

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Julius Baer named “Best Market Maker for Investment Products” at Swiss Derivative Awards

Zurich, 8 April 2011 --- Bank Julius Baer has been named “Best Market Maker for Investment Products” at this year's Swiss Derivative Awards, this being the second year running that the bank has received one of the prestigious accolades. Julius Baer impressed with the constant provision of proper market liquidity across the entire product range.

This is a significant award as with market making the issuer ensures that investors can buy and sell a product at fair and transparent prices at any time until it reaches maturity. In the award laudation, Bank Julius Baer was praised in particular for its high degree of innovation and professionalism, as well as for the continuity in originating, launching and pricing structured products, addressing the needs of the market and allowing investors to react promptly and flexibly to changes in the market environment.

“We are delighted to receive this year’s prize from the Swiss Derivative Awards jury. This shows that our derivatives team delivered first-class after-sales service across the entire product range and constantly throughout the year,” said Willi F.X. Bucher, Head Sales and Advisory Structured Products.

The annual Swiss Derivative Awards recognize outstanding and innovative products and exceptional services in the Swiss market for structured products. The jury consists of a number of proven independent experts from the finance industry and science, who identify the best products and services based on an extensive list of criteria.

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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 267 billion at the end of 2010, with assets under management accounting for CHF 170 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 3 500 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.

For more information visit our website at www.juliusbaer.com and www.swiss-derivative-awards.ch