ANCHORSTONE
FAMILY OFFICE
STABILITY. VISION. GROWTH.

INSTITUTIONAL

COMPANY PROFILE

A family-owned Italian investment and advisory house built around long-term capital, strategic relationships and disciplined execution.



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Anchorstone at a glance

A focused family-owned platform combining advisory, family-office capabilities, principal capital and two specialised operating companies.

ANCHORSTONE

Anchorstone is the central investment and advisory platform of the Percy&Co Family. Its model combines long-term ownership, senior strategic advice, disciplined capital allocation and a network of trusted institutional counterparties.

FAMILY-OWNED

Long-term decision making anchored in family capital and governance.

INDEPENDENT ADVISORY

Strategic, M&A, financing and restructuring advice aligned with client objectives.

PRINCIPAL CAPITAL

Selective direct investments where ownership, governance and downside are clear.

SPECIALISED PLATFORMS

Realstone in Real Estate and Foodstone in food-sector advisory and internationalisation.

Percy&Co Family

Family ownership is the permanent foundation of Anchorstone.



THE PERCY&CO FAMILY

A family-owned institution built for the long term

Percy&Co represents the family ownership and long-term strategic vision behind HAQQ S.S. and Anchorstone. The family combines entrepreneurial experience, international relationships and a multi-generational approach to capital, governance and business continuity.

FAMILY CAPITAL

A long-term ownership mindset focused on preservation, disciplined growth and strategic optionality.

ENTREPRENEURSHIP

Direct involvement in building, advising and developing businesses across selected sectors.

LEGACY & CONTINUITY

Governance designed to preserve reputation, relationships and strategic continuity across generations.

Long-term ownership. Institutional standards.

Percy&Co combines family continuity with institutional discipline, entrepreneurial ownership and long-term capital.

LONG-TERM ORIENTATION

Decisions are assessed against durable value creation rather than short-term market cycles.

REPUTATION & DISCRETION

Relationships are treated as strategic assets; confidentiality and integrity are non-negotiable.

ENTREPRENEURIAL MINDSET

Owner-level accountability is combined with the flexibility to act selectively and decisively.

GENERATIONAL CONTINUITY

Governance and ownership are structured to preserve strategic continuity across generations.

INSTITUTIONAL DISCIPLINE

Capital allocation, reporting and decision-making are designed to follow clear professional standards.

PARTNERSHIP CULTURE

The family seeks enduring relationships with entrepreneurs, banks, advisers and institutional counterparties.

A simple ownership architecture

A focused architecture linking the Geneva Single Family Office to the family's Italian investment and operating platforms.



A house built around relationships, expertise and discipline

The Group model combines family ownership with professional advisory and investment processes.

CLIENT FOCUS

Build enduring relationships, understand the full context and prioritise long-term outcomes.

EXCELLENCE

Bring deep analysis, considered judgement and high execution standards to every mandate.

PARTNERSHIP CULTURE

Work across internal platforms and trusted external specialists to solve complex problems.

STRONG PRINCIPLES

Maintain clear governance, confidentiality, compliance discipline and alignment of interests.

Complementary capabilities around entrepreneurs, families and capital

A coordinated platform rather than a collection of disconnected services.

FAMILY OFFICE & WEALTH ARCHITECTURE

Governance, succession, patrimonial coordination, bank/adviser selection and consolidated reporting architecture.

STRATEGIC & M&A ADVISORY

Acquisitions, disposals, partnerships, shareholder reorganisations, strategic reviews and transaction preparation.

FINANCING & CAPITAL SOLUTIONS

Capital structure, debt advisory, refinancing, acquisition finance, restructuring and banking strategy.

PRINCIPAL INVESTMENTS

Selective family capital deployment and ownership of specialised operating companies.

Family Office & Wealth Architecture

A coordination platform for ownership, governance, patrimonial priorities and long-term continuity.

FAMILY GOVERNANCE

Governance structures, decision protocols and family-business coordination.

