

Julius Bär

Media Release

from Bank Julius Baer & Co. Ltd.

Julius Baer further strengthens its activities in the Middle East

Julius Baer relocates CEO East Mediterranean and Middle East to Geneva and nominates new CEO Cairo

Zurich/Cairo, 1 December 2010 --- Julius Baer, the leading Swiss private banking group, today announced that Olivier Meystre, CEO East Mediterranean and Middle East, will relocate from Cairo to Geneva in the first quarter of 2011. After building up the Cairo office over the last two years, he will return to Geneva – the strategic centre of Julius Baer’s Middle East business – to oversee the further expansion of the Group’s advisory activities across the region. To ensure a smooth transition within Julius Baer Advisory S.A.E. in Cairo, Olivier Meystre handed over the role of CEO to Wael Hamroush on 1 October 2010.

Olivier Meystre has been CEO East Mediterranean and Middle East and CEO of Julius Baer Advisory S.A.E. in Cairo since September 2008. In these two functions, he played a pivotal role in positioning Julius Baer as a leader in the region’s wealth management industry. With his move to Geneva, he will be able to capitalise on his experience in building up local advisory capabilities for the benefit of all of Julius Baer’s Middle Eastern offices.

Wael Hamroush was appointed CEO of Julius Baer Advisory S.A.E. in Cairo on 1 October 2010. He has an excellent network of contacts in the region and more than ten years of experience in the field of private banking. He has represented various Swiss banks in Cairo for over a decade.

Julius Baer’s offices in the Middle East serve as a point of contact for private banking clients who wish to invest internationally and provide them with a comprehensive range of best-in-class information on wealth management products and services. The Swiss private bank is continuing to invest in its local infrastructure and in the expansion of its teams of finance professionals to ensure it is ideally positioned to meet the individual needs of clients in the region. Julius Baer has offices in Abu Dhabi, Cairo, Dubai and Istanbul.

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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 271 billion at the end of October 2010, with assets under management accounting for CHF 175 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.

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