



CLARUS CAPITAL GROUP

Roger Michel Ganz

Head of asset management & CIO

Founded in:

2011

HQ:

Zurich

Total AUM:

CHF 1.25bn

Third-party
products:

85%

No. of clients:

310

No. of employees:

31



HOW DO YOU USE PASSIVE PRODUCTS IN YOUR PORTFOLIO?

The debate about whether passive or active investment strategies are better has never been so intense. Especially during these times, when you see a widespread divergence between the different sectors or shares in the equity space, most analysts recommend investing selectively into shares and not in a more broadly based way. However, it has been a challenging environment for active funds seeking to outperform their benchmarks. Passive funds have also developed in recent years: from purely mimicking market capitalisation weighted indices to broader fundamental indices to themes – everything is now possible. One significant advantage speaks to ETFs, particularly during volatile periods: timing. ETFs can be traded at any time, whereas for active funds you might have to wait some days until you know at which price you invested. Timing during volatile times is crucial for portfolio managers and more important than style. We therefore recommend investing in heterogeneous markets such as European equity and emerging market debt via active funds, and to use ETFs in efficient markets.