Julius Bär

The Leading Swiss Private Banking Group

Dieter A. Enkelmann
Chief Financial Officer

Morgan Stanley European Financials Conference
London, 23 March 2010

Cautionary Statement On Forward-Looking Information

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THIS PRESENTATION BY JULIUS BAER GROUP LTD. ("THE COMPANY") INCLUDES FORWARD-LOOKING STATEMENTS THAT REFLECT THE COMPANY'S INTENTIONS, BELIEFS OR CURRENT EXPECTATIONS AND PROJECTIONS ABOUT THE COMPANY'S FUTURE RESULTS OF OPERATIONS, FINANCIAL CONDITION, LIQUIDITY, PERFORMANCE, PROSPECTS, STRATEGIES, OPPORTUNITIES AND THE INDUSTRIES IN WHICH THEY OPERATE. FORWARD-LOOKING STATEMENTS INVOLVE ALL MATTERS THAT ARE NOT HISTORICAL FACT. THE COMPANY HAS TRIED TO IDENTIFY THOSE FORWARD-LOOKING STATEMENTS BY USING THE WORDS "MAY", "WILL", "WOULD", "SHOULD", "EXPECT", "INTEND", "ESTIMATE", "ANTICIPATE", "PROJECT", "BELIEVE", "SEEK", "PLAN", "PREDICT", "CONTINUE" AND SIMILAR EXPRESSIONS OR THEIR NEGATIVES. SUCH STATEMENTS ARE MADE ON THE BASIS OF ASSUMPTIONS AND EXPECTATIONS WHICH, ALTHOUGH THE COMPANY BELIEVES THEM TO BE REASONABLE AT THIS TIME, MAY PROVE TO BE ERRONEOUS.

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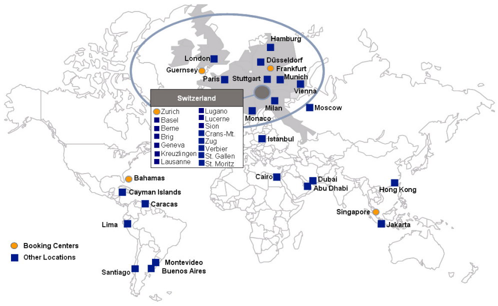
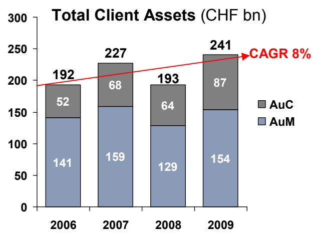
Julius Baer Group at a Glance

Leading Swiss pure private banking group





- Julius Baer is the leading Swiss private banking group with some 40 locations in more than 20 countries
- Total client assets of CHF 241bn, of which AuM CHF 154bn[1] (Dec 09)
- Strong long-term client franchise
- Leading premium brand in global wealth management
- Solid profitability and long-term growth
- No investment banking or asset management
- App. 21% BIS tier 1 ratio[2]; healthy balance sheet
- Well positioned to take advantage of ongoing consolidation

[1] does not include CHF 14bn AuM of ING Bank (Switzerland) Ltd., the acquisition of which closed after the 2009 year-end
[2] per end of 2009 and including ING Bank (Switzerland) Ltd.; excluding ING, the BIS tier 1 ratio was 24.2% per end of 2009

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2009: Achievements

Pure Private Banking

- New strategy: focused growth; business model geared towards industry developments
- Separation of private banking and former asset management activities completed per 1.10.2009

Leverage International Platform

Switzerland
- Accelerated implementation of pan-Swiss strategy

Europe
- Strengthened Italy presence through Alpha SIM acquisition (Milan)
- Strengthened Germany presence through opening fifth office (Munich)

Asia
- Further progress in establishing Asia as second “home market”

Other markets
- Opened additional offices in Latin America (Caracas, Lima, Santiago)

Generate Growth

Organic
- Further increased asset base through market performance and net new money
- Continued hiring success

M&A
- Acquisition of ING Bank (Switzerland)

Client-centric Business Model

- Fine-tuned client coverage model (40 offices, 3’000 staff)
- True Open Product Platform model implemented
- Investment Solutions Group offering aligned with client-centric focus

