



LAFO

Luxembourg
Association
of Family Offices

Luxembourg Association of Family Offices

Facts & Figures

KEY CONTACTS

Serge Krancenblum
Arnaud Decrulle
Pascal Rapallino
Pierre-Jean Estagerie



1st Family Office Law
in Luxembourg

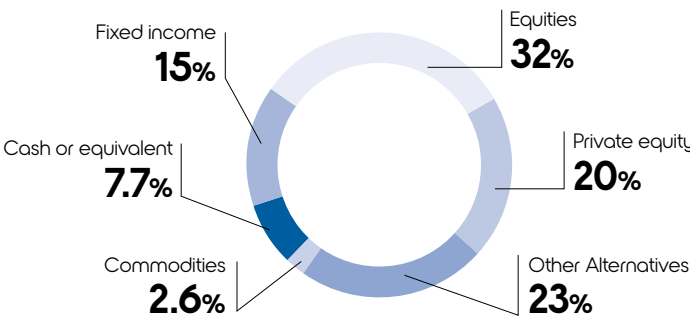
21 December 2012

More than
100
Single Family
Offices

83
Multi Family
Offices

USD 861m
Average single-family wealth
and family office AUM in Europe

ASSET ALLOCATION OF FAMILY OFFICES in Europe



OPERATING COSTS

(in basis points of AUM)
in Europe

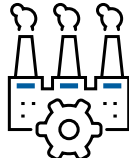


Overall operating cost (excl management fees)	74
External management administration fee	24
External management performance fee	23
Total	121

TOP 5 PRIMARY INDUSTRIES in Which the Families Generated Their Wealth



Finance
and Insurance
21%



Manufacturing
16%



Real Estate and
Rental/Leasing
14%



Management
of Companies
and Enterprises
8.8%



Technology
6.3%

Our association was created in June 2010
and was at the origin of the December 21st
2012 law for Multi Family Offices.

We interact with the Ministry of Finance
and the regulators, protect the interests
of our profession and provide continuous
education to the industry.

Serge Krancenblum
LAFO Chairman



Welcome

Who we are

LOYAL AND INDEPENDENT

The Luxembourg Association for Family Offices is at the origin of the law on Family Offices of 21 December 2012. This major legislative development creates a legal framework for the activity of Multi Family Offices, now reserved for certain categories of regulated professionals.

The Family Office is first and foremost a service provider to "families and patrimonial entities".

What is a Family Office?

A Family Office coordinates the relations of a family or its legal entities with the service providers at the service of its client (asset managers, lawyers, tax advisers, bankers, trustees, notaries, etc.). The Family Officers administer the assets of wealthy families.

The association actively contributes to the recognition of the Family Office profession by the country's authorities.

The association wishes to continue its development by bringing together professionals from various backgrounds.

Luxembourg is a place of choice to settle a Family Office thanks to its multicultural positioning in the heart of Europe, its excellent reputation, its dedicated and stable legal framework and the recognized financial and patrimonial expertise of its professionals.

4 Goals



#1 PRO-ADVOCACY



#2 INFORMATION



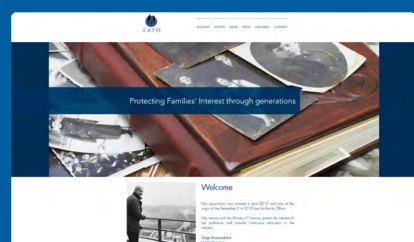
#3 EDUCATION



#4 NETWORKING

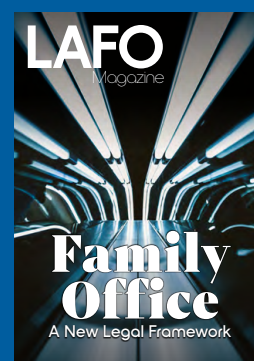
"The proximity of public institutions in Luxembourg is a unique asset everyone appreciate highly."

LAFO's Reach



www.lafo.lu

LAFO Magazine



Linked in®

4 Events/Year



10 Breakfasts

10 Newsletters



Mediakit LAFO Magazine



EDITORIAL

The editorial is written by the editor-in-chief, Serge Krancencblum, on new family office topics. He shares his views on key industry issues.



FINANCIAL HIGHLIGHTS

Financial Highlights comprises various articles discussing tax and financial news at the Luxembourg and European level, informing members and readers on new financial regulations.

FOCUS

Family Officer

FOCUS: FAMILY OFFICER

Focus articles relating to financial or family office news that are written by external contributors working in the field.



THE FAMILY OFFICE OBSERVATORY

This column is written by a family office expert, addressing various topics relating to risk management.



NEWS

The news section contains a full range of family office news.



FORUM

The Forum section offers a platform to a range of players from the world of family office. This section aims to inform readers on specific issues.



ARTICLE

M: 1 full-page Article: 2500€*
L: 2 page Article: 3500€**
XL: 4 page Article: 5000€**
Option - Premium position: +500€

*Photo and text delivered by the client
**Interview and photo shooting included



ADS

S: 1 page Ad: 3000€
M: Inside cover Ad: 4000€
L: Double page Ad: 5000€
XL: Back cover Ad: 6000€

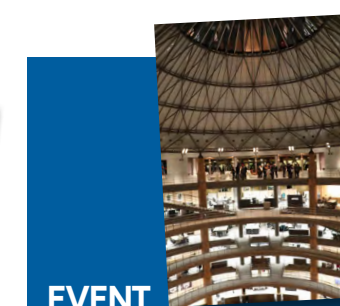


ARTICLE + AD PACKAGE

Silver: 1 page ad + 2 page article: 5850€*
(Instead of 6500€)
Gold: Double page ad + 4 page article: 8500€*
(Instead of 10000€)

*Interview and photo shooting included

The ad and the article will be published in 2 different magazines



EVENT PACKAGES

Silver: Magazine (2 page article) + Event (Co-sponsor): 5850€
Gold: Magazine (4 page article) + Event (Only sponsor): 10000€
(instead of 12500€)

OTHERS PACKAGES

[Read the mediakit](#)

TECHNICAL DATA

Format: 19 x 27 cm
Publication: 2 times/year
Pagination: 52 pages
Distribution: paper and electronic free
Price: free
Advertising: 15/20 ads per edition

EDITORIAL COMMITTEE

Serge Krancencblum, President & Founder
Nelly Kasongo, General Secretary
Jérôme Bloch, Sales and advertising

Why Join LAFO

1

Through its working groups, LAFO, provides technical and strategic input benefiting members of the family office ecosystem in Luxembourg.

2

LAFO develops a legal and professional framework for the profession in the Grand-Duchy.

3

Network with family office professionals in Luxembourg and abroad.

4

Put forward industry concerns and solutions to government bodies.

LAFO | Luxembourg
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of Family Offices

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