



LYONORO AG



PRESERVING
GENERATIONAL
WEALTH

TRUST



PROTECTION





TRUST AND FORESIGHT

LYONORO AG, as a family owned business, knows the complex tasks that family offices are faced with today.

Our focus is on securing and increasing wealth for future generations and minimizing inflation and geopolitical risks.

We offer individually tailored solutions that are geared towards long-term asset protection and sustainable growth, outside the banking system, and always with an eye on the goals and values of our clients.

Inherited wealth brings with it not only privileges but also profound responsibilities.

At LYONORO AG, we understand this challenge and offer a global solution that noticeably eases this burden.

Key aspects here are:

- Personal and discreet support: We maintain close and trusting relationships with our customers and take their individual needs and goals into account.
- Special expertise: Our team of experienced specialists is passionately dedicated to ensuring optimal asset protection and growth.
- In-depth market knowledge: Our comprehensive market expertise enables us to navigate safely through complex financial landscapes.

By combining traditional values and innovative concepts, LYONORO AG supports investors in securing their assets while preserving their family legacy.





ENRICH YOUR PORTFOLIO WITH TANGIBLE ASSETS

With years of experience, LYONORO AG has positioned itself as a specialist in precious metals, investment diamonds, and strategic raw materials, continually evolving in the industry. Our comprehensive understanding of these markets allows us to articulate to our clients the rationale behind considering investments in these assets as a vital and substantial element of any well-rounded portfolio.



UNDERSTANDING THE GEOPOLITICAL AND INFLATIONARY RISKS FACING FAMILY OFFICES

The significant transformations currently unfolding in geopolitics, coupled with unprecedented surges in global debt, are occurring during a period when the disparity between the affluent and the less fortunate has reached an all-time high.

The debt burden has reached a critical level, and the ensuing inequality, along with the tensions prompting corrections in asset markets and global social unrest, underscores the necessity of preventive protection. This demands optimal planning and execution.





UNDERSTANDING THE INTERACTION OF CURRENCY ON WEALTH PRESERVATION



In 1920, gold traded at \$20 per ounce. At that time, 250 ounces of gold, worth \$5,000, could buy an average home in America. Today, that same \$5,000 probably wouldn't be enough for a down payment.



However, if you had held onto those 250 ounces of gold at current value, you could still buy an average home in the U.S. This is a simple illustration of why gold, unlike ever-weaker fiat currencies, is a better investment.





ANTICIPATING THE FUTURE

At LYONORO AG, we embody an investment philosophy that holds particular significance for our affluent clients:

Focus on the football's landing point, rather than its point of origin.

Our expertise indicates that it is prudent to monitor trends and capitalize on them. Central banks globally, including those in the BRICS nations, are methodically accumulating gold through the divestment of US Treasuries.

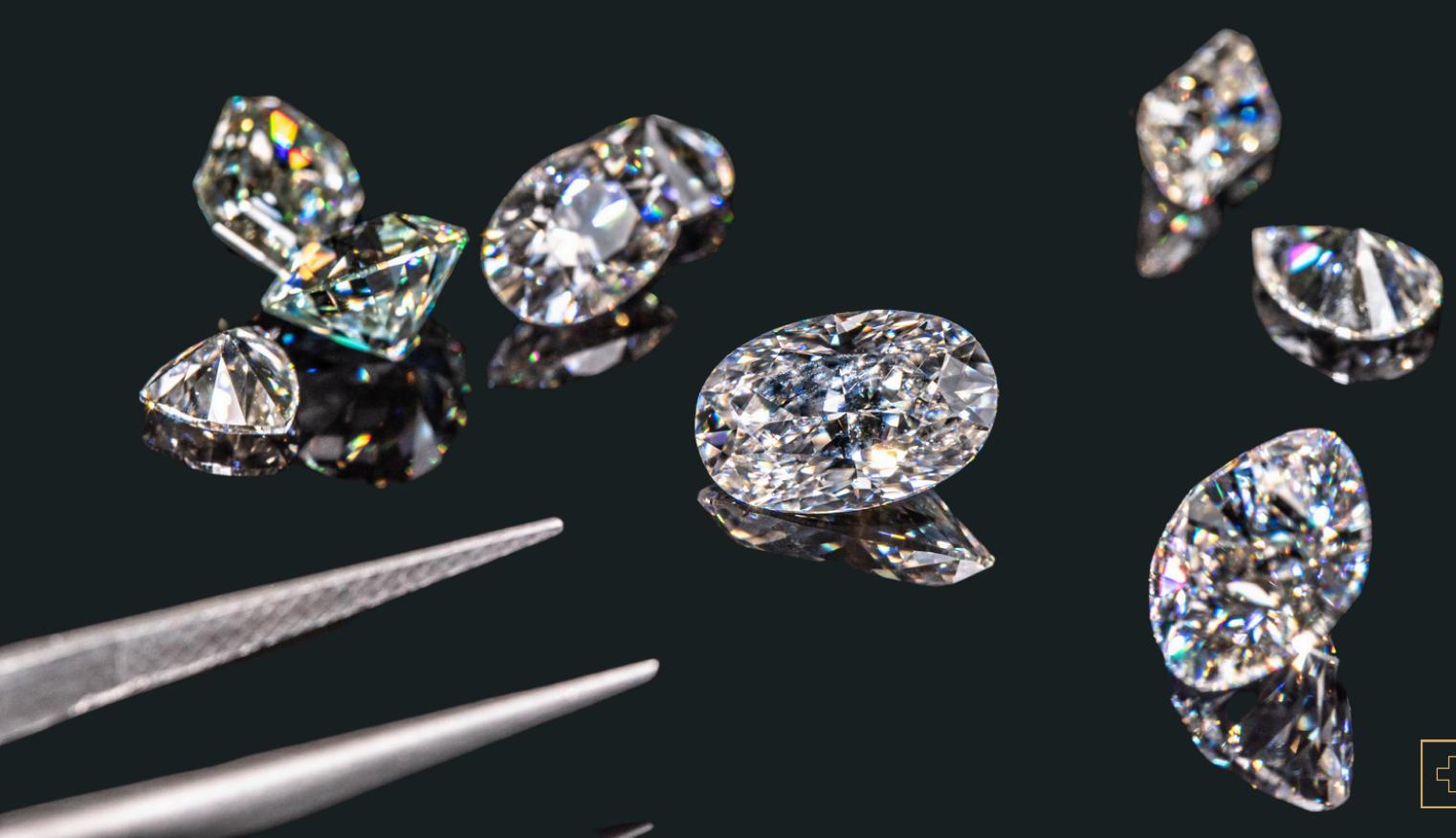
In light of the growing trend of de-dollarization, physical assets like precious metals are gaining significance as strategic Tier 1 assets in 2024, as corroborated by findings from the Bank for International Settlements (BIS).

