



Cliff Go (Founder / CEO)

A Dutch national, born in 1961 in Amsterdam, married, proud father and Singapore permanent resident. Arrived in 1988 in Jakarta, Indonesia from the Netherlands, working for a prominent Indonesian "Family Office". He has been in Private Banking and Wealth Management (WM) since 1992. Commenced his career in WM at Lehman Brothers, Singapore and thereafter, Prudential-Bache, Singapore. In 2000, he co-founded KE Swan & Co Pte Ltd, a joint venture with a public listed company, Kim Eng Holdings which was successfully grown and sold to the Commonwealth Bank of Australia, Singapore (CBA) in 2005. He was recognized as one of the key men when Schroders bought the WM/Asset Management & Advisory business from CBA (Singapore) in March 2008 and was appointed Executive Director-Advisory of Schroder & Co. (Asia) Limited and served till end December 2010.

Cliff has a Master of Science in Economics, a graduate of the VU University of Amsterdam, Netherlands and attended a post graduate program at the George Washington University in Washington DC, USA. He has held the position of Adjunct Professor of the Private Equity course at INSEAD Singapore, conceptualised the idea of the Career Plan bootcamp for INSEAD entrepreneurial students in the earlier years and is currently an Entrepreneur in Residence at INSEAD.

SWAEN CAPITAL PTE. LTD.

8 Eu Tong Sen Street, The Central
#19-89, Singapore 059818

Tel: (65) 3109 1932
Fax: (65) 6836 9268

Email: clientservice@swaencapital.com
Website: www.swaencapital.com



SWAEN CAPITAL



**Building an innovative
independent wealth management**
platform with a long term personal commitment.

What is an Independent Wealth Manager?

Independent Wealth Managers are a common and successful wealth management concept in the US but relatively new to Asia. Also known as Independent Asset Managers or Multi-Family Offices, they are usually formed by experienced and successful ex-bankers with the passion to excel in investment management in a conducive environment.

Clients' assets are just as safe, being in the custody of global banks operating in Singapore.

Why independence?

Alignment of interests is key. We have the ability to look across platforms and products available in the industry without being constrained by a single bank's product platform. This allows us to select best in breed investment opportunities based on investment merit and suitability.

Access to leading banks' research and strategies gives us the ability to leverage and synthesize views across various private banks for our clients' benefit. Strategically, we sit on the same side of the table as clients when evaluating and reviewing performance of funds.

WHY SWAEN CAPITAL?

Swaen Capital is a Singapore based licensed (CMS registration number 100212-2) independent fund manager with an open architecture, a non bias financial platform creating access to the best custodians and investment managers.

Our strength lies in the experience of the management team who have worked together for most of the last 20 years (collectively more than 100 years of experience) at various organizations.

Our focus lies within the wealth management business, covering client relationships, financial planning, advisory, as well as discretionary portfolio management.

We have developed strategic alliances with other leading independent firms to complement and extend our offerings to clients (global hedge fund research capability, alternative investment offerings, corporate finance, fund structuring & administration etc.

Our know-how, extensive global network and long standing presence in Asia allows us to provide a global footprint and at the same time enables us to capitalize on regional opportunities.

Most importantly, Independent Wealth Managers here are licensed and governed by the Monetary Authority of Singapore.

Size does not matter when it comes to good investment advice. Sophisticated and knowledgeable high net worth investors are switching to Independent Wealth Managers for various reasons. This trend is forcing many large banks to form EAM (External Asset Managers) departments to service the rapidly growing AUM from Independent Managers.

What does the name "Swaen" mean?

Swaen Capital has been founded by Cliff Go, his birth name is officially Go Swan Liong.

His middle name is "Swan" equivalent to the English word for the elegant white bird.

He is a Dutch National and in the old, traditional Dutch writing style, you write the word Swan as "Swaen" (new spelling would be "zwaan").

In this depiction of the name, the AE is presented as a diphthong, creating as a graphic suggestion of a swan, adding a visual link to the name itself. Diphtongs are referred as "gliding vowels", providing another connection to the smooth and apparently effortless movement of a swan, belying the immense amount of work going on under the water surface. The white bird is known to be majestic, elegant, reliable and loyal to his partner for life.

The use of the diphthong does not end there though. Through its form, which links two letter that normally stand alone, it also represents the mutually beneficial bond that lies at the heart of Swaen's relationship with its clients.

SWAEN PHILISOPHY

In today's world, we see a growing anxiety of protecting and growing wealth within a challenging and constantly evolving investment environment. Many financial institutions including large banks have been challenged to fulfil clients' expectations in the face of increasing costs and stifling corporate governance, and yet pressured to meet top-down sales and revenue targets.

Swaen Capital is committed to change the perception of conflicts of interests with the implementation of true wealth management process in which the interests of the client comes first. It starts with understanding the client's current environment and needs, essentially developing the client's investment objectives and risk profile. Based on this, a systematic and cost-efficient wealth management plan is built, implemented, followed by an ongoing monitoring process.

Effective wealth management solution is a life-long plan that ensures your hard-earned wealth can grow consistently and be passed down to the next generation.

Comprehensive Products and Services

Portfolio Types

- Discretionary
- Advisory

Products

- SMAs
- Mutual Funds
- ETFs
- Equities
- Fixed Income
- Options
- Hedge Funds
- Private Equity

Services

- Comprehensive research on markets and strategies
- Structured products (Business Partner)
- Corporate Finance (Business Partner)

Custodians

- Pershing LLC, a wholly owned subsidiary of the Bank of New York Mellon Corporation.
- Choice of leading banks in Singapore

Using our in-house holistic 10F approach, we help our clients assess their current profile, identify their needs and objectives and recommend specific investment programs that will help achieve their goals in life.

