



The Cone Marshall Group:

# **Your Global Fiduciary Services Partner**

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## **Our Mission**

**To provide our clients with global advisory and fiduciary services expertise to meet their wealth preservation, planning and estate succession needs.**

## **Our Promise**

**We are dedicated to promoting and creating optimal, tailor-made, bespoke structures to protect client wealth, not only for today, but over future generations.**

# **Cone Marshall expands Asian presence as the region's wealthy families go global**



**“There is great demand amongst HNW and ultra-HNW Asian clients with aspirations to further internationalise their wealth. Our core business as an independent trustee is to help these families understand the best structures for holding this wealth across multiple jurisdictions, with trusts, foundations and other structures as the key vehicles.”**

**GEOFFREY CONE**  
Founder and CEO  
Cone Marshall Group

# Who is Cone Marshall?

The Cone Marshall Group is a leading global, independent advisory and fiduciary services firm. Our areas of specialisation include asset mapping, succession, and governance for HNW families and their businesses. The firm offers expertise in family and charitable trusts and foundations, corporate structures, as well as outsourcing and managed trust company services.

Our group today looks after more than 1300 international high-net-worth (HNW) family client relationships, many of which have assets in excess of US\$100 million. The collective assets of all these trusts are valued at more than US\$20 billion.

We are staffed by experts with long experience in the fields of law, accounting and wealth planning. We pride ourselves in being able to offer the highest quality advisory and structuring solutions for holding and later transitioning the valued individual and family wealth of our HNW clients.

Cone Marshall began life as a law firm in 1998 in New Zealand and is today a well-recognised, independent and internationally diversified legal and fiduciary services group, with offices across the globe.

# Where we operate

We operate offices in five continents, and are present in the following countries:

- Oceania (Auckland, New Zealand)
- Europe (Geneva, Switzerland, Milan, Italy and London, United Kingdom)
- North America (New York and Jackson Hole, Wyoming and Miami, Florida)
- South America (Montevideo, Uruguay)
- Asia (Hong Kong)



# How Do We Work?

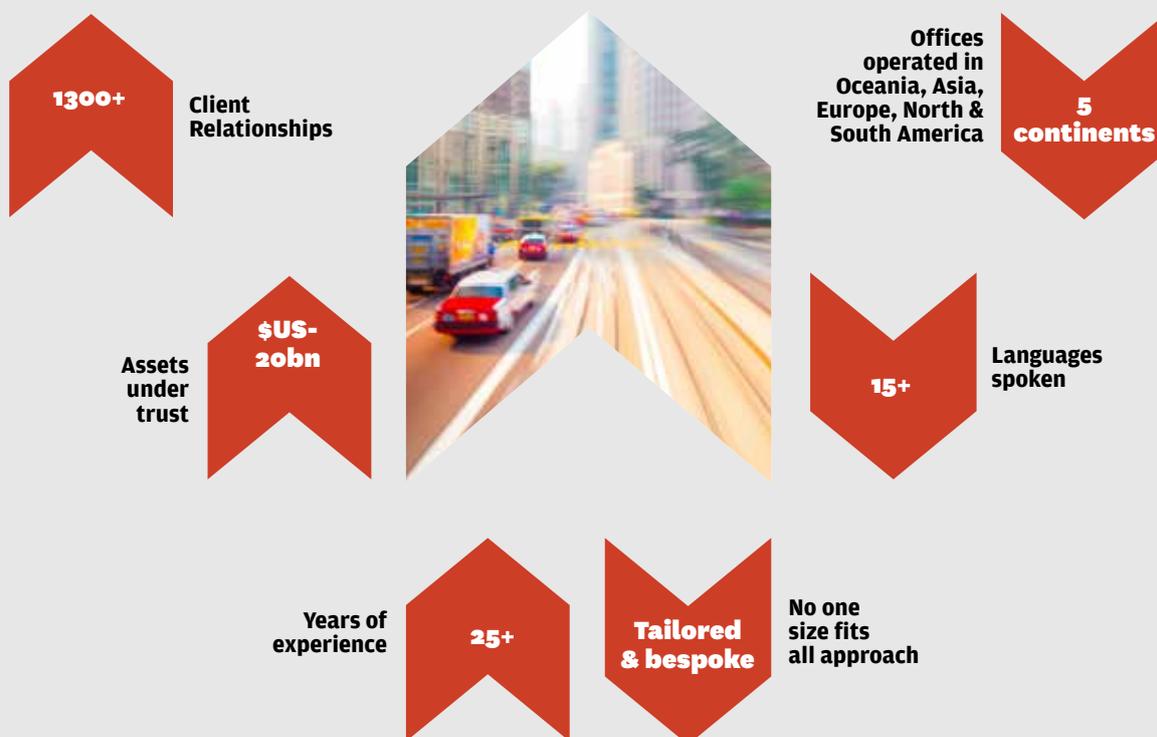
Our dedicated teams of professionals worldwide work closely with our established and growing network of attorneys, family advisers, private banks, trustees, and related institutions to facilitate the security, planning, and preservation of global wealth in all its forms, from bank accounts to financial market investments, to property, precious metals and collectables.