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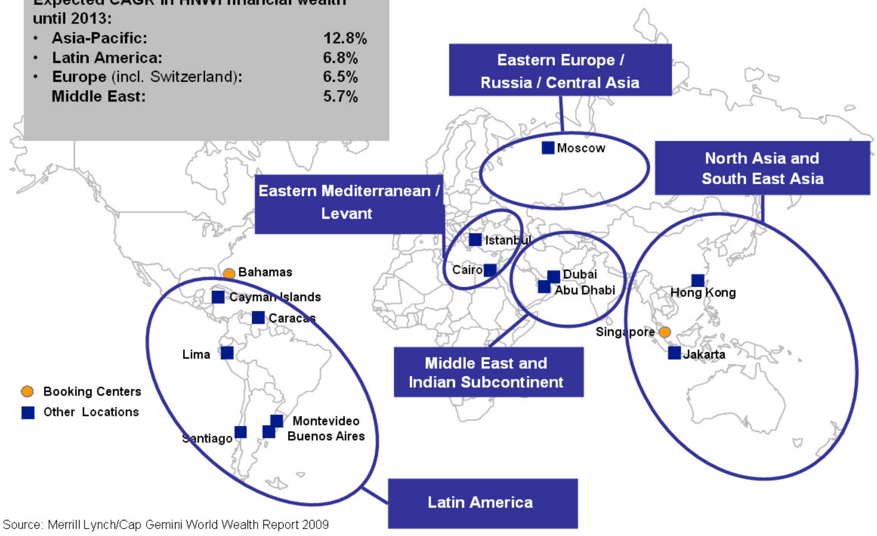
Private Banking – Growth Markets

Expected CAGR in HNWI financial wealth until 2013:

- **Asia-Pacific:** 12.8%
- **Latin America:** 6.8%
- **Europe** (incl. Switzerland): 6.5%
- **Middle East:** 5.7%



* Source: Merrill Lynch/Cap Gemini World Wealth Report 2009

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Strategy Asia

- Continue to develop Asia as a second "home market" for Julius Baer
  - Head of Asia & Middle East, Thomas Meier, now based out of Singapore
  - Group CIO based in Singapore
- Continue with preparations to upgrade Hong Kong to booking centre
- Evaluate mainland China entry
- Adapt Group's client-centric approach to Asian-specific needs
- Develop Asian capabilities as centre of competence for the rest of the Group
- Leverage our strong platform to realise further strong growth
  - Per end of 2009, >350 staff compared to just 30 at the beginning of 2006
  - Double digit % NNM growth
  - AuM could grow to 20-25% of Group AuM within 5 years

'Asiamoney', a leading monthly business magazine based in Hong Kong, named Julius Baer 'Best Boutique Bank in Asia/Pacific' for the years 2008 and 2009.

Julius Baer was awarded 'Best Private Bank' by 'FinanceAsia' Magazine for a second consecutive year. The prestigious award bears testament to Julius Baer's premier position in the wealth management industry. The 'Best Private Bank' title is awarded to the organisation which best responds to a hypothetical client case. The Julius Baer submission was deemed the winner because of the creativity of the solution, the care taken to understand the client's situation, and the performance expected from the solution.

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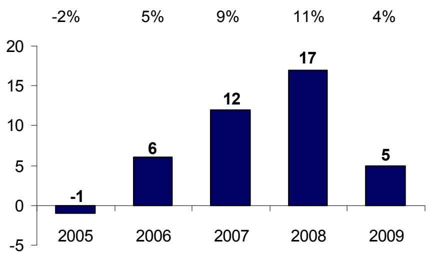
Net New Money 2009

Overall strong inflows counter-balanced by special factors

Net New Money in CHF bn and %*



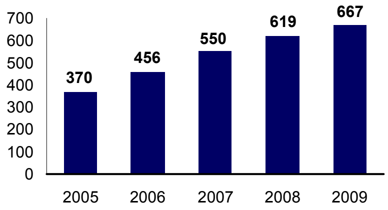
- NNM of CHF 5.1bn in 2009, at 4% within our 2009-12 target range of 4 - 6% p.a.
- Overall continued healthy inflows, especially from emerging markets and in particular Asia …
- … partly offset by outflows due to Italian tax amnesty and phased exit from our US business

