



Ciao!  
Hei!

## WHO IS YOUR MONEY?



Wealth comes in all shapes and sizes.  
You and your fortune share one thing  
in common – uniqueness.

In a complex world the relationship you have  
towards your money – how you wish it to behave,  
is not reflected in the ‘one size fits all’ approach so  
loved by financial institutions. It is rather a task equally  
complex and as multidimensional as maintaining a  
relationship with another human being – a friend,  
a partner, an offspring or a parent.

It is about safeguarding the future, avoiding risks that limit  
enjoyment and success, seeking longevity through planning  
a route that is as free as possible from the pitfalls and  
disruptions of modern life. And if all of this feels a little dull,  
then add in creative and innovative thinking  
and things start to really happen.

What you need, therefore, is specialized and tailor  
-made competences providing personal insight with  
stability, elegance and sophistication. Someone who  
understands you and your wealth to such a degree that  
you can be sure that no matter what behaviour  
you ultimately desire your fortune to take,  
it will have the full attention it deserves.

A true offspring of the Swiss banking tradition,  
Stavanger Asset Management applies a creative,  
proactive, diversified and essentially personal approach  
to preserving and optimizing every aspect  
of your fortune.

Siamo SAM.  
Vi er SAM.

Donc nous vous proposons l'idée  
d'un typologie d'argent.  
Vi lanserer derfor idéen om en  
typologisering av penger.

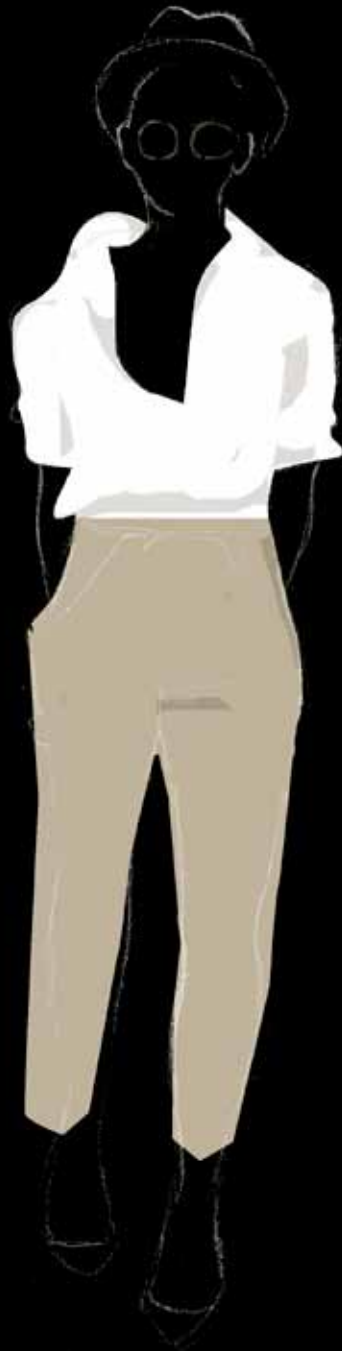
THE BEHAVIOURS OF WEALTH

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A TYPOLOGY



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MONEY TYPOLOGY

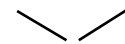
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WEALTH IS YOUR

**IMAGINARY  
FRIEND**

The dream, the search, the hunt  
the great expectation that feeds  
everyday contentment.  
The utopia scope lingers  
builds, innovates and waits,  
all savings and sacrifices  
invested.

À spare til drømmer.  
Rêver grâce à votre épargne.



## MONEY TYPOLOGY

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### WEALTH IS YOUR

#### **FLIRT**

The adventure  
of the ephemeral moment,  
the hedonist celebration,  
in praise of reckless pleasure,  
embracing opportunity,  
now being all  
there is.

Vivere come fosse l'ultimo giorno.  
Hver dag som var det den siste.



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MONEY TYPOLOGY

00 | 03

WEALTH IS YOUR

**GRANDFATHER**

It is where you came from  
the woods of childhood,  
the imperative of past present future  
long lines of belongingness  
bundled with history, tradition  
honour, duty, pass it  
forward.

Å bevare for kommende  
generasjoner.  
Préserver pour les  
générations à venir.



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MONEY TYPOLOGY

00 | 04

WEALTH IS YOUR

**TWIN  
SIBLING**

Everything is a game,  
a high spirited race  
a playful throwing of the dice  
with competition steering the wheels  
of fortune, speeding and chasing,  
a brotherly robust companionship,  
gains and losses at every turn,  
opposing your own mirror  
image, I play therefore  
I am.

Et spill, en lek,  
et selvrealiseringsprosjekt.  
Un gioco, un progetto di  
realizzazione di sé.



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MONEY TYPOLOGY

00 | 05

WEALTH IS YOUR  
**OFFSPRING**

The greatest consequence  
of all that you are, centerpiece  
of devotion, commitment, effort, worry,  
guarded, nurtured, encouraged  
body of treasure.

La constitution de votre fortune  
est votre projet de vie.  
Din formue er ditt livsverk.





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MONEY TYPOLOGY

00 | 06

WEALTH IS YOUR

**SPOUSE**

Steady symmetry  
through days and years  
some given, some taken,  
some invested, some harvested  
a cherished certainty  
of balance.

Stabilité et sécurité.  
Stabilitet og trygghet.



Your  
Fortune.