Cone Marshall is fully independent with no 'tied' or exclusive relationships with any financial advisory firms or other service providers. This is very important, as it allows us to retain our freedom to work with only the best institutions and companies and thereby provide our clients with the widest, most unbiased range of options and advice.

Cone Marshall's ethos is to cultivate professional, highly responsive, lasting relationships with our clients. We always endeavour to fully understand and then to support each client's unique needs and aspirations. Our approach is discreet, friendly, and culturally sensitive.

We strive to make our most senior team members available to meet with our clients and their associated advisers for regular face-to-face meetings.

We know from experience how important and how delicate these matters can be to HNW individuals and their families. Being privately owned and having an independent operating model allows us to ensure that our clients' interests are always put first, that we serve our valued clients for today and for the future.



# Cone Marshall in Asia

Cone Marshall has more than a decade of direct and intensive experience of working with HNW individuals and their families across Asia. We operate from our regional office in Hong Kong, which is both a strategic hub for our activities across the Asia-Pacific region and an ideal location as a global financial and advisory services centre.

We are fully committed to supporting the growth and internationalisation of Asia's HNW families and their businesses. These wealthy families increasingly have significant assets, investments, business operations and family members in overseas locations and require independent advice to ensure the right structures are put in place for holding these assets and investments, as well as for helping with any succession planning and intergenerational wealth transfer.

With our keen focus and profound experience, Cone Marshall has an impeccable track record of helping Asia's HNW individuals and families. Accordingly, in Asia we offer the following core services:



**Entity formation, structuring and trustee services**



**Assurance and compliance services**



**Family and business advisory**



**Relocation and pre-immigration planning services**

As more and more families move wealth from the founding patriarchs and matriarchs to younger generations, there are numerous opportunities for groups like Cone Marshall in meeting the wealth structuring and transitioning challenges that lie ahead.

To further boost the range of our services and our presence across the region, we are pleased that Peter Golovsky joined us in Hong Kong in May this year [2018] as Managing Director, Global Head of Fiduciary Services and Head of Asia.

Peter will lead and manage several key strategic, sales and operational initiatives across the group, with a focus on deepening client relationships with key families, global private banks, single and multi-family offices, legal and accounting firms and independent asset managers.

He has over 25 years of international experience across fiduciary services, private clients, asset and wealth management, as well as insurance.

He is very familiar with emerging markets, having spent the last seven years in Asia, leading global fiduciary and operational teams.

**“China is on the cusp of a significant transition of wealth between first and second generations and presents significant opportunities for firms like Cone Marshall. Advising families across multiple generations on structures, on succession and wealth transfer is both fascinating and challenging. To be most effective, privacy, objectivity, and complete independence are needed to work with Asia’s founding patriarchs and matriarchs and their future generations.”**

**PETER GOLOVSKY**

# Our Services in More Detail

## PRIVATE WEALTH PLANNING

Cone Marshall works in a collaborative manner with the advisers of wealthy families around the world. As lawyers, trustees and accountants with decades of experience, we are trained to offer objective and independent advice, providing trusted oversight and ensuring all work on the client's behalf is carried out in the most professional way possible.

We have experience and expertise in many diverse structures for holding and administering worldwide wealth. The structures we administer cover the broadest array of assets including businesses, private equity and other financial holdings, bank accounts, financial investments, real estate, aircraft, yachts and collectable cars, art collections and jewellery.

