

Julius Bär

Press Release

from Julius Baer (Hong Kong) Limited

Julius Baer awarded “Best Private Bank’ for second consecutive year

Hong Kong, 18 December 2009 --- Julius Baer has been named 'Best Private Bank' by Finance Asia Magazine for the second year in a row. The prestigious award bears testament to Julius Baer’s premier position in the wealth management industry.

The “Best Private Bank” title is awarded to the organisation which best responds to a hypothetical client case. This year’s client scenario was based in Hong Kong. The Julius Baer submission was deemed to be the winner because of the creativity of the solution, the care taken to understand the client’s situation, and the performance expected from the solution.

Andrea Benenati, CEO North Asia of Julius Baer commented “It is rewarding to receive this award for a second time from the judges at Finance Asia, reinforcing the diligence, insight and craftsmanship that we offer to our clients everyday.”

The bank has recently highlighted its desire to secure Asia as its second home market. Dr Thomas Meier, CEO Asia, Middle East and Eastern Europe, and a Member of the Executive Board of Julius Baer, commented on the momentum of the bank in Asia: “Obviously we are delighted with our award winning performance. We have ambitious plans for this region. Next year, subject to regulatory approval, we plan to open a bank branch in Hong Kong. This will expand our service offering to clients in the Greater China region.”

About Julius Baer

The Julius Baer Group 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 211 billion at the end of June 2009, with assets under management accounting for CHF 142 billion. With origins dating back to 1890, Bank Julius Baer & Co. Ltd. is both the principal operating company and renowned Swiss private bank of the Julius Baer Group 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 3 000 in more than 20 countries and some 40 locations, including Zurich (head office), Buenos Aires, Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Milan, Moscow and Singapore.

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