

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Bank Julius Baer with top positions at 'Fuchsbriefe's' mystery testing

Best Swiss bank and third overall in German-speaking Europe

Zurich, 30 November 2010 --- Bank Julius Baer & Co. Ltd. has been named best Swiss bank in this year's test by 'Fuchsbriefe' publishers. Additionally, the renowned private bank headquartered in Zurich reached again a top position, finishing third in German-speaking Europe. Hundred banks and independent asset managers from Luxembourg, Germany, Austria, Switzerland and Liechtenstein have been tested.

„After last year's overall victory, this year's outstanding result is once more a clear confirmation of our advisory model, which is based on continuity and quality. It is the perfect teamwork across departments that is key to transforming individual client requirements into tailor-made, sustainable solutions,” comments Gian A. Rossi, CEO of German-speaking Europe, the United Kingdom, the Netherlands and the Nordic countries, the great result.

In the testers' opinion, the broad range of Bank Julius Baer's services again met the demands of this year's mystery test: „The bank took our request for a sustainable investment seriously. The investment process and the specialised portfolio manager, who mainly focuses on the topic, are presented separately – that instils confidence in the bank's competence.” The testers' conclusion: „Julius Baer has once again met the high demands. We remain bullish for Julius Baer in Switzerland.”

The best wealth managers in German-speaking Europe are evaluated annually by economics and finance publishers *Fuchsbriefe* in collaboration with the institute for quality assurance and the examination of financial services *IQF* and the independent ranking institute *firstfive AG*.

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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 271 billion at the end of October 2010, with assets under management accounting for CHF 175 billion. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating bank 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 3 500 in more than 20 countries and some 40 locations, including Zurich (head office), Dubai, Frankfurt, Geneva, Guernsey, Hong Kong, London, Lugano, Milan, Monaco, Montevideo, Moscow and Singapore.

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