

MEDIA RELEASE

Julius Baer Group Ltd.

Julius Baer launches the Japan Report 2021

Julius Baer Group Ltd. and Julius Baer Nomura Wealth Management Ltd. (JBNWM), a subsidiary of Julius Baer Group Ltd. with a focus on discretionary wealth management for Japanese High Net Worth Individuals (HNWIs), jointly release the 2021 edition of their report dedicated to the Japanese market. The publication elaborates on the ‘new normal’ caused by the Covid-19 pandemic and the opportunities that lie ahead for Japan.

Tokyo / Hong Kong / Singapore / Zurich, 3 February 2021 – Today, Julius Baer publishes the 2021 edition of its Japan Report, elaborating on the ‘new normal’ that results from the Covid-19 pandemic.

The ‘new normal’ will be a combination of the ‘new’ comprehensive use of digital technologies with ‘normal’ existing megatrends - ageing populations, increasing urbanisation and the need for environmental protection.

Jimmy Lee, Head Asia Pacific and Member of the Executive Board, commented: “This Japan Report provides an analytic overview of innovative trends in the Japanese market. Since the onset of the Covid-19 pandemic, the acceleration of digitalisation has created new opportunities for services and new business models in Japan, with a shift from traditional sources of wealth creation to long-term technology trends. We hope our findings will provide invaluable insights as well as an outlook for 2021 and beyond.”

The pandemic was unprecedented and affected many major economies. Although resilience is one of the greatest strengths of the Japanese society, its recovery will depend on the nation’s flexibility in adjusting to the ‘new normal’. With a focus on using new technologies and digitalisation, corporations can potentially become big winners in this ‘new normal’.

The growing importance of smart healthcare services, digitalisation, media production, virtual retail showrooms, artificial intelligence (AI) enhanced operations and digital trading across Asia are some key examples of growth opportunities for Japan. This is because the country has already been advancing in AI technologies, robotics and digitalisation in some of its industries prior to the pandemic. Hence, with positive response and reinforcement, Japan will be in an excellent position to further benefit from emerging technology trends.

The Japan Report 2021 is available in both English and Japanese on www.juliusbaer.com

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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 2020, assets under management amounted to CHF 434 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 20 countries and more than 50 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

About Julius Baer Nomura Wealth Management Ltd.

Julius Baer Nomura Wealth Management Ltd., a 60/40 joint venture between Julius Baer Group Ltd. and Nomura Holdings, Inc., is a well-established investment house with offices in Zurich and Tokyo and has a consistent two-decade track record of providing bespoke discretionary investment management services, with a focus on Japanese High Net Worth Individuals.