

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer to become Global Partner of the Montreux Jazz Festival starting in 2022

Julius Baer is to become a Global Partner of the 54-year old Montreux Jazz Festival. Besides the internationally acclaimed festival itself, the partnership also includes a commitment to a newly launched digital format as well as projects supporting young international talent from the Montreux Jazz Artists Foundation.

Zurich, 21 December 2021 – Julius Baer is entering into a five-year commitment as Global Partner of the Montreux Jazz Festival. Starting in 2022, the Swiss private bank will support the music festival, which has developed into one of the largest and most prestigious international music events, gaining a unique reputation since its beginning in 1967. During 16 days in July, the main festival in Switzerland attracts up to 250 000 visitors, with 380 concerts by established musicians and newcomers from jazz, soul, blues and other genres. Julius Baer's Global Partnership will also extend to the Montreux Jazz Festival's new digital music platform 'MJF Spotlight', which aims to regularly promote young talent. Furthermore, support will be granted to upcoming editions of Autumn of Music by the Montreux Jazz Artists Foundation and hospitality opportunities will be made available at international Montreux Jazz Festivals in Rio de Janeiro, Brazil, and Hangzhou, China.

Philipp Rickenbacher, CEO of Julius Baer, said: "We are delighted to partner with the Montreux Jazz Festival, one of the most important international events in Switzerland, which attracts festival-goers and musicians of all generations from around the world to Lake Geneva. This iconic music event combines lasting success with foresight and innovation – values we have in common as a Swiss private bank. We are excited to work with the Montreux Jazz Festival to create new personal experiences for music lovers around the world and support the growth and promotion of future talents in the music world."

Mathieu Jaton, CEO Montreux Jazz Festival, commented: "We are thrilled to partner with Julius Baer and look forward to connecting our two brands, with all their heritage and their vision of the future. At Montreux Jazz Festival, we cherish the human aspect in everything, including in our business relationships. On a personal note, I'd like to thank the whole Julius Baer team, because it was wonderful to see how it clicked instantly between us. We share the same forward-thinking values, international ambition, innovation strategy and, most importantly, the dedication to support great art and the next generation of musicians."

Wide-ranging commitment of Julius Baer to culture

Supporting art and music has been integral to Julius Baer's philosophy for decades. An interest in visual art dates back to the 1930s, when the founding Baer family began its private art collection. Some members of the Baer family have also pursued artistic careers, with one studying classical music. As a result, the family has maintained intensive contact with the art scene in Zurich, Paris and New York. In the early 1980s, Bank Julius Baer founded its corporate art collection. The purpose of this collection was, and still is, to support artists who, when Julius Baer first purchases

their work, are not yet firmly established but show great potential. Nearly two decades later, the Bank started to sponsor concert halls, festivals and museums based on its heritage. Today, Julius Baer supports renowned cultural institutions and digital platforms worldwide, with a focus on emerging talents. For more information, visit the website at www.juliusbaer.com/sponsoring

About the Montreux Jazz Festival

Montreux Jazz Festival is a renowned music festival founded by Claude Nobs and held annually in Montreux, Switzerland during two weeks in July. The Festival draws up to 250 000 music lovers from all across the world to the Lake Geneva shoreline. Montreux Jazz Festival celebrates the industry's emerging and contemporary acts, whilst paying homage to legendary musical acts. Originally a pure jazz festival upon its inception in 1967, Montreux began showcasing other styles of music throughout the decades and today presents artists from across every genre imaginable. Artists that have graced the stage of Montreux include Etta James, Bob Dylan, Elton John, Ms. Lauryn Hill, Aretha Franklin, David Bowie, James Brown, Kendrick Lamar, Leonard Cohen, Marvin Gaye, Miles Davis, Nina Simone and many more. Mathieu Jaton has served as CEO of Montreux Jazz Festival since 2013. For more information, visit www.mjf.ch

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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 October 2021, assets under management amounted to CHF 484 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 25 countries and more than 60 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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