

# Julius Bär

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

### **Julius Baer enables its private clients to be onboarded digitally**

**Julius Baer has become one of the first wealth managers to introduce a guided digital onboarding solution for clients, including a complete video identification service. By facilitating interaction with the relationship manager during the onboarding process, Julius Baer offers a modern, fully assisted wealth management experience to its clients.**

Zurich, 18 March 2021 – Taking advantage of the increased need for digital client connectivity during the COVID-19 pandemic, Julius Baer has prioritised its technology investments in the last months. The bank has now become one of the first wealth managers to provide a guided digital onboarding experience tailored to the needs of private banking clients.

Digital onboarding meets clients' demand for easy account opening from the comfort of their own home or on the go. Moreover, the Julius Baer solution differs from existing banking applications as a wealth-management-specific implementation that does not involve industrialisation or a shift to a self-service process. It offers clients a convenient and speedy onboarding experience while facilitating the interaction with the relationship manager, who accompanies the client thoroughly through the process.

The solution, developed together with external providers, consists of two parts:

- Video identification that enables prospects and clients to verify their identity via a video call – thus providing a digital alternative to traditional face-to-face meetings.
- E-signature for prospects, which enables prospects to sign account-opening agreements electronically in the Julius Baer Assistant App in a secure, convenient, and legally compliant way.

In a first step, the complete digital onboarding has been rolled out for clients served out of Switzerland and the video identification part for clients served out of Luxembourg. The solutions are planned to be introduced to additional advisory offices and booking centres. This account opening service extends Julius Baer's recently accelerated digital offering, which includes other new functionalities such as chat capabilities (BJB Chat and WhatsApp) and e-signature for existing clients.

Matthias Plattner, Head Channels and Innovation at Julius Baer, commented: "We are delighted to introduce a convenient, guided, digital onboarding solution for our clients, which is perfectly aligned with our personalised wealth management business. While personal relationships remain at the centre of excellent wealth management, we use digital technology wherever we see potential to improve the banking experience for our clients."

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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.

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