- Impact in 2009 of Italian tax amnesty was well-managed, with some 60% of assets being declared remaining with Julius Baer, …
- … the majority of which remained booked in Switzerland, thereby …
- … **confirming the continued attractiveness of Switzerland as an international private banking centre**

* as percentage of start-of-year assets under management

Focus on Growth: RM Hiring Continues

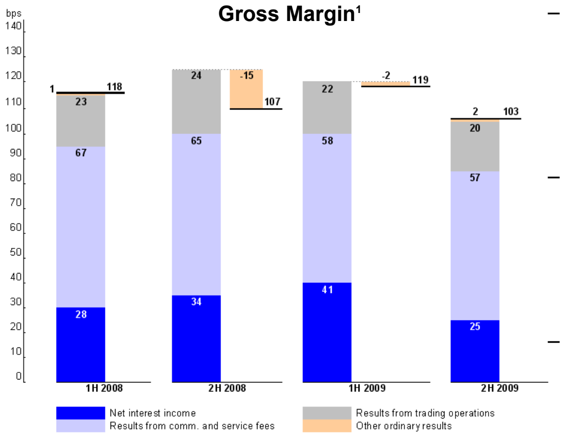
Number of Relationship Managers[1]



- In 2009, expanded the RM base by a further 48 (net)
- Active performance management continuing
- Expect to add 40 – 50 (net) p.a. over the next years

[1] end of 2009 number of RMs does not include RMs joining from ING Bank (Switzerland) Ltd, the acquisition of which closed in January 2010

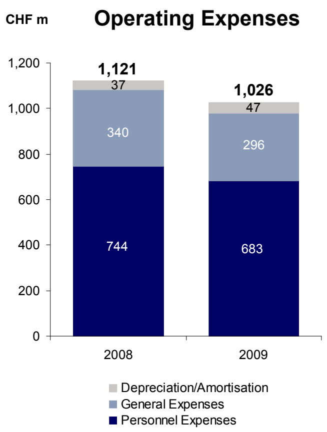
Drivers of Recent Gross Margin Volatility



- H1 2009: Gross margin reached very high level (119 bps) due to unusually high net interest spread and despite impact of clients' increased risk aversion on fees & commissions
- H2 2009: As expected, net interest contribution declined (by 16 bps) whilst fees & commissions contri-bution remained flat, resulting in a 16 bps lower gross margin (103 bps)
- Drivers for 2010 gross margin:
  - Actively managed assets
  - Transaction levels
  - Lending activities
  - Pricing conditions

[1] operating income divided by period average assets under management, in basis points

Cost Management



Figures as of 31 December 2009

- 2009: 8% lower operating expenses driven by cut in performance-related compensation, lower share-based payments, and lower IT & marketing spend…
- … resulting in a cost/income ratio[1] of 63%
- 2010: Selective incremental investments, e.g.:
  - Asia expansion
  - Hong Kong branch
  - Swiss market focus
  - Business model offering Europe
  - Investments in PB products
- However, we remain comfortable with our guidance for ~62% cost/income ratio[1] for the 2010-2012 period[2]

[1] calculated excluding valuation adjustments, provisions and losses
[2] ~62%: meaning 62% plus or minus 2% over the cycle

21% BIS Tier 1 Ratio* - Low Leverage

(CHF m)	31.12.2008 Basel II	31.12.2009 Basel II	Change FY 08/09
Risk-weighted assets			
Credit risk	9,460	7,141	-25%
Non-counterparty-related risk	498	465	-7%
Market risk	781	709	-9%
Operational risk	2,512	2,656	6%
Total risk-weighted positions	13,251	10,970	-17%
Eligible tier 1 capital	1,963	2,656	35%
BIS tier 1 ratio	14.8%	24.2%	--
Core capital [1]	1,738	2,442	--
Core capital ratio	13.1%	22.3%	--
Tangible equity in % of total assets	3.9%	5.8%	--
Leverage ratio (total assets / tangible equity)	24.6	17.2	--
Hybrid capital / tier 1 capital	12.9%	9.3%	--
Loan-to-deposit ratio	0.39	0.38	--

* Pro forma for ING Bank (Switzerland) Ltd., the acquisition of which closed after the 2009 year-end

