

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Julius Baer wins first prize in the Swiss Derivative Awards in the category 'Leverage Products'

Zurich, 16 April 2010 --- Bank Julius Baer has won the prize for the best leverage product at this year's Swiss Derivative Awards. This is the first time that the bank has received this prestigious Swiss industry accolade after it impressed the jury with its innovative product that directly exploits market distortions.

Bank Julius Baer has received first prize in the category 'Leverage Products' at this year's Swiss Derivative Awards with the 'Julius Baer Leverage Certificate on SX5E Dividend Future'. This product was recognized for the fact that it provides a broad circle of investors with access to dividends as a separate asset class while, at the same time, directly exploiting market distortions.

"We are delighted to receive our first-ever accolade in the Swiss Derivative Awards. We see this as the reward for our relentless efforts to grow our expertise in the area of derivative financial instruments," stated Willi F.X. Bucher, Head Distribution and Marketing Structured Products. "This award gives us an incentive to continue to rapidly identify new trends so that we can offer our clients access to appropriate investment structures that allow them to capture market opportunities rapidly and efficiently," added Bucher.

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 the world of academia who identify the best products and services based on an extensive catalogue of criteria.

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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 241 billion at the end of 2009, with assets under management accounting for CHF 154 billion. Bank Julius Baer & Co. Ltd., the renowned 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), 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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