

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer launches digital assets services

Julius Baer introduces a digital assets offering, resulting from a partnership with Switzerland-based and FINMA-licensed SEBA Bank AG. As of now, Julius Baer provides its clients with access to various solutions for digital assets storage and transactions to meet an increasing demand.

Zurich, 21 January 2020 – In February 2019, Julius Baer announced a cooperation with SEBA Bank AG in the area of digital assets in order to give its clients access to a range of new services. In August last year, SEBA received a license from FINMA as one of the first crypto banks in Switzerland. Julius Baer now offers its clients booked in Switzerland a selection of digital assets services by making use of the innovative and cutting-edge platform and capabilities of SEBA.

Julius Baer has extended its service range and as of now includes digital assets offerings such as secure storage and transaction solutions, but also consolidated portfolio overviews across both conventional and digital assets. The Bank is able to offer access to a select group of cryptocurrencies, chosen for their tradability, safety, and technical reliability.

Founded in April 2018 and headquartered in Zug, SEBA Bank AG is a pioneer in the financial industry. The bank is FINMA licensed and provides a seamless and easy-to-use bridge between digital and traditional assets.

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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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