[1] after dividend

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Capital Management

Unchanged pay-out policy

– We remain committed to returning excess capital to our shareholders, in the most efficient way
– Considering
  - Business growth and profit development in subsequent year
  - Potential acquisitions
– BIS tier 1 target of 12%

However …

– … in light of high level of consolidation in our industry, and thus in order to maintain our strategic flexibility, we currently do not envisage launching a share buyback programme

Dividend

– In adhering to the payout policy of the former Julius Baer Holding Ltd…
… proposing a dividend of CHF 0.40 per registered share

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Potential Acquisitions Subject to Stringent Criteria

Private Banking market experiencing increasing M&A activity
- Banks looking to dispose of non-core assets to free up capital and replenish balance sheet
- Several transactions announced over last twelve months

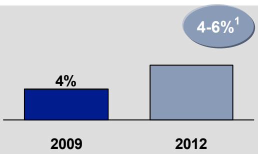
Julius Baer well positioned as consolidator with:
- Sizeable excess capital – access to capital markets
- Strong and liquid balance sheet
- Track record of successful integration

Julius Baer ready to consider acquisitions in Switzerland and abroad with a view to:
- Adding AuM scale
- Extracting synergy potential
- Entering/strengthening selected European onshore markets

Any acquisition will have to meet set of stringent criteria, including:
- Sound business on a stand-alone basis
- Strong strategic rationale and cultural fit
- Attractive synergy potential

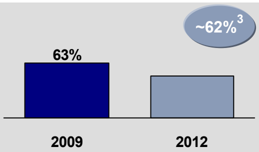
2012 Financial Targets

Net New Money



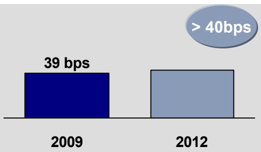
- Organic growth, supported by selected hiring of RMs

Cost Income Ratio[2]



- Continued focus on cost control
- Depending on market performance and further growth investments

Pre-Tax Profit Margin



- Focus on preserving long-term profitability

[1] as % of beginning-of-year AuM
[2] calculated excluding valuation adjustments, provisions and losses
[3] meaning 62% plus/minus 2% over the cycle

Julius Baer: Private Banking at its Purest
Investment rationale

Superior Business Model

- Pure private banking business (excellent feedback from clients)
- Big enough to matter and small enough to care
- Premium brand with long-standing tradition

Strong Market Position

- Home market Switzerland: significant pan-Swiss presence
- Europe: serving clients domestically (Germany, Italy) and out of Switzerland
- Emerging markets: further build Asia as a “second home” market

Clear Value Proposition

- Best-in-class investment solutions and advice based on true open architecture for private clients and external asset managers
- Client-centric service excellence and management culture
- Best talent - employer of choice

Long-Term Growth Strategy

- Conservative balance sheet management and low-risk business profile
- Sustainable organic growth - hiring of relationship managers
- Market consolidator through opportunistic M&A

Appendix

Julius Baer: Strategic Priorities

Pure Private Banking
- Focus on pure private banking business
- Targeting private clients and family offices as well as external asset managers

Leverage International Platform (Switzerland, Europe, Asia, Other markets)
- Leverage global footprint to source AuM growth and enhance client proximity
- Switzerland: gain market share
- Europe: selectively expand offering domestically and out of Switzerland for key markets
- Asia: continue building "second home" in fast-growing market
- Other markets: opportunistic growth in Central and Eastern Europe as well as in Latin America, the Middle East and Indian subcontinent

Generate Growth (Organic, M&A)
- Generate steady net new money throughout cycle
- Continue careful hiring of experienced relationship managers
- Selective acquisitions to support growth strategy
- Strong balance sheet, conservatively managed with low-risk business profile

Client-centric Business Model
- Client-centric service excellence and management culture
- True open architecture and innovation as key differentiating factor
- Experienced and committed management team

