



# An Exceptional Partnership Built on Trust

Reliance is an independent trustee and fiduciary group, based in Switzerland and Luxembourg, which supports families, businesses, and philanthropic organizations. In a sector largely dominated by large international groups, Reliance stands out as an exception: the group is owned by a family in Switzerland and has built its development on long-term relationships, discretion, and trust. We met with Marius Krul, Marketing and Business Development Director, to understand what makes the group unique and strong.



Marius Krul

Marketing & Business Development Director, Reliance Trust Company SA

**F**ounded in Geneva in 2014, Reliance has developed according to a model that is rare in the industry: one of stable, exclusively family ownership, guaranteeing a long-term vision. Where other companies active in the trustee and fiduciary fields regularly change hands, Reliance and its employees cultivate a lasting relationship with their clients and the next generations. *"This stability is at the heart of our DNA and constitutes one of our main advantages,"* emphasizes Marius Krul.

In eleven years, the growth has been spectacular. From its original seven employees in Geneva, Reliance has become a multinational group today, bringing together nearly 50 collaborators across Geneva, Zurich, Zug, and Luxembourg. The assets under administration have followed the same trend and now exceed 15 billion Swiss francs.

In 2026, Reliance will also establish itself in Dubai and Abu Dhabi, driven by the demand from its clients and partners who are seeking technical and fiscal expertise combined with Swiss quality and the stability of family ownership.

This expansion is accompanied by regulatory recognition. The parent company, Reliance Trust Company SA, acting as a financial intermediary under indirect FINMA supervision, was notably one of the first large Swiss fiduciaries to obtain the trustee license upon the entry into force of the new federal law on financial institutions. This choice demonstrates its clear desire to anticipate the highest standards in terms of compliance and governance.

## Structuring complex international assets

To meet the requirements of its clients, Reliance organizes its activities around three main areas:

- The Swiss trustee service: dedicated to the management and administration of foreign law family trusts.
- Fiduciary services for Swiss companies, offering comprehensive support in the formation and management of companies
- The administration of Swiss charitable foundations, an expanding focus.

The clientele, which is essentially international, calls upon Reliance to structure, protect, and transmit assets often distributed across several jurisdictions. *"For example, we help families secure their assets, consolidate them under a single structure, or organize their transmission. Each situation is treated in a personalized manner,"* explains Marius Krul.

Switzerland remains a strategic anchor: regulatory stability, financial expertise, and banking proximity.

These advantages are particularly sought after by clients coming from regions under tension or subject to changing legislative frameworks.

## Protecting, administrating and transmitting

The solutions implemented can concern financial assets, family businesses, or real estate.

*"We first analyze where the assets are located, then we determine the best way to structure them. Subsequently, we ensure their administration, accounting, and compliance"* specifies the director.

Each structure evolves over time to reflect familial, patrimonial, or regulatory changes. Reliance thus plays both a technical specialist role and an essential advisory role in sometimes complex family configurations.

## Trust and Swiss Excellence as Founding Principles

The expansion of Reliance and the diversity of the profiles it supports do not change its approach: offering an exceptional service founded on precision, discretion, and human relationships. *"Our objective is simple: to create long-term relationships and remain alongside our clients at every important stage of their lives."*

In a sector where reputation is crucial, Reliance stands as a reliable and lasting partner, embodying the best of what Switzerland produces: expertise, continuity, and excellence.