

## Media Release

from Bank Julius Baer & Co. Ltd.

For immediate release

## Julius Baer launches new initiatives in the Greater China Region

**Hong Kong, 04 October 2011 --- Julius Baer, the leading Swiss private banking group, confirmed that Victor Chao Tzu-Ping has joined the bank as Greater China Team Head, effective immediately. He will focus on building the bank's business in the region. Catherine Tseng will lead a new strategic initiative in the Greater China region developing the Key Client segment. Both are based in Hong Kong and will report directly to Dr Thomas R. Meier, CEO Asia.**

Mr Chao is a veteran private banker with over 25 years of banking experience. He will be responsible for further growing Julius Baer's client capabilities within the Greater China region. He joins Julius Baer from Deutsche Bank AG where he was, until recently, Head Private Wealth Management - China, based in Shanghai, and previously Head Private Wealth Management Onshore - Taiwan, based in Taipei.

CEO Asia, Dr Thomas R. Meier, commenting on the new appointment, says "We are delighted that Victor Chao is joining our team. The Greater China market is a top priority for the bank, and we are confident that a high calibre banker of Victor's stature will add strength to the capabilities of our team to maintain the growth of our business in this key market. I am also very pleased to announce that Catherine Tseng will act as the Head of Key Client team which is a new position developing relationships with Key Clients as we are confident that Julius Baer's range of services and open product platform can be further customised to meet the expanding needs of these large established clients."

Julius Baer recently launched its inaugural Julius Baer Wealth Report focusing on Asia. From the figures detailed in the report, the Greater China region is set to contribute significant global growth in High Net Worth Individuals (HNWI). China alone is forecast to have HNWI wealth of USD 8.76 trillion and 1.4 million HNWI by 2015. Adding to this the growth trajectory for Hong Kong (growth of 8.7% over 5 years) and Taiwan (14.4% growth over 5 years), the Greater China market could represent 1.65 million people holding USD 10 trillion of wealth by 2015.

Bank Julius Baer continues its ambitious growth story to make Asia its Second Home Market. Recently the bank was confirmed as the 2011 winner of the Triple A award for "Best Boutique Private Bank" in Asia by The Asset, a leading regional industry trade magazine.

## **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 260 billion at the end of June 2011, with assets under management accounting for CHF 166 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 3 600 in more than 20 countries and over 40 locations, including Zurich (head office), Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, Milan, Monaco, Montevideo, Moscow and Singapore.

For more information visit our website at [www.juliusbaer.asia](http://www.juliusbaer.asia)

## **Contacts**

Media Relations Hong Kong:

Tel. +852 2899 4839 / 2899 4840