

# Julius Bär

## MEDIA RELEASE

Julius Baer Group Ltd.

### **Julius Baer enters partnership for digital asset services with SEBA Crypto AG**

**In combination with an equity investment in SEBA Crypto AG (SEBA), Julius Baer is pleased to announce the collaboration with SEBA to provide its clients with access to a range of new digital asset services.**

Zurich, 26 February 2019 – Following an early-stage minority equity investment in 2018, Julius Baer has agreed on a close collaboration with Switzerland-based SEBA Crypto AG. Founded in April 2018 and headquartered in Zug, SEBA is a pioneer in the financial industry, building a progressive technological bridge between the traditional and the digital asset worlds. SEBA is expected to be one of the first start-ups in the crypto space to close the regulatory gap between conventional and digital assets.

Julius Baer will enter into a partnership with SEBA to take advantage of their innovative platform and capabilities in order to provide Julius Baer clients with leading-edge solutions in the area of digital assets to meet an increasing demand. Through this partnership, which will come into effect upon the granting of the FINMA banking and securities dealer licence to SEBA, Julius Baer plans to extend its service range providing storage, transaction and investment solutions for digital assets.

Peter Gerlach, Head Markets at Julius Baer and proposed member to the Board of Directors of SEBA, said: “At Julius Baer, we are convinced that digital assets will become a legitimate sustainable asset class of an investor’s portfolio. The investment into SEBA as well as our strong partnership are proof of Julius Baer’s engagement in the area of digital assets and our dedication to make pioneering innovation available to the benefit of our clients.”

Guido Buehler, CEO SEBA, added: “We are very proud to have Julius Baer as an investor. SEBA will enable easy and safe access to the crypto world in a fully regulated environment. The cooperation between SEBA and Julius Baer will undoubtedly create value for the mutual benefit and to the clients.”

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#### **About Julius Baer**

Julius Baer is the leading Swiss wealth management group and a premium brand in this global sector, with a focus on servicing and advising sophisticated private clients. At the end of 2018, assets under management amounted to CHF 382 billion. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating back to 1890, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer is present in over 25 countries and more than 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Milan, Monaco, Montevideo, Moscow,

#### **Julius Baer Group Ltd.**

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Mumbai, Singapore and Tokyo. Our client-centric approach, our objective advice based on the Julius Baer open product platform, our solid financial base and our entrepreneurial management culture make us the international reference in private banking.

For more information visit our website at [www.juliusbaer.com](http://www.juliusbaer.com)

**About SEBA Crypto AG**

SEBA wants to redefine finance. The ambition of the Zug-based company is to become one of the world's first licensed and supervised crypto banks. As such, the company founded in April 2018 intends to offer industry leading financial products and services for crypto assets. SEBA's team is comprised of global leaders and experts in banking, financial markets, FinTech and Blockchain. The company is guided by the values of security, transparency and performance and aims to bridge the gap between traditional financial markets and the new digital ecosystem.

For more information visit, [www.seba.swiss](http://www.seba.swiss)