Cone Marshall provides trustee services in Hong Kong, Italy, New Zealand, Switzerland, Uruguay and Wyoming, USA.

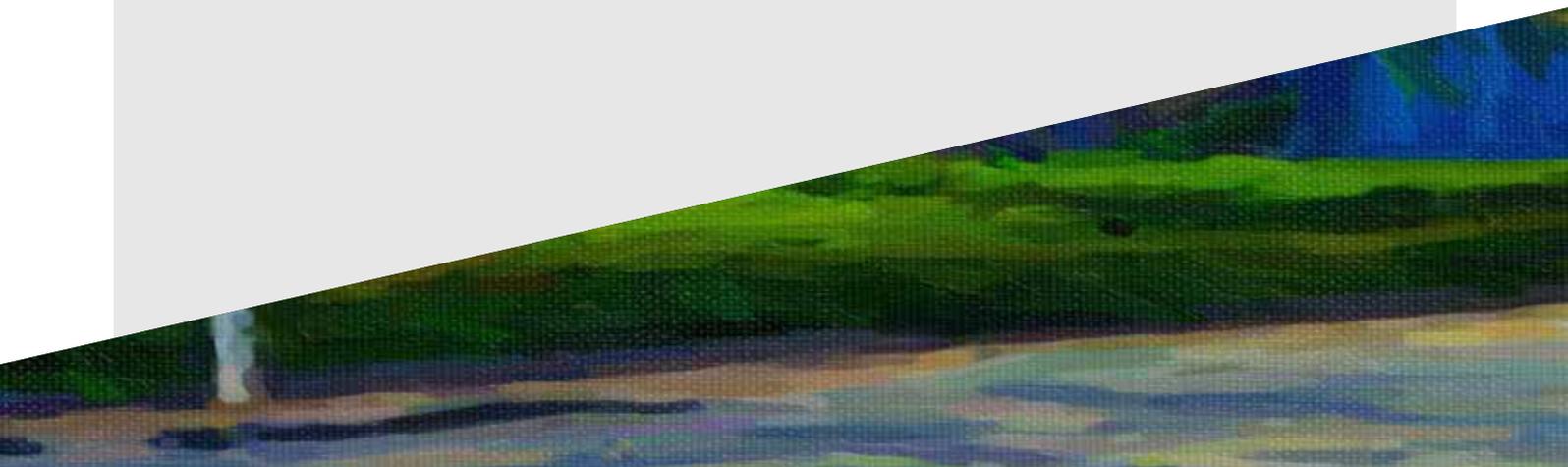
## TRUSTS AND FOUNDATIONS: ESTABLISHMENT AND MANAGEMENT

We are well versed in establishing and managing both the simplest and most complex trust arrangements for clients all over the world.

We believe we have an intimate understanding of the unique needs and cultures of HNW families and fully understand the many diverse reasons why families establish these trusts. We know precisely how to structure their affairs to align their interests with their goals in a way that will most benefit them and their loved ones for generations to come.

Once we have helped our client identify their specific goals, we work closely with them to form the desired entities - whatever trust or foundation entity we deem most effective - and we then develop and execute the necessary documentation for their structure and governance, including promoting tried-and-trusted best-practice protocols for their day-to-day management.

In this new world of regulatory rectitude, we are especially focused on ensuring that all structures we work on comply fully with the demands of local and global regulators and international laws.



# SERVICES

- Family trusts & foundations
- Corporate structures
- Charitable trusts & foundations
- Outsourcing, & managed trust company services

- Assets & family mapping
- Family & business succession
- Corporate & family governance

- Compliance & regulatory assurance
- Accounting and financial statements preparation

- Relocation advisory
- Tax assessments

**“We are further building the skills and expertise required to deal with our HNW and ultra-HNW clients in Asia. Advising families across multiple generations on structures, on succession and wealth transfer is immensely complex and challenging, but also hugely rewarding.”**

PETER GOLOVSKY

# Our Promise: Ethics and Compliance

As with our global operations, our Hong Kong operation, adheres to the highest ethical and fiduciary standards in the industry. We follow full due-diligence processes including an emphasis on personal, face-to-face meetings with our clients.

