

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer becomes exclusive Global Partner of new FIA Formula E Championship

Zurich, 12 September 2014 – Julius Baer is the exclusive Global Partner of the new FIA Formula E Championship, the world’s first fully-electric racing series. The inaugural championship, which starts in Beijing on 13 September 2014, includes 10 races in major cities around the globe. For Julius Baer, Formula E with its visionary approach and global reach is an ideal sponsorship platform as it stands for many values Julius Baer shares, such as innovation, sustainability and forward-looking pioneering spirit. The Bank will leverage the sponsorship for high-class client events and a wide range of marketing activities.

The FIA Formula E Championship is the world’s first fully-electric racing series, created by the International Automobile Federation FIA. It represents a vision for the future of the motor industry over the coming decades, serving as a framework for research and development around the electric vehicle, accelerating general interest in these cars and promoting sustainable and innovative technologies.

From September 2014 to June 2015, the championship will compete in the centre of 10 of the world’s leading cities – including Beijing, London, Berlin, Monte Carlo and Buenos Aires – racing around their iconic landmarks. For the inaugural season, 10 teams, each with two drivers, will go head-to-head, including among others former Formula 1 drivers Lucas di Grassi, Nick Heidfeld, Jarno Trulli, Sébastien Buemi, Nelson Piquet Jr and Bruno Senna as well as two female drivers, Michela Cerruti and Katherine Legge. There will be both a drivers’ and a teams’ championship.

All Formula E races will be one-day events on city-centre circuits with practice, qualifying and the race taking place on a single day in order to minimise disruption to the host city. The races will begin by standing start and last for approximately one hour with drivers making one mandatory pit stop in order to change cars. The cars have a maximum speed of 225 km/h and are at top speed slightly louder than an ordinary car.

Starting with the first race in Beijing on 13 September 2014, Julius Baer will be the exclusive Global Partner of Formula E. Its logo will be prominently shown both on the cars and on the race tracks. For the Bank, Formula E with its visionary approach and global reach is an ideal sponsorship platform as the new race series stands for many values Julius Baer shares, such as innovation, sustainability and forward-looking pioneering spirit.

“We are excited to support the FIA Formula E Championship as its exclusive Global Partner. This gives us the unique opportunity to get involved in the world’s first fully-electric racing series which fosters innovation towards more sustainable means of transport. Formula E provides us with a first-rate global platform to share this bold vision with our clients,” said Boris F.J. Collardi, Chief Executive Officer of Julius Baer.

Bank Julius Baer & Co. Ltd.

Bahnhofstrasse 36, P.O. Box, 8010 Zurich, Switzerland

T +41 (0) 58 888 1111, F +41 (0) 58 888 1122

www.juliusbaer.com

Alejandro Agag, CEO of Formula E, said: “We’re delighted to be welcoming Julius Baer to the Formula E family and to see their commitment and support to clean energy and sustainability. To be able to announce a major global partner of this stature on the eve of the first race is very exciting, and shows the continued strength and momentum of the series.”

Contact

Media Relations, Zurich, tel. +41 (0) 58 888 8888

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. Julius Baer’s total client assets amounted to CHF 372 billion at the end of June 2014, including CHF 274 billion of assets under management. 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), comprising the 20 largest and most liquid Swiss stocks.

Julius Baer is currently in the final phase of integrating Merrill Lynch’s International Wealth Management business outside the US. This will increase the Group’s presence to more than 25 countries and 50 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Monaco, Montevideo, Moscow, Singapore and Tokyo.

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

About FIA Formula E Championship

Formula E is a new FIA championship featuring Formula cars powered exclusively by electric energy. It represents a vision for the future of the motor industry over the coming decades, serving as a framework for research and development around the electric vehicle, accelerating general interest in these cars and promoting sustainability. Commencing in September 2014, the championship will compete in the heart of 10 of the world’s leading cities – including London, Beijing and Miami – racing around their iconic landmarks. For the inaugural season, 10 teams, each with two drivers, will go head-to-head creating a unique and exciting racing series designed to appeal to a new generation of motorsport fans. Operating as an ‘open championship’, the series gives car manufacturers and constructors the opportunity to showcase their electrical energy innovations in a racing environment, designing cars to the technical specifications set out by the FIA.