

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Julius Baer gains two new awards from Asian Private Banker

Hong Kong/Singapore, 10 January 2012 --- Julius Baer, the leading Swiss private banking group, has won two new private banking awards from Asian Private Banker, the regional private banking focused publication. Julius Baer has been named Best Boutique Private Bank in Asia and Best Private Bank – External Asset Manager’s Choice.

Whilst confirming Julius Baer as the Best Boutique Private Bank in Asia, Shruti Advani, Editor and head of the judging panel commented, “Julius Baer is the winner of this year’s award and is fully justified in its motto, ‘Big enough to matter, small enough to care’.” The Bank’s QFII licence and strategic collaboration with Macquarie were highlighted as key differentiators of Julius Baer from the rest of the industry.

Dr Thomas R Meier, CEO Asia, commenting on this new award said, “2011 was a challenging year for all the banks, so it is extremely satisfying that our innovative business solutions have been recognised and appreciated by the market.”

The Bank was also named Best Private Bank – External Asset Manager’s Choice for Asia. The judges’ decision of best provider is based on assessments of nominations made directly by EAMs in the region. Commenting on Julius Baer’s clear win of this category, the judging panel writes, “External asset managers count on private banks to help them get swift, economical trade execution and relevant research. A few select banks are going beyond this standard purview to partner with their external asset manager clients. Whilst recommending Julius Baer for the award, external asset managers refer to the Bank’s flexible approach towards and its long experience in dealing with their needs as well as the quality of service they receive from the Bank.”

Christopher Burgess, Head Asia EAM, commenting on the award says, “The collaborative spirit, within the team, within the organisation, and with our clients, has built a winning combination, so I am delighted that this has been appreciated.”

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About Julius Baer

Julius Baer is the leading Swiss private banking group, with an exclusive focus on servicing and advising private clients. Julius Baer’s total client assets amounted to CHF 259 billion at the end of October 2011, with assets under management accounting for CHF 166 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 form part of the Swiss Market Index (SMI) of the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 3 600 in more than 20 countries and over 40 locations, including Zurich (head office), Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Milan, Monaco, Montevideo, Moscow and Singapore.

For more information visit our website at www.juliusbaer.com

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