

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Global Private Banking Awards 2011

Julius Baer receives prestigious 'Best Private Bank in Switzerland' award

Zurich, 28 October 2011 --- Julius Baer, the leading Swiss private banking group, has received the 'Best Private Bank in Switzerland' award for the second consecutive year. The award has been bestowed upon the Bank by the renowned FT Group publications 'The Banker' and 'Professional Wealth Management' (PWM).

The third annual PWM/The Banker Global Private Banking Awards were handed over at the Annual Private Banking Summit, which took place in Geneva. The 2011 awards reflect the changed business environment in the private banking and wealth management industry with an increasing shift of focus on client service and value creation.

As Yuri Bender, chief editor of Professional Wealth Management said: “The jury’s decision to name Julius Baer – as it did in 2010 – ‘Best Private Bank in Switzerland’ was based on a number of factors: While many banks are focused on business in growth markets, as indeed is Julius Baer, this Swiss bank has not neglected its home market at all, with an impressive expansion on its home soil. To emerge as the winner in this category, Julius Baer competed successfully against the key local and global private banking and wealth management institutions, which makes the award all the more impressive.”

Commenting on the award, Yves Robert-Charrue, CEO Switzerland of Bank Julius Baer, said: “We are extremely proud to receive this prestigious accolade for the second time in a row. Building on our strong brand and broad geographic presence in Switzerland, in the past year we have launched a number of strategic initiatives to further strengthen our position. These include for example an enhanced product offering, which is tailored to the requirements of clients who reside in Switzerland. The award is a combined achievement by all the employees of the Bank and a proof of our strong commitment to our home market.”

Contact

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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 260 billion at the end of June 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.

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