As more countries and central banks persist in acquiring gold, it is evident that this favorable momentum from gold purchases is likely to endure in the future.

Today's volume constitutes approximately 12% of the total gold reserves held by central banks. This should serve as a clear indication.

Nevertheless, upon examining family office allocations, it is noteworthy that these allocations constitute, at most, 1% of the global portfolio, with variations observed across different countries.

What is even more concerning for us, however, is the reality that numerous family offices have no allocation at all to this asset class.



QUALITY AND SAFETY



Owning physical commodities such as precious metals, investment diamonds, and strategic metals in a low-risk, protected country outside the banking system serves as a secure hedge against unpredictable geopolitical risks. It is understood that each family office possesses distinct and individual requirements. Nevertheless, the escalating inflationary pressures and the persistent devaluation of fiat currencies appear nearly inexorable.

Indeed, FIAT currencies have depreciated by approximately 96% since 1971. The euro, for instance, has experienced a decline in purchasing power of about 70% since its inception in 2001 when measured against gold, a consequence of the ongoing devaluation of paper currency. We have devised a range of strategies that our clients can employ to safeguard and perpetuate their wealth across multiple generations. Our essential mission is to assist family offices in securing and preserving a portion of their wealth in tangible assets.





GOLDEN OPPORTUNITY

A close-up, low-angle photograph of several large, shiny gold nuggets in the foreground, with a diamond necklace and a teal-colored object visible in the background.

Commodity investments present a significant opportunity for diversification and stability within an investment portfolio.

The primary reasons for this are evident:

Independent price movements: Commodities frequently exhibit movements that are independent of stocks and bonds. This low or negative correlation indicates that commodities can thrive during periods when traditional markets are underperforming.

Actual ownership: Commodities are tangible assets that are not susceptible to bankruptcy or default. Physical ownership of commodities provides a degree of security and stability. Commodities should not be held by a management company but must be owned directly by the investor.

Crisis resilience: During periods of political or economic turmoil, commodities can act as a refuge and enhance portfolio stability.

Commodity investments play a crucial role in enhancing the diversification and stability of a portfolio. Their low correlation with conventional financial assets, ability to hedge against inflation, physical collateralization, and consistent demand establish a robust foundation for risk distribution and overall portfolio stability. Investors and family offices should adopt a balanced strategy to fully leverage the benefits of these asset classes.





ALTERNATIVE OPTIONS FOR YOUR ASSETS ALLOCATION

Our clients recognize that it is illogical to store their assets in physical form within a bank operating under a leveraged financial system. The solution exists beyond this framework, presenting no counterparty risk and providing optimal protection of ownership.



At LYONORO AG, we recognize that a significant portion of affluent families' assets is intricately connected to this financial system.

It is essential that the investment in physical assets and commodities is maintained and stored outside this system to mitigate counterparty risk.





THE SMARTEST PATH TO PHYSICAL OWNERSHIP



We consistently recommend that our clients possess physical assets and secure them outside the banking system to mitigate counterparty risks.

All physical investment assets should be held exclusively in the name and for the account of the client, ensuring that no other party possesses any legal claim to them.

Each asset possesses a unique internationally certified serial number and is insured against all risks. All physical goods are stored in accordance with the highest security standards.



KIM W. FAIST

FOUNDER & CHAIR OF THE BOARD

Kim started his career in the finance and insurance sector in 2000, following the completion of his foundational training as a draftsman in Germany. The groundwork for his transition into the raw materials industry, particularly in the realm of technology and rare earth metals, was established just seven years later in Switzerland.

The establishment of a prominent European investment firm specializing in technology metals and rare earth metals in Switzerland provided him with a distinct advantage in terms of expertise in this compelling investment sector involving these highly sought-after resources.

Armed with this knowledge, Kim commenced collaboration with chosen partners in 2012 to render these investments and allocations accessible to private investors and affluent family offices. This endeavor culminated in the establishment of LYONORO AG in 2020.





LYONORO AG

“THE DESIRE OF GOLD IS NOT FOR GOLD.
IT IS FOR THE MEANS OF FREEDOM AND BENEFIT.”

Zitat: Ralph Waldo Emerson

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