

MEDIA RELEASE

Julius Baer Group Ltd.

Strategic market entry by Julius Baer in Mexico **Julius Baer to acquire minority participation in leading Mexican financial advisory firm NSC Asesores**

Julius Baer is to acquire a 40 percent participation in the leading independent financial advisory firm in Mexico, NSC Asesores, for an undisclosed amount. The transaction marks Julius Baer's entry in the second largest wealth management market in Latin America and underlines the Group's commitment to further extend its footprint in this important growth region.

Zurich/Mexico City, 20 July 2015 – Julius Baer, the leading Swiss private banking group, has announced today that it has entered into an investment agreement with NSC Asesores, S.A. de C.V., Asesor en Inversiones Independiente ('NSC Asesores') under which it will acquire 40 percent of the largest independent financial advisory firm in Mexico, for an undisclosed amount. NSC Asesores, which is based in Mexico City, manages assets of close to USD 3.0 billion and has enjoyed strong growth in the past years. The acquisition marks Julius Baer's entry in the second largest wealth management market in Latin America. The closing of the transaction is expected for Q3/Q4 2015, following the completion of the closing conditions.

NSC Asesores is specialised in discretionary portfolio management and advisory services for high net worth individuals, based on independent, conflict-of-interest-free advice, which makes it a particularly good cultural fit. The company was founded in 1989 and is currently led by its 11 partners, of whom Claudio Núñez acts as CEO and Mariví Esteve as Head of Strategic Planning. It employs a total staff of 52. NSC Asesores is the oldest Mexican independent advisory firm and a founding member of *la Asociación Mexicana de Asesores Independientes de Inversiones, A.C.*, (AMAI), a self-regulatory body of independent financial advisors in Mexico.

The current management team will continue to lead the business independently with the same staff and pursue the same client-focused strategy. Julius Baer will be represented on the Board of Directors of NSC Asesores by two members. Both parties are confident that the future close cooperation and combined capabilities, as well as the experience of both groups, will add further growth momentum to NSC Asesores business development.

Boris F.J. Collardi, CEO of Julius Baer, commented: "We are very pleased to enter into a partnership with the leading independent financial advisory firm in Mexico. Through the participation we gain access to one of the largest and most promising domestic wealth management markets in Latin America. The transaction underlines the Group's commitment to further extend its footprint in this important growth region."

Gustavo Raitzin, Region Head Latin America and Israel at Julius Baer, said: "Julius Baer's and NSC Asesores' partnership was borne out of common values and a shared client-centric philosophy. By joining forces, we can help propel NSC Asesores to the next phase of growth, in a market that is a cornerstone of our Latin America strategy."

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Claudio Núñez, CEO of NSC Asesores, said: “We are delighted to gain the leading Swiss private banking group as a partner. Through our close collaboration we will get access to Julius Baer’s extensive international network and expertise, which we can leverage for our own advisory services. In this way, we will be able to add considerable value for our clients. This partnership with one of the most prestigious independent Swiss wealth managers will certainly enhance our client experience.”

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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. Julius Baer’s total client assets amounted to CHF 369 billion at the end of June 2015, including CHF 284 billion of assets under management. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank which celebrates its 125th anniversary in 2015, 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 5,000, including more than 1,000 relationship managers, and is present in over 25 countries and some 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. 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

About NSC Asesores

NSC Asesores is a leader in the independent financial advisory market in Mexico. As at December 2014, it had and currently manages approximately USD 3 billion assets under management. It has established a tradition of security by acting with sound judgment and leveraging opportunities in the growth and preservation of its clients’ estates. The firm was founded in 1989 and is a founding member of the Asociación Mexicana de Asesores Independientes en Inversiones A.C. (AMAI).

NSC Asesores is comprised of 11 partners and a 52-employee platform, all of whom are committed to the focused attention and service to its clients. It is a solid organization with a seven-member Board of Directors, four of whom are independent business leaders, duly recognized in their respective industries.

It is the professional and independent advisory in the management and optimization of its clients’ estates, in accordance with their personal objectives, that has transformed NSC Asesores into a leading institution in the area of wealth management in Mexico.

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