

19 November 2015

## PRESS RELEASE

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### **GAM launches new brand identity**

**GAM adopts a new brand design, expressing the common purpose of all of its teams around the world: advancing the potential of capital.**

The external launch of the redesigned GAM brand follows its 'silent unveiling' on 16 November on the company's website and to staff. The new brand, with a fresher, more contemporary look, will also enhance the efficiency and effectiveness of GAM's marketing and communication efforts, thereby building stronger market recognition for its capabilities.

**Alexander Friedman, Group CEO**, said: "This brand is a reflection of who we are today and part of our strategic investment in our future. The research we conducted showed that the world knows only the company we used to be – and that needs to change."

Founded in 1983, the company has gone through a decade of two corporate ownerships – UBS acquired GAM in 1999 before selling it to Julius Baer in 2005. It emerged on the other side, together with Julius Baer's former asset management business, as an independent company again in 2009.

#### **Advancing the potential of capital**

Throughout its history, GAM has always been dedicated to putting its clients' capital to work, in order to help them achieve their aspirations. This purpose is at the heart of GAM's new brand identity. It expresses a common understanding of all of GAM's clients – that only by investing their capital can it be productive. It also unites all of the company's 1,000 employees, making the brand an important enabler for GAM's current strategic drive toward further integration and long-term growth.

For its re-branding, GAM was advised by Siegel + Gale. The global brand strategy firm developed the new handcrafted GAM logo and the visual identity based on proprietary illustrations inspired by technical blueprints as a way to realise original ideas that set things in motion.

**Alexander Friedman**: "We are a company built by investors, for investors – proud of where we came from, laser-focused on the world today and at the same time looking to the future. Working with us means investing in honest foresight, human rigour and the fundamental belief in the potential of capital."

#### **Focused brand campaign**

With the re-branding, GAM will launch a focused corporate brand campaign, its first since 2008, predominantly on digital channels targeted at investors and investment professionals.

In its new brand architecture, GAM retains the exclusive worldwide licence to use the 'Julius Bär Funds' trademark. It is used purely for investment products and in conjunction with the GAM brand, in markets and client segments where the Julius Baer name has a strong recognition.

To learn more about our brand, visit our new website [www.gam.com](http://www.gam.com)

Visit our [investment experts page](#) for a list of GAM's investment experts and contact media relations with interview requests.

**For further information please contact:**

Media Relations  
Larissa Alghisi  
T: +41 (0) 58 426 62 15

Visit us at: [www.gam.com](http://www.gam.com)

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## **About GAM**

GAM is one of the world's leading independent, pure-play asset managers. It provides active investment solutions and products for institutions, financial intermediaries and private investors, under two brands, GAM and Julius Baer Funds. Its core investment business is complemented by private labelling services, which include management company and other support services to third-party institutions. GAM employs over 1,000 people in 11 countries with investment centres in London, Zurich, Hong Kong, New York, Lugano and Milan. The investment managers are supported by an extensive global distribution network.

Headquartered in Zurich, GAM is listed on the SIX Swiss Exchange and is a component of the Swiss Market Index Mid (SMIM) with the symbol 'GAM'. The Group has assets under management of CHF 119.5 billion (USD 122.3 billion)\*.

\* Source: GAM. Data as at 30 September 2015.

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This press release by GAM ('the Company') includes forward-looking statements that reflect the Company's intentions, beliefs or current expectations and projections about the Company's future results of operations, financial condition, liquidity, performance, prospects, strategies, opportunities and the industry in which it operates. Forward-looking statements involve all matters that are not historical facts. The Company has tried to identify those forward-looking statements by using words such as 'may', 'will', 'would', 'should', 'expect', 'intend', 'estimate', 'anticipate', 'project', 'believe', 'seek', 'plan', 'predict', 'continue' and similar expressions. Such statements are made on the basis of assumptions and expectations which, although the Company believes them to be reasonable at this time, may prove to be erroneous.

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