

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Third top position in a row leads to entry in the list of the all-time best

Bank Julius Baer with top position in Fuchsbriefe mystery test

Zurich, 18 November 2011 --- Julius Baer, the leading Swiss private banking group, has again achieved outstanding results at this year's Fuchsbriefe mystery test. With the third top performance in a row, the Bank was able to position itself at the top of the list of the all-time best and of the Swiss ranking, also reaching the second rank in the top 10 list of all markets. This year more than a hundred banks and independent asset managers from Germany, Switzerland, Austria, Luxembourg and Liechtenstein have been tested once again.

The quality level of the advice to wealthy private clients thoroughly convinced the Fuchsbriefe jury: "The counselling interview and wealth strategy of Julius Baer's relationship managers was excellent. The Bank presented a clear and comprehensible investment strategy which was very elaborate and well-structured," the testers concluded. With this result, the Bank was able to position itself at the top of the list of the all-time best, that means of those banks which achieve excellent results year after year. Furthermore, Julius Baer finished first in Switzerland and second in the annual ranking of the top 10 of all markets.

"To pass the Fuchsbriefe mystery test very successfully for the third time in a row, achieving a top position, is a clear confirmation of our client-centric advisory approach. Only through perfect teamwork across departments is it possible to meet the client's individual requirements with tailor-made and sustainable solutions. The additional entry in the list of the all-time best proves the continuously high quality of our advice," said Gian Rossi, Member of the Executive Board and CEO of the respective Region.

The best wealth managers in German-speaking Europe are identified annually by economy and finance publishers Fuchsbriefe in collaboration with the Dr Richter Institute for Quality Assurance and Evaluation of Financial Services and the independent investment controlling specialist Quanvest.

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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.

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