

# Julius Bär

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

### **Nico Rosberg to become Julius Baer's global brand ambassador**

**Julius Baer is very pleased to announce Nico Rosberg as its global brand ambassador. The 2016 Formula 1 World Champion is a now successful sustainability entrepreneur and investor in forward-looking technologies, as well as the founder of the Greentech Festival. As ambassador and partner of Julius Baer, he will stand for the Bank's commitments and initiatives in the areas of sustainability, sustainable investing and future trends.**

Zurich, 02 June 2021 – Julius Baer today announced its partnership with Nico Rosberg, who will represent the bank in its various engagements related to sustainability as a brand ambassador.

In 2016, Nico Rosberg retired as an active driver from professional racing after winning the Formula 1 World Championship. Since then, he has been engaged as an entrepreneur and investor, particularly in the areas of sustainability, electromobility, and green technology. Currently, he is involved in several trend-setting companies and projects. He is also a shareholder in Formula E and co-founder of the Greentech Festival, in both of which Bank Julius Baer is a long-standing partner.

Nico Rosberg will act as Julius Baer's brand ambassador for the Formula E partnership and the Greentech Festival, among others, and more generally in connection with the bank's activities in the field of sustainable investing and its Next Generation investment philosophy.

Philipp Rickenbacher, CEO of Julius Baer, said: "Julius Baer is delighted to partner with Nico Rosberg. With his passion for innovation and our common values, he is a perfect fit with our commitments to sustainability and to future topics. We share the same vision of a greener, more sustainable tomorrow through responsible investing. Together, we can work for positive change around the world."

Nico Rosberg commented: "I am very proud to support Julius Baer in its sustainability strategy. For me, investments are always investments in the future, which is why I am convinced that the financial industry must think sustainability and profit together. Banks have a special responsibility here and it makes me proud that Julius Baer is leading the way in this respect. I look forward to our joint projects."

#### **Contact**

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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 April 2021, assets under management amounted to CHF 470 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.

#### **Bank Julius Baer & Co. Ltd.**

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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](http://www.juliusbaer.com)

### **About Nico Rosberg**

Nico Rosberg was born in Wiesbaden, Germany, in 1985, and is the son of Formula One World Champion Keke Rosberg. He raced in Formula 1 for 11 years and won the World Champion title in 2016. Since retiring from Formula 1, Nico Rosberg has been active as a sustainability entrepreneur and investor in green technologies and mobility startups, including on the VOX show "Die Höhle der Löwen." Rosberg is invested in numerous successful startups such as Liliium, Volocopter, What3Words, Tier, and Chargepoint. He is also an investor and shareholder in the electric racing series Formula E. In 2021, Rosberg will compete with his own racing team in Extreme E, a racing series dedicated to the fight against climate change. In 2019, he founded the GREENTECH FESTIVAL, a global platform that takes place annually in Berlin. Rosberg has received numerous awards for his entrepreneurial commitment. He lives in Monaco with his wife and two daughters.

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