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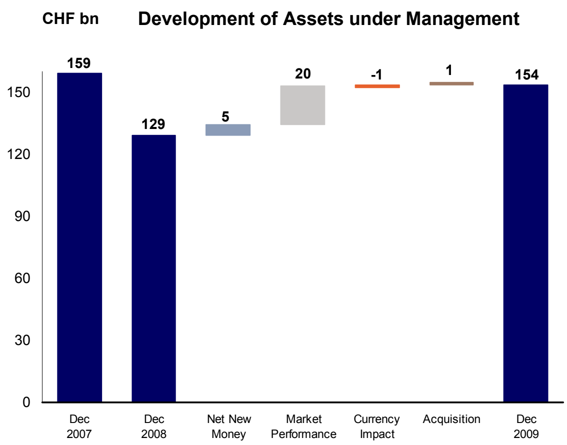
2009: Client Assets Recovering from 2008 Low
Almost back to all-time high



Total client assets CHF 241bn, up 25%, of which:

– Assets under Management CHF 154bn, +19% or CHF 25bn
  - Net new money CHF +5.1bn
  - Market performance CHF +19.5bn
  - Currency impact CHF -0.7bn
  - Acquisition impact CHF +0.6bn

– Assets under custody CHF 87bn, +37% or CHF 24bn
  - Net new money CHF +13.5bn
  - Market performance CHF +10.5bn

Average assets under management for 2009 CHF 143bn, down 3% from CHF 147bn in 2008.
In 2007, average AUM was CHF 153bn.

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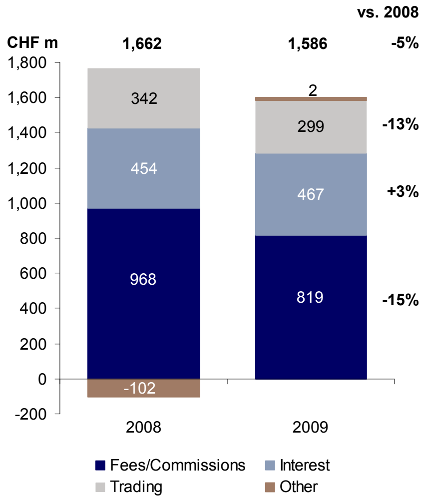
2009: Operating Income Declined 5% to CHF 1,586m

Decline in H2 gross margin, as expected



- Net fees/commissions -15% to CHF 819m
  - 3% decrease in average AuM*
  - subdued transaction activity
  - lagging recovery of actively managed assets
- Net interest income +3% to CHF 467m
  - higher average deposit levels
  - decreased average lending to private clients (although turnaround in H2)
  - lower net interest margins (high in H1, declining in H2)
- Net trading income -13% to CHF 299m
  - lower client-driven FX volumes
  - partly offset by increase in client fixed income activities
- Other income turned positive again
  - 2008 impacted by market-related position squaring in the investment portfolio
- As a result, gross margin declined to 111bps from 113bps in 2008

* Average assets under management for 2009 CHF 143bn, down 3% from CHF 147bn in 2008

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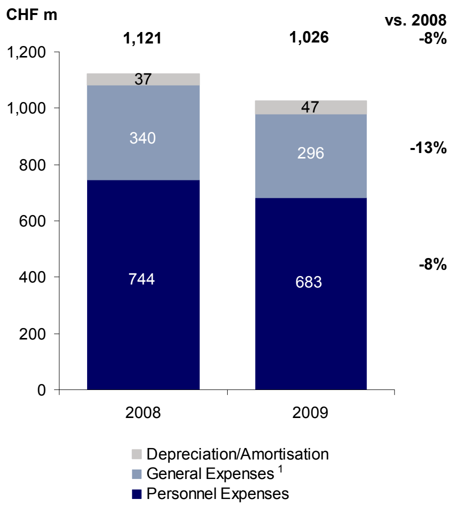
2009: 8% Lower Operating Expenses*…

… a result of managing down the Group's cost base



- Personnel expenses -8% to CHF 683m
  - mainly driven by cut in performance-related compensation and lower share-based payments
  - total headcount essentially stable
- General expenses -13% to CHF 296m
  - primarily on lower IT and marketing spending
- Cost income ratio at 63.1%, down from 65.3% in 2008

* Excluding amortisation of intangible assets, integration and restructuring costs

[1] Including valuation adjustments, provisions and losses

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2009: Net Profit Increased by 7% to CHF 473m*

