

# Julius Bär

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

### **Julius Baer extends partnership with Elbphilharmonie Hamburg**

**Bank Julius Baer is delighted to announce the extension of its partnership as principal sponsor with the Elbphilharmonie Hamburg in Germany.**

Zurich, 14 May 2020 – Bank Julius Baer, principal sponsor of the Elbphilharmonie Hamburg since 1 January 2018, has extended its partnership with the concert hall for another three years. The new agreement will start on 1 January 2021. The Bank's sponsorship activities not only focus on the wide-ranging artistic programme, but also support the Elbphilharmonie's digital platforms. In 2018 and 2019, the Bank made a significant contribution to the Elbphilharmonie Konzertkino and brought many ideas and incentives into the partnership. The extension of the sponsorship agreement ensures the continuation of the joint activities, and opens up many new perspectives for the future.

Yves Robert-Charrue, Head Switzerland, Europe, Middle East & Africa, Julius Baer, said: "Julius Baer is proud to continue the successful partnership with this renowned concert hall, as the promotion of culture has a long tradition at our bank. We have been fascinated from the outset by this sensational concert hall and the union of architecture and music, and have also been particularly impressed by the innovative artistic formats, e.g. on the digital platforms, to which we give special support. We are certain that the international enthusiasm for the Elbphilharmonie will last, and we are delighted that we can continue to support the development of this very promising cultural institution."

Christoph Lieben-Seutter, General & Artistic Director, Elbphilharmonie & Laeiszhalle, commented: "The extension of the agreement for a further three years is a positive and strong signal. Our partner and principal sponsor Julius Baer recognised the Elbphilharmonie's potential at an early stage and helps us put on a varied and high-class artistic programme every season. Julius Baer is also the exclusive partner for our digital platform 'Blog & Streams', which is enjoying a strong increase in demand at times like these. We look forward to three more years of mutually fruitful partnership with Julius Baer."

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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 2019, assets under management amounted to CHF 426 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.

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