



The adoption of fintech's Quantilia custom analytics solution marks the next step in Banque Cramer's sustained efforts towards offering high-precision investment opportunities to its clients

Jacques Lemoisson, Chief Investment Officer at Banque Cramer & Cie SA, is determined to increase the performance of private banking investments while keeping costs under control. Mr. Lemoisson is building an investment services department around an ecosystem resorting to internal value-adding and premium partnerships. The service provided by Quantilia, a French fintech startup, allows Banque Cramer to create new and improved services based on three pillars:

- 1 – **Big Data**: Analysing hundreds of Smart Beta and Risk Premia strategies in a few clicks, allowing for a better allocation of resources;
- 2 – **Quanta-mental**: Mr. Lemoisson implemented his Global Macro approach over the discretionary mandates and diverse investment strategies. Quantilia is assisting Mr. Lemoisson to design risk management cockpits and Global Macro dashboards. Mr. Lemoisson foresees that he will be able to crunch about 50% more data while saving roughly 25% of the time spent in preliminary data collection when preparing for his monthly Investment Committee and market comments;
- 3 – **Selection tool**: Leveraging on Quantilia's data crunching skills, Banque Cramer is enhancing its capability to select ETFs.

Cédric Anker, CEO of Banque Cramer, says:

“Technology allows us to stay closer to our clients, giving us a better understanding of their needs, while allowing us to dedicate more time to look for suitable investment ideas. This is a win-win solution. Quantilia brings scalability when it comes to using financial data. In a world where the amount of data is significantly increasing and where data crunching has become absolutely essential, this is a key success factor.”

Florian Garivier, CEO of Quantilia declares:

“Quantilia is pleased to work with clear-sighted professionals like Jacques Lemoisson who has understood that the success of private banking rests on a better use of a big amount of data. Contributing to the success of actors like Banque Cramer is an exciting challenge, at the crossroads between tradition and innovation.”

For further information, please contact:

Banque Cramer
Jacques Lemoisson
Chief Investment Officer
Telephone: +41 58 218 6006
jacques.lemoisson@banquecramer.ch

Quantilia
Florian Garivier
Chief Executive Officer
Telephone: +33 6 47 41 92 92
fgarivier@quantilia.com

About Banque Cramer:

Banque Cramer has been supporting their clients to manage their wealth since 1709. With a vision based on high-quality service and thanks to talented employees, Banque Cramer is able to gain the trust of its clientele and to guide them to achieve their goals. The innovative range of offered services allows each client, private or institutional, to find a personalised service suited to their very own needs.

About Quantilia:

An independent Fintech company, Quantilia develops innovative online data and portfolio management platforms dedicated to investment strategies. They specialise in quantitative strategies, such as risk premia and smart beta. They also provide customised analytics tools to assist institutional investors to take better-informed decisions when managing portfolios. Their aim, as an independent company, is to facilitate business relations between investment banks and asset managers on the one hand and asset owners on the other hand.