We treat our clients' privacy and the security of their information with the utmost level of importance and confidentiality.

We ensure that each client is in full compliance with international rules and regulations that may apply to them and require that our clients take advice in their country of residence, whenever necessary.

In our role coordinating those advisors, our due diligence process ensures that all services performed on behalf of our clients are of the highest standards and that all information and data is verified as to its accuracy and source.

**“The first requirement is to understand precisely what our client needs for the future. The second requirement is the organisation of their wealth. The third is to ensure that succession and transfer of their wealth within and between generations is enabled.”**

GEOFFREY CONE

# Our team in Asia

## **PETER GOLOVSKY**

Managing Director

Global Head of Fiduciary Services and Head of Asia

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Peter is a senior global financial services executive with 25 years' experience leading distribution businesses (across Asia, Africa, Europe, and the Americas) covering fiduciary services, private clients, asset and wealth management and insurance.

Peter is responsible for the leadership and growth of the Cone Marshall Group across all of its offices and teams, spanning North and South America, Europe, and Australasia.

In this role, Peter leads a global coverage team and will oversee several number of key strategic, sales and operational initiatives across the group, with a focus on deepening client relationships with key families, global private banks, family offices, legal and accounting firms and independent asset managers.

Peter's specific expertise lies in advising and meeting the increasingly complex needs of Asia's families, business owners and entrepreneurs in relation to family governance, business succession and intergenerational wealth transfer and planning.

The Hong Kong office as a key hub is seen as an integral part of the growth strategy for the Group, with a focus on supporting Asian and global families with their connectedness with Europe and the Americas.



**“Opening the Hong Kong office as a hub for Asia is an integral part of the growth strategy for the firm as we focus on deepening our support and capabilities for Asia’s families.”**

**PETER GOLOVSKY**



**CLAUDIA SHAN**

Director, Partner, Head of Legal and  
International Compliance

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Claudia specialises in all aspects of trust, private client and international wealth planning. She has advised a wide range of clients, both residents and non-residents, on local and foreign trusts, tax residency, asset protection, she has a deep understanding of the requirements of regulations such as FATCA, the Common Reporting Standards as well as of international tax and trust law issues.

She advises clients with respect to asset protection, establishment, administration, restructuring and termination of their structures. She also advises clients with respect to their compliance, regulatory and anti-money laundering obligations.

She has advised many of the leading international trust companies, high net worth individuals, private companies, family businesses, family offices, multi-national banks, and globally renowned financial services organisations.

Claudia is a full member of the Society of Trust and Estate Practitioners. She has published a number of articles in Private Client Practitioner and Tax Planning International.



**“We will first build  
out in Asia from Hong Kong  
and across to Singapore.  
In today’s world of  
regulatory rectitude and  
intensive oversight, being  
close to our clients is what  
matters most.”**

**PETER GOLOVSKY**

**GEOFFREY CONE**  
Founder and CEO  
**CONE MARSHALL GROUP**

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Geoffrey is a leading international trust and tax planning attorney, and the founder and Senior Principal of the Cone Marshall Group. He is a respected authority in his industry and has published numerous articles in specialist legal and trust journals.

Geoffrey began practising commercial litigation as well as tax and trust advisory work in 1980. In 1998, he established his own firm, Cone and Co., which would later be transformed through a merger to Cone Marshall in 2007.

He has enjoyed the confidence of some of the world's wealthiest families and some of the most prominent banks, law firms and advisers, who have hired him and the firm for complex and sensitive legal and fiduciary services assignments.



**“The new era of transparency in terms of structuring presents greater opportunities for Cone Marshall to create new and appropriate structures for our clients in Asia. The management of wealth for international ultra-HNW families naturally requires discretion and a rigorous adherence to privacy.”**

**GEOFFREY CONE**

A painting of an outdoor market at night. The scene is illuminated by several glowing, cylindrical lanterns hanging from strings. The background shows a building with a thatched roof and a large window. In the foreground, several people are visible, some standing and some sitting at tables. The overall atmosphere is warm and bustling. A dark blue diagonal shape is overlaid on the right side of the image.

**“We put our top people in front of our clients. Each client is treated individually and advice is tailored specifically to their needs and all structures are designed to address each of their highly personal and family requirements.”**

GEOFFREY CONE