

# Julius Bär

## Press Release

from Bank Julius Baer & Co. Ltd.

### Julius Baer opens a branch in Verbier

**Zurich, 3 January 2008 --- Julius Baer, Switzerland's leading dedicated wealth manager, has opened a branch in Verbier. This step is aimed at further strengthening the bank's position in its Swiss home market while increasing the proximity to its clients. The branch will be managed by Patrick Héritier.**

Verbier is located in one of the largest ski regions in the world. With its broad range of high-quality leisure facilities and excellent infrastructure, it attracts more than one million visitors each year. By opening a branch in Verbier, Julius Baer aims to further enhance its strong position in its Swiss home market and to offer products and advice not only to local clients but also to international clients visiting the region.

Alex W. Widmer, CEO of Bank Julius Baer, commented: "With the opening of a Julius Baer branch in Verbier, we are further strengthening our activities in Switzerland and underscoring our commitment to our home market and its growth potential as a prime international private banking destination."

Rémy A. Bersier, CEO of Western Switzerland, France, Belgium, Monaco and Africa at Bank Julius Baer, added: "Verbier is a popular tourist destination which attracts large numbers of our existing clients as well as potential clients from within and outside Switzerland. This branch will enable us to serve them directly where they spend their vacations, live or work."

Patrick Héritier, who has many years of experience in the field of private banking in Verbier, will manage the Julius Baer branch, which is located at Rue de la Poste 25, 1936 Verbier, Switzerland.

#### About Julius Baer

Julius Baer is the leading dedicated wealth manager in Switzerland. The Group, which has roots dating to the nineteenth century, concentrates exclusively on private banking and asset management for private and institutional clients. With more than 3 800 employees worldwide, the Group managed assets in excess of CHF 400 billion at the end of June 2007. The Julius Baer Group's global presence comprises more than 30 locations in Europe, North America, Latin America and Asia, including Zurich (head office), Buenos Aires, Dubai, Frankfurt, Geneva, Hong Kong, London, Lugano, New York, Singapore and Tokyo. Bank Julius Baer and GAM, a leading global active asset manager, are the key companies of the Group. The shares of Julius Baer Holding Ltd. are listed on the SWX Swiss Exchange and form part of the Swiss Market Index SMI which comprises the 20 largest and most liquid stocks.

For more information: [www.juliusbaer.com](http://www.juliusbaer.com)

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