

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer extends global partnership with Formula E

Bank Julius Baer is pleased to announce the extension of its collaboration with the ABB FIA Formula E Championship as global partner until the 2022/2023 season.

Zurich, 22 November 2019 – Having signed on as a founding partner of the world’s first fully electric racing series ahead of the inaugural race in September 2014, Julius Baer announces today that it will prolong its partnership with the Formula E as global partner for another two years. The successful and long-standing collaboration between Julius Baer and the championship will be continued until the 2022/2023 season. With its visionary approach and global reach, Formula E is an ideal sponsorship platform for Julius Baer – both share mutual values, including innovation, sustainability, and a forward-looking, pioneering spirit.

Philipp Rickenbacher, Chief Executive Officer of Julius Baer, said: “We are excited to further extend our global partnership with Formula E, demonstrating our ongoing commitment and reliability as a trusted partner. Julius Baer played a significant role in the groundbreaking start of the series and we continue to support it now that it has successfully evolved into an indispensable championship. With its unique approach and mission to foster innovation towards more sustainable mobility, it reflects the spirit of the times and is attracting ever more interest worldwide.”

Jamie Reigle, Chief Executive Officer of Formula E, said: “It is instrumental when building the foundations of a sport – and growing a fan base for the future – to forge successful long-lasting relationships with partners who believe in the brand and share the same values. That is why it is extremely satisfying to extend our existing partnership with Julius Baer for a further two seasons, until the end of season nine. Julius Baer got behind the idea of Formula E in the beginning, even before turning a wheel in Beijing in the first season, and I am very much looking forward to working closely with Julius Baer in this next phase together.”

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About Julius Baer

Julius Baer is the leading Swiss wealth management group and a premium brand in this global sector, with a focus on servicing and advising sophisticated private clients. At the end of October 2019, assets under management amounted to CHF 422 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 Leader Index (SLI), comprising the 30 largest and most liquid Swiss stocks.

Julius Baer is present in over 25 countries and more than 60 locations. Headquartered in Zurich, we have offices in key locations including Dubai, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Mexico City, Milan, Monaco, Montevideo, Moscow, Mumbai, São Paulo, 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 wealth management.

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

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