(CHF m)	2008	2009	Change FY 08/09
Operating income	1,662	**1,586**	**-5%**
Fees / commissions	968	819	-15%
Trading	342	299	-13%
Interest Income	454	466	+3%
Other	-102	2	--
Operating expenses	1,121	**1,026**	**-8%**
Personnel expenses	744	683	-8%
General expenses	340	296	-13%
Depreciation and amortisation	37	47	+27%
Profit before taxes	541	**560**	3%
Taxes	100	87	-13%
Net profit	441	**473**	**+7%**
EPS	--	2.29	--
Tax rate	18%	16%	--
Pre-tax margin adjusted (bps)	36.8	39.1	+2.3 bps

* Excluding integration/restructuring expenses (2008) and amortisation of intangible assets (2008, 2009) related to the 2005 transaction. Also excluding a CHF 7.8m one-off charge related to the separation in 2009 of the former Julius Baer Holding's private banking and asset management businesses (2009), and expenses of CHF 3.9m in relation to the ING Bank (Switzerland) Ltd. transaction (2009) (together CHF 9.9m net of taxes). Including these positions, the net profit was CHF 389m in 2009, up 9% from CHF 357m in 2008.

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Consolidated Income Statement - 09H2 vs 09H1

(CHF m)	H2 2008	H1 2009	H2 2009	Change H2/H1 09
Net interest income	241	281	186	**-34%**
Results from comm. and service fees	464	393	426	8%
Results from trading operations	170	151	147	-3%
Other ordinary results	-106	-12	15	--
Operating income	**768**	**813**	**773**	**-5%**
Personnel expenses	348	357	326	-9%
General expenses [1]	193	151	145	-4%
Depreciation and amortisation	22	22	25	15%
Operating expenses	**563**	**530**	**496**	**-6%**
Profit before taxes	**206**	**283**	**277**	-2%
Income Taxes	42	41	46	12%
Net profit [2]	**163**	**242**	**231**	**-4%**
EPS (in CHF)	-	-	1.12	-
Gross margin (bps) [3]	106.9	119.4	102.8	-16.6 bps
Cost/income ratio (%) [4]	69.7	63.3	62.8	-0.5% pts
Tax rate (%)	20.6	14.5	16.6	+2.1% pts
Staff	3,060	3,025	3,078	2%
Valuation adjustment, provisions and losses	26.6	15.4	10.1	-34%
Average assets under management (CHF bn)	143.7	136.1	150.4	11%

Excluding amortisation of intangible assets, integration and restructuring costs
[1] Including valuation adjustments, provisions and losses
[2] Including non-controlling interests of CHF 0.3m for H2 2008, CHF 0.1m for H1 2009 and CHF 0.5m for H2 2009
[3] Based on average assets under management
[4] Calculated excluding valuation adjustments, provisions and losses

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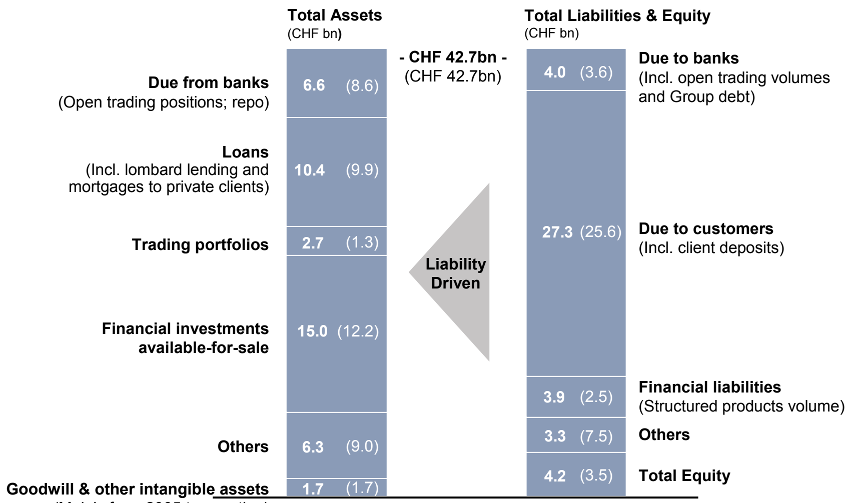
Solid Balance Sheet - Low Risk Profile