SUCCESSION & CONTINUITY

Generational transition, ownership continuity and succession planning with specialist advisers.

PATRIMONIAL COORDINATION

Coordination of legal, tax, banking and investment relationships across the family ecosystem.

BANK & ADVISER ARCHITECTURE

Selection and coordination of banks, wealth managers, legal advisers, tax experts and notaries.

CONSOLIDATED REPORTING

Management-level visibility across assets, liabilities, liquidity and strategic exposures.

PHILANTHROPIC & LEGACY PLANNING

Support for foundations, charitable initiatives and long-term family legacy objectives.

Where regulated investment, banking or financial services are required, Anchorstone works within the applicable legal perimeter and through appropriately authorised counterparties.

Strategic & M&A Advisory

Owner-level advice on transactions, strategic choices and complex corporate situations.

M&A

Buy-side and sell-side preparation, transaction strategy and process coordination.

STRATEGIC PARTNERSHIPS

Joint ventures, alliances and shareholder arrangements.

SHAREHOLDER REORGANISATION

Ownership transitions, family-company structures and governance redesign.

CORPORATE STRATEGY

Strategic reviews, business-plan challenge, portfolio prioritisation and value-creation planning.

TRANSACTION READINESS

Equity story, information materials, financial-model coordination and diligence preparation.

SPECIAL SITUATIONS

Complex or time-sensitive strategic matters requiring senior coordination across advisers.

Financing, restructuring & capital strategy

Independent advice focused on capital structure, bankability and access to the right financing counterparties.

CORPORATE DEBT

Bank financing, term loans, revolving facilities and refinancing strategy.

ACQUISITION FINANCE

Debt-capacity analysis, financing structure and lender-process coordination.

REAL ESTATE FINANCE

Financing strategy for acquisition, development and income-producing assets.

RESTRUCTURING

Balance-sheet review, creditor coordination, recapitalisation and liability-management support.

PRIVATE CAPITAL

Preparation for private-credit, family-office, fund or strategic-capital discussions.



Anchorstone does not present itself as a bank, broker-dealer or regulated asset manager. Activities requiring authorisation are carried out only within the applicable regulatory perimeter and, where required, through authorised institutions.

Selective direct investments with an owner's mindset

Family capital is deployed selectively where the strategic logic, governance and risk-adjusted return are compelling.

01	**ORIGINATION**	Opportunities sourced through family, advisory and institutional relationships.
02	**SCREENING**	Strategic fit, ownership, economics, downside and execution feasibility.
03	**DILIGENCE**	Commercial, financial, legal, tax and operational workstreams.
04	**INVESTMENT COMMITTEE**	Capital-at-risk, structure, governance rights and value-creation plan.
05	**OWNERSHIP & VALUE CREATION**	Active oversight, strategic support, banking and operating improvement.

Realstone

Real Estate development, advisory and project design.

REALSTONE

Realstone is Anchorstone’s controlled platform dedicated to Real Estate. Its role spans opportunity assessment, feasibility, concept development, financing coordination, execution oversight and asset-value enhancement.



DEVELOPMENT

Feasibility, business planning, development strategy and project coordination.

ADVISORY

Strategic and financial advisory for owners, investors and Real Estate initiatives.

PROJECT DESIGN

Concept development and integration of technical, commercial and financial workstreams.

Foodstone

A specialised advisory platform serving food companies and family-owned businesses.



FOODSTONE

Foodstone is Anchorstone’s controlled platform dedicated to the food sector, supporting family-owned and entrepreneurial businesses through strategic advisory, international expansion, certification support and generational continuity.

INTERNATIONALISATION

Market-entry strategy, partner development and cross-border commercial expansion.

KOSHER & HALAL SUPPORT

Support for certification pathways in coordination with qualified certifying bodies.

GENERATIONAL TRANSITION

Governance, ownership continuity and transition support for family-owned food businesses.

STRATEGIC ADVISORY

Business planning, positioning, growth strategy and corporate development across the food value chain.

Who we work with

Relationships are selective and built around situations where senior judgement and integrated execution matter.

ENTREPRENEURS

Founders, owners and management teams facing strategic, financing or ownership decisions.

FAMILIES & FAMILY BUSINESSES

Families seeking governance, continuity, capital and trusted-adviser coordination.

PRIVATE COMPANIES

Private businesses pursuing growth, finance, M&A or international expansion.

FINANCIAL INSTITUTIONS

Banks, private banks, investment firms and specialist lenders.

INSTITUTIONAL CAPITAL

Funds, family offices and strategic investors evaluating capital opportunities.

SPECIALIST PARTNERS

Law firms, tax advisers, notaries, certifiers and technical specialists.

Local roots. Cross-border relationships.

Anchorstone combines intimate client understanding with access to specialist and institutional counterparties.

ITALIAN ROOTS

Familiarity with Italian entrepreneurs, family businesses, banks and professional ecosystems.

INTERNATIONAL RELATIONSHIPS

Cross-border origination supported by investors, family offices, financial institutions and specialist advisers.

ONE SENIOR COORDINATION POINT

A single coordination layer across strategy, capital, legal/tax advisers and operating specialists.



Institutional discipline within a family-owned model

The objective is to combine ownership continuity with clear decision rights and risk controls.

FAMILY OWNERSHIP

Long-term strategic direction and ultimate capital stewardship.

BOARD / MANAGEMENT

Operating accountability, corporate oversight and execution priorities.

INVESTMENT COMMITTEE

Investment, financing and capital-at-risk decisions under defined approval thresholds.

SPECIALIST ADVISERS

Independent legal, tax, technical, accounting and regulatory input where required.

RELATED-PARTY DISCIPLINE

Clear separation of family assets, operating companies and client mandates.

REPORTING & CONTROL

Documented decisions, management reporting, cash visibility and diligence standards.

Risk is a decision gate, not an afterthought

The Group’s credibility depends on disciplined selection, documentation and execution.

KYC / AML

Counterparty identity, ownership, source of funds and integrity screening.

LEGAL & REGULATORY

Mandate scope, permissions, contractual obligations and jurisdictional constraints.

FINANCIAL QUALITY

Cash flow, leverage, working capital, covenant capacity and downside resilience.

TRANSACTION RISK

Valuation, financing certainty, conditions precedent and execution complexity.

REPUTATIONAL RISK

Alignment with family values, institutional standards and long-term relationships.

DATA & CONFIDENTIALITY

Controlled access, secure information handling and documented permissions.

A relationship platform for banks and capital providers

Anchorstone aims to be a disciplined interface between family capital, operating companies, clients and financial institutions.

CORPORATE BANKING

Operating accounts, cash management, working-capital and financing relationships.

ACQUISITION & TERM FINANCE

Structured lender processes around corporate and asset-level transactions.

REAL ESTATE FINANCE

Debt strategies for development, acquisition and income-producing assets.

PRIVATE CREDIT

Alternative lending and non-bank capital where appropriate.

TRADE & INTERNATIONAL

Banking support for cross-border commercial activity and internationalisation.

PRIVATE BANK INTERFACE

Coordination of family relationships with selected private banks and wealth managers.

Building an enduring Italian investment & advisory house

Growth is intended to be disciplined, relationship-led and supported by institutional standards.

2026–2027

FOUNDATION

Institutionalise governance, strengthen banking relationships, consolidate advisory capabilities and controlled companies.

2028–2030

SCALE

Broaden senior talent, deepen sector expertise, expand recurring client relationships and proprietary capital deployment.

2031–2035

INSTITUTIONALISATION

Build a durable multi-generational franchise with deeper international relationships and stronger family-capital capabilities.

Growth remains subject to capital availability, legal/regulatory perimeter, talent, client demand and disciplined execution.



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ANCHORSTONE · PERCY&CO FAMILY OFFICE

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