

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer becomes first General Partner of Zaryadye Moscow Concert Hall

Julius Baer, the leading Swiss private banking group, has signed a major sponsorship deal with the Zaryadye Moscow Concert Hall. The agreement is in line with the company's strong dedication to supporting arts and culture across the globe as well as its long-standing commitment to the Russian market.

Moscow/Zurich, 28 January 2019 – Julius Baer announces today its partnership with Zaryadye Moscow Concert Hall. This sponsorship underpins Julius Baer's commitment to Russia and stands in line with Julius Baer's partnerships with a number of significant cultural institutions all over the globe, including the Dubai Opera, the Elbphilharmonie in Hamburg, the annual Lucerne Piano Festival, and the Verbier Festival.

“We are very excited and proud to be the first General Partner of the Zaryadye Moscow Concert Hall. It is a young but already notable cultural institution and a new architectural landmark in Moscow that attracts many domestic as well as international visitors,” says Ewgeni Smuschkovich, Market Head RCEE at Bank Julius Baer & Co. Ltd. “This partnership adds another dimension to our long-term relationships with Russian clients. Julius Baer's pure-play private banking strategy makes us truly unique on a global level, helping us to leverage maximum investment opportunities.”

The leading Swiss private banking group has been present in Russia for over ten years. In 2018, Julius Baer established an investment advisory office (Julius Baer CIS Ltd.) to be able to advise its clients on the ground. This is another strong proof of its ongoing commitment to Russia.

“We design our investment solutions from a global perspective, but with a local understanding, allowing us to provide our Russian clients with the stability they need. Building on our extensive Swiss heritage, we are going to expand our offering and invest in further improving our tools and processes to provide excellent solutions,” says Rémy A. Bersier, Region Head Emerging Markets and Member of the Executive Board at Bank Julius Baer & Co. Ltd.

Zaryadye Moscow Concert Hall, which opened its doors on 8 September 2018, on the territory of the newest Zaryadye park located next to the Kremlin, is a state-of-the-art multipurpose concert complex with acoustics and technical parameters unrivalled anywhere in Russia. The modern transforming mechanisms installed at the Grand Hall of Zaryadye make it possible to host events of any level of complexity.

“From the opening day our Hall has welcomed over 100,000 visitors. Zaryadye is a novel and advanced complex, which has already won recognition in Russia and abroad. We highly appreciate our partnership with the Swiss banking group Julius Baer with its almost 130 year old heritage,” says Olga Zhukova, CEO at Zaryadye Moscow Concert Hall.

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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 October 2018, assets under management amounted to CHF 395 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 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 the Julius Baer open product platform, our solid 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

About Zaryadye Moscow Concert Hall

The Moscow Zaryadye Concert Hall, set in the Zaryadye Park close to the Kremlin walls, is the most expected and vibrant of all recent culture projects in Russia. The Hall provides a unique concert space with an absolutely natural acoustics created by an outstanding Japanese specialist Yasuhisa Toyota and a breakthrough attendance concept. It has two halls (the Grand Hall for 1,600 seats and the Small Hall for 400 seats), the concert organ, 12 artistic rooms, and wide-ranging collection of music instruments. In 2019, the Grand Hall will see a Mühleisen pipe organ installed, which will be one of the largest instruments in Russia and Europe by the number of organ stops.

For more information visit zaryadyehall.com/en