

Julius Bär

MEDIA RELEASE

Julius Baer Group Ltd.

Julius Baer and GAM terminate brand licence agreement

Julius Baer and GAM have terminated the brand licence agreement established in 2009 after the separation of today's GAM Holding asset management business from Julius Baer. With this, the Julius Baer brand is in exclusive use for the Julius Baer Group.

Zurich, 2 March 2017 – In 2009, the former Julius Baer Holding Ltd. was split into two independent-ly operating and listed businesses, Julius Baer Group Ltd., the private banking business, and GAM Holding Ltd., the asset management business. Under this set-up, Julius Baer allowed GAM to continue running Julius Baer-branded investment funds under a royalty-generating brand licence agreement.

Now, eight years after the separation, the parties jointly agreed to terminate the brand licence agreement as of 1 March 2017 with a transition period of six months.

Boris F.J. Collardi, Chief Executive of Julius Baer said: “With this, the Julius Baer brand is in exclusive use for the Julius Baer Group. Since the separation in 2009, we have more than doubled our client base and considerably strengthened our brand as well as our position as the leading pure private banking Group.”

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About Julius Baer

Julius Baer is the leading Swiss private banking group, with a focus on servicing and advising sophisticated private clients and a premium brand in global wealth management. At the end of 2016, assets under management amounted to CHF 336 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 are included in the Swiss Market Index (SMI), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer employs a staff of over 6,000, including close to 1,400 relationship managers, and is present in over 25 countries and more than 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Milan, Monaco, Montevideo, Moscow, Mumbai, Singapore and Tokyo. Our client-centric approach, our objective advice based on a unique open product platform, our very strong financial base and our entrepreneurial management culture make us the international reference in private banking.

For more information visit our website at www.juliusbaer.com

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