

Julius Bär

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer wins PWM Wealth Tech Award 2021 as ‘Best Digital Innovator of the Year, Global’

Julius Baer has been named ‘Best Digital Innovator of the Year, Global’ by Professional Wealth Management magazine (PWM) at the Wealth Tech Awards 2021. According to the renowned financial industry publication, Julius Baer’s recent and accelerated efforts and investments in digitalisation have made the Bank a successful digital innovator globally.

Zurich, 25 June 2021 – Julius Baer has been voted this year’s ‘Best Digital Innovator of the Year, Global’ by PWM, a preeminent global private banking trade magazine, in its annual Wealth Tech Awards. More than 150 entries were received in 2021 from private banks around the world.

“Julius Baer, one of the most traditional Swiss private banks, based on Zurich’s central artery of Bahnhofstrasse, has emerged as the pandemic’s unlikely poster boy,” Yuri Bender, editor at PWM, says. “While there is a strong belief among bank management that technology will never replace personal contact or trust, there is an accompanying faith that a newly digitalised approach can create a much stronger personalisation of products for clients, with a vastly quicker time to market,” he adds.

A few recent examples of innovation at Julius Baer in the age of Covid-19 include the digital onboarding solution, the launch of a secure Whatsapp communication channel and the digital distribution of expert publications. At the same time, the Bank has invested in data intelligence, artificial intelligence and robotics.

Huge recognition

Nic Dreckmann, Chief Operating Officer, Julius Baer, commented: “We are delighted to have been chosen as ‘Best Digital Innovator of the Year, Global’. It is a huge recognition of our efforts and investments in digitalisation in recent years. At Julius Baer, we aim to consistently improve our hybrid interaction model with clients. With Covid-19, the pace of change in wealth management has been faster than ever and the crisis has accelerated trends in the industry. We have embraced the situation as an accelerator for our own transformation. We look forward to continuing our digital journey to the benefit of our clients.”

PWM is a trade magazine published by the Financial Times Group and specialises in analysing the growth strategies of private banks and the regional financial centres in which they operate. The PWM awards are recognised as amongst the most respected accolades in the financial services industry.

The PWM write-up on Julius Baer can be found here:

<https://pwmwealthtechawards.com/JuliusBaer/>

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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. In all we do, we are inspired by our purpose: creating value beyond wealth. 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.

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