Very comfortable loan-to-deposit ratio of 0.38



Figures as of 31 December 2009, summarised and regrouped from Financial Statements
In brackets: Figures at year-end 2008

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Strong Capital Base

Development of Equity and Tier 1 Capital

(CHF m)	December 2008	December 2009	Change FY 08/09
Equity at the beginning of the year	3'239	3'485	--
Julius Baer Group Ltd. dividend	-72	-72	--
Net profit (IFRS)	357	389	--
Proceeds from the Artio Global IPO	--	309	--
Change in treasury shares	136	-12	--
Other components of equity	-176	93	--
Financial investments available-for-sale	*-139*	*106*	--
Treasury shares and own equity derivative activity	*-21*	*-14*	--
Hedging reserve for cash flow hedges	*-5*	*3*	--
FX translation differences	*-12*	*-2*	--
Others	1	--	--
Equity at the end of the year	**3'485**[1]	**4'192**[2]	20%
- Goodwill & intangible assets (as per capital adequacy rules)	1'635	1'572	--
- Other deductions	112	188	--
= Core capital	**1'738**	**2'431**	40%
+ Tier I instrument (hybrid capital)	225	225	--
= Tier I capital	**1'963**	**2'656**	35%

[1] Including non-controlling interests of CHF 1,415m at 31.12.2008
[2] Including non-controlling interests of CHF 1,739m at 31.12.2009

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Breakdown of Julius Baer Group AuM

Asset mix	31.12.2008	31.12.2009
Equities	19%	22%
Bonds	26%	30%
Third-party funds[1]	20%	20%
Money Market	17%	11%
Client Deposits	17%	15%
Other [2]	1%	2%
Total	**100%**	**100%**

Currency mix	31.12.2008	31.12.2009
CHF	18%	17%
EUR	38%	36%
GBP	4%	4%
USD	31%	30%
JPY	1%	1%
Other	8%	12%
Total	**100%**	**100%**

[1] Includes further exposure to equities and bonds through equity funds and bond funds
[2] Including alternative investment assets

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ING Bank (Switzerland): Integration on Track

Technical integration expected to be completed this summer

– Process on track
  - Acquisition was completed in January 2010
  - Legal merger with Bank Julius Baer & Co. Ltd. scheduled for 1 March 2010
  - Technical integration process expected to be completed by summer 2010

– Adds CHF 14 bn AuM (based on year-end), vs CHF 15 bn upon announcement last October, purchase price adjusted accordingly

– Targets confirmed
  - Pre-tax cost synergies app. CHF 35m (fully phased-in)
  - Restructuring costs app. CHF 65m, about two thirds expected to be booked in 2010

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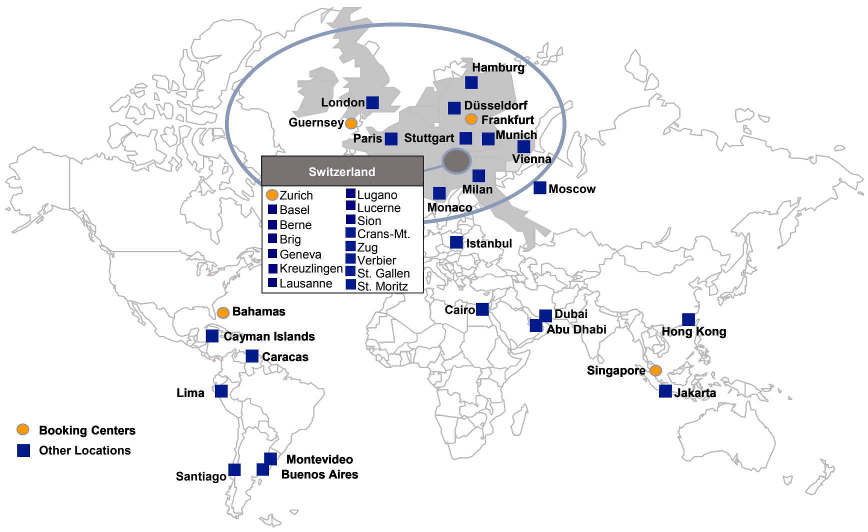
Global Footprint

A solid, growing franchise of more than 40 offices worldwide, with more than 3,000 staff



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