

# Julius Bär

## MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

### **Julius Baer unveils new 100,000 square foot state-of-the-art office at Two Taikoo Place as it gears up for growth in Hong Kong**

**Expansion signals commitment to Hong Kong as a core market and dedication to nurturing a diverse, talented workforce to serve clients in the region.**

19 April 2023, Hong Kong – Julius Baer is proud to announce the opening of a new office at Two Taikoo Place, Hong Kong, where it is poised for an exciting new growth chapter in Asia.

As Greater China's wealth market continues to experience rapid growth, the Bank has seen the creation of promising opportunities for expansion and investment and is confident in the continued growth of the economies in the region, driven by the recovery from the global pandemic.

**Jimmy Lee, Member of the Executive Board, Julius Baer Group Ltd and Head Asia Pacific,** said: "In the last two decades, Asia has emerged as a pivotal region for the bank, and as our second home market, contributes to 25% of our global business. We remain confident in Asia's robust potential for economic growth and our commitment lies in fostering development and investments in this thriving region. At the core of our endeavours, our clients' needs drive us to excel in this dynamic business landscape."

Since first establishing operations in Hong Kong in 2006, Julius Baer has experienced remarkable growth in the region. The Bank now employs over 500 people serving clients across Greater China. Expanding into four whole levels at Two Taikoo Place, the new Hong Kong office demonstrates Julius Baer's strong commitment to the region and its dedication to delivering an exceptional client experience. The state-of-the-art space also houses a spacious collaboration hub designed to encourage innovation, communication, and the formation of new partnerships.

**David Shick, Head Greater China and Branch Manager Hong Kong,** said: "Hong Kong remains a crucial strategic hub and gateway to Greater China, and our new office at Two Taikoo Place marks an exciting new chapter in our growth journey. Spanning 100,000 sq ft, this innovative workspace is designed to provide an unparalleled experience and accommodate the continued expansion of our talented team. The cutting-edge facilities and unique design elements not only reflect our dedication to setting trends within the wealth management industry but also exemplify our focus on innovation and our commitment to better serving our clients' needs."

A commitment to sustainability and adopting future-proofed technology is evident in the building's Platinum certification from Smart Score, a certification that recognises the building's fully integrated user experience, IoT-driven smart sensors, air quality monitors, data-driven sustainability programmes for tenants, and AI-driven insights for energy management and building system optimisation.

In recent years, Julius Baer has witnessed greater sophistication in the region's wealth management space and an increased appetite for managed solutions including discretionary portfolio

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management and wealth planning services. In response to the growing demand, Julius Baer has honed its value proposition for clients by delivering bespoke, best-in-class experiences, and refining coverage products, mandates, and services. It also strives to help clients grow, preserve, and pass down their wealth to the next generation, leveraging expertise in wealth planning and family office services.

With a positive outlook on the wealth management industry and optimism for Hong Kong's prospects, the Bank will leverage the recent initiatives to attract investment and family offices to grow its business further. Julius Baer's determination to be an integral part of the Hong Kong community is unwavering, with continued success that has played a pivotal role in its expansion across the wider Asia region.

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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 2022, assets under management amounted to CHF 424 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 around 60 locations. Headquartered in Zurich, we have offices in key locations including Bangkok, Dubai, Dublin, Frankfurt, Geneva, Hong Kong, London, Luxembourg, Madrid, Mexico City, Milan, Monaco, Mumbai, Santiago de Chile, São Paulo, Shanghai, Singapore, Tel Aviv 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)