

Form ADV Part 3: Relationship Summary

Swiss American Advisors AG,

Introduction

Swiss American Advisors AG, ("Swiss American Advisors" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: Swiss American Advisors offers investment advisory services to retail investors. We specialize in providing Asset Management Services.

Asset Management Services: We provide asset management services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio.

What Are Your Legal Obligations to Me When Acting as My Investment Adviser?

For Discretionary Accounts: We purchase or sell securities as set out the Investment Agreement made between the client and Swiss American Advisors (please see the ADV Forms Part II Replacement Brochure for more information).

For Non-Discretionary Account: We purchase or sell as per final instructions given by the client for each purchase or sale of any security. If necessary, we attempt to advise clients if we see problems with the type of security, the size of the transactions or possible restrictions for the clients to invest in certain instruments.

Instructions given by the client are placed as soon as possible, during business hours and taking into consideration, possible delays (short absence, meetings, etc.).

For more information, please see **Item 4** of our **Form ADV Part 2A**. When engaging us for asset management services, you can choose whether you'd like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There are no minimum investment amounts or conditions required for establishing an account managed by us.

Conversation Starters: *Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our asset management services are charged based on a percentage of assets under management, billed either in advance or arrears on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the current billing period. The annual fee for asset management services will be based upon a fee schedule which ranges between 0.80% and 1.40%. Because our

fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

Conversation Starters: *Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

Standard of Conduct: When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

For more information about this conflict and our procedures to mitigate the conflict, see **Item 4** of our **Form ADV Part 2A**. When we provide asset management services, we will ask that you establish an account with Bank Vontobel AG, EFG Bank AG, and/or DZ Bank (Switzerland) to maintain custody of your assets and to effect trades for your account. Our recommendation to use Bank Vontobel AG, EFG Bank AG and/or DZ Bank (Switzerland) is not based solely on your interest of receiving the best execution possible. We also recommend Bank Vontobel AG, EFG Bank AG and/or DZ Bank (Switzerland) because they provide us with research special statements for tax declaration and additionally give products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Bank Vontobel AG, EFG Bank AG and/or DZ Bank (Switzerland). We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11** of **Form ADV Part 2A**.

Conversation Starters: *How might your conflicts of interest affect me, and how will you address them?*

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10** of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives based on monthly salary, which is not representative of the amount of transactions made, the amount new or existing clients held.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No, neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

Conversation Starters: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information About Swiss American Advisors

Additional information about us and a copy of this relationship summary are available on the Internet at s-a-advisors.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/152531>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at +41 43 888 6425.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*