

Julius Bär

Press Release

from Julius Baer (Hong Kong) Limited

For immediate release

Julius Baer named 'Best Boutique Bank in Asia-Pacific' for second consecutive year.

Hong Kong, 25 May 2009 --- Julius Baer, Switzerland's leading dedicated wealth manager, has been named 'Best Boutique Bank' in Asia-Pacific for 2009 by Asiamoney for the second year in a row.

The Asiamoney poll is the only one of its kind to seek the input of high net worth individuals living in Asia. This year, over 1440 private banking clients were asked about their experience with the regions' leading wealth managers. The boutique category was created two years ago.

Andrea Benenati, CEO North Asia, commenting on the results of the Asiamoney poll says: "I commend our staff for this outstanding result. In a challenging market where trust is pivotal, customer satisfaction is seen as a key differentiator and indicator of business success."

In addition to winning Asiamoney's 'Best Boutique Bank' accolade for a second year, Julius Baer was named 'Best Private Bank' by FinanceAsia magazine in December 2008.

Asia is a key growth market for Julius Baer. In May, the bank announced that Dr Thomas Meier, CEO Asia, Middle East and Eastern Europe of Bank Julius Baer, and a member of the executive board, is to relocate from Zurich to Singapore, effective 1 July 2009. This move underscores Julius Baer's firm commitment to the region.

Dr Meier stated: "I am delighted to continue driving the growth of our business in Asia out of Singapore. Together with our teams in the region, we will capitalise on the first class reputation that Bank Julius Baer already enjoys and will focus on sustaining our strong business momentum."

About Julius Baer

The Julius Baer Group, founded in 1890, is the leading dedicated wealth manager in Switzerland. It concentrates exclusively on private banking and asset management for private and institutional clients. Julius Baer's total client assets amounted to CHF 338 billion at the end of 2008, with assets under management accounting for CHF 275 billion. Bank Julius Baer, GAM and Artio Global Investors are the key businesses of Julius Baer Holding Ltd., whose shares are listed on the SIX Swiss Exchange and form part of the Swiss Market Index (SMI), which comprises the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 4 000 in more than 20 countries and 40 locations, including Zurich (head office), Buenos Aires, Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Milan, Moscow, New York, Singapore and Tokyo.

On 20 May 2009, Julius Baer announced its intention to separate its Private Banking and Asset Management businesses into two independently listed companies in order to enhance both businesses' ability to deliver their full strategic potential.

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

About Asiamoney

Asiamoney since launched in 1989 has been providing leading discerning reporting and analyses of the ins-and-outs of the financial and investment markets for capital issuers, borrowers, institutional investors and senior corporate and government monetary decision makers with business interest in the Asia Pacific countries. This financial monthly is the one-point source of very practical financial intelligence for C-level executives in finance, treasury and banking having Asia in their investment and business portfolio.

Contact

Media Relations

Tel. +852 28994839/ 28994840