick drink after work sometimes.

Q: Tell us what you are doing when you are not in the office.

Networking – I love meeting people. This often leads to a good Prospect, or a good candidate or a good trade idea.

Q: Last, but not least, tell us something that we don't know about you.

I am learning to be a Hindustani Classical Singer. I always ask myself what are the 3 things that I like to do (which changes from time to time) and in the past couple of years I have started making every effort to do what I like and hence I started my singing lessons last year. By the way, I also write – mostly junk and sometimes poetry in Hindi.

HPWM in the news:

On the occasion of our 10th anniversary, the industry news platform Hubbis published an article about HPWM. Please read the full article here "[The World According to Brutsch: Defining and Refining Independent Wealth Management in Asia](#)"



Where do we go from here?

During the past year, a lot of business partners asked the question: "so, you are now 10 years old, where will you go next, where will you be in 10 years' time?". The 10th anniversary of HP Wealth Management was an important milestone, as it confirmed that we are on the right track and that our business model is working in Asia. We have built a robust business, on a solid foundation and with a good team. We have invested early into IT and compliance, and we continue to build out our infrastructure.

When we started off, a lot of people told us that Asian clients don't pay for advice. As it turns out, that is not entirely true. Our predominantly Asian clients all pay for investment management or investment advice – we are not relying on retrocessions from the custodian banks to generate revenues.

We believe that our business model is the only honest way to advise a client, and that will hold true for the next 10 years at least.... So where do we see ourselves in 10 years' time? Ideally, in the same location, and doing the same thing. If that sound boring, then so be it. But of course we want to grow the business, so if we "fast forward" to 2029, perhaps we are a team of 30 to 35 people, but in essence we will continue to do the same thing: work for and with our clients to preserve and grow their wealth. We believe that we need to focus on what we know and what we do best. There is no point in diluting our offering too much. It's a bit like in a portfolio: you stick to your basics (i.e. the Strategic Asset Allocation) and then stay the course. We will of course have to adapt to changes in regulations and client needs and expectations. But by and large, we believe that the core of what we are doing will remain the same, or as the French say "plus ca change plus ca reste la meme chose" – the more things change, the more they remain the same. The delivery of our services may be different (i.e. more digital), but at the heart of it all, our task remains to preserve the wealth of our clients. We are committed to doing that – hopefully for a lot longer than just another 10 years!



PS: as always, we are not sending out physical greeting cards, but instead make a contribution to a charity. This year we are supporting the MILK (Mainly I Love Kids) Fund in Singapore.

HP Wealth Management (S) Pte Ltd ("HPWM") is an independent wealth management firm founded in 2009 to provide independent and professional investment advice, tailor-made investment management as well as family office services to high net worth individuals and families.

At HPWM, our focus is on managing clients assets, bankable and non-bankable. We work with experts in the field of finance such as banks and specialised fund managers. We work with a large network in the field of trust, insurance, corporate providers, lawyers in order to ensure that our clients get the best in class.

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