

# BÄR & KARRER ADVISES FARNER ON ITS PARTNERSHIP WITH AFFECTIVE

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The **Farner group**, a portfolio company of **Waterland Private Equity**, partnered with **Affective Advisory** to expand its agency alliance "**Team Farner**". Affective Advisory is a leading behavioural science consultancy, applying the latest insights from behavioural economics, social psychology and decision science.

The experts of Affective Advisory, contribute evidence-based insights and scientific methods, expanding Farner's long-standing ambitions in this field. As part of its growth strategy, Farner is expanding its behavioural science consultancy services across Switzerland and Europe. Affective Advisory is the latest to join Farner over the past year, alongside video agency **Yoveo**, **NextGen** marketing agency **jim & jim** and digital agency **BlueGlass**.

[Bär & Karrer](#) has acted as legal advisor to the Farner group in this transaction. The team was led by partners **Christoph Neeracher** (pictured right) and **Philippe Seiler** (pictured left) and included **Benjamin Grunwald**, **Luana Stämpfli** and **Leander Knapp** (all m&a), **Susanne Schreiber**, **Cyrill Diefenbacher** and **Fabian Capt** (all tax/structuring) as well as **Thomas Stoltz** and **Fabian Turttschi** (both notarial services).