



NEWS RELEASE

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## FINAMETRICA WINS RISK PROFILING AWARD AT WEALTHBRIEFING SWISS AWARDS

FinaMetrica has won the 'Best Risk Profiling Solution' award at the 2<sup>nd</sup> **WealthBriefing Swiss Awards**. One of just two firm to be shortlisted in the Risk Profiling category, the triumph is yet another milestone in FinaMetrica's drive to be recognised as the pre-eminent global player in the risk profiling space.

Showcasing 'best of breed' providers in the global private banking, wealth management and trusted advisor communities, the awards were designed to recognise companies, teams and individuals which the prestigious panel of judges deemed to have 'demonstrated innovation and excellence during 2014'.

**FinaMetrica co-founder Paul Resnik said:** "We are delighted to be recognised on the international stage for our risk profiling solution, FinaMetrica Plus. Being able to accurately measure an investor's risk tolerance is critical to providing advice that is suitable and in a client's best interests.

"We have developed our test collaborating with some of the world's most professional advisers to make sure it is the best available. This award and previous wins recognise FinaMetrica as a global leader in this competitive space," said Mr Resnik.

"The judges were impressed by the way FinaMetrica integrates soft information with hard data. The panel were also impressed by our thorough understanding of the challenges faced by banks dealing with risk," Mr Resnik said.

**ClearView Financial Media's CEO, and Publisher of WealthBriefing, Stephen Harris,** was first to extend his congratulations to all the winners. He said: "The firms who triumphed in these awards are all worthy winners, and I would like to extend my heartiest congratulations.

"These awards were judged solely on the basis of entrants' submissions and their response to a number of specific questions, which had to be answered focusing on the client experience, not quantitative performance metrics. That is a unique, and I believe, compelling feature. These awards recognise the very best operators in the private client industry, with 'independence', 'integrity' and 'genuine insight' the watchwords of the judging process - such that the awards truly reflect excellence in wealth management."

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**NOTES TO EDITORS**

**1. About FinaMetrica**

FinaMetrica specialises in risk tolerance and risk-related matters. The FinaMetrica risk profiling system is based on a psychometric test of personal financial risk tolerance. Psychometrics, a blend of psychology and statistics, is the scientific discipline for testing attributes such as risk tolerance. Launched in 1998, the system is now used by 5,500 advisers in 23 countries in seven languages. To date, more than 800,000 tests have been completed. The FinaMetrica system enables advisers to make valid and reliable assessments of their clients' risk tolerance, incorporate those assessments into the financial planning process and explain risk more meaningfully. More information: [www.riskprofiling.com](http://www.riskprofiling.com).

**2. About ClearView Financial Media Ltd ("ClearView")**

ClearView Financial Media was founded by Chief Executive, Stephen Harris in 2004, to provide high quality 'need to know' information for the discerning private client community. London-based, but with a truly global focus, ClearView publishes the *Family Wealth Report* group of newswires, along with research reports and newsletters, while also running a pan-global thought-leadership events programme. With teams based in London, Singapore, Switzerland, South Africa and the Philippines, the company is one of the fastest-growing media groups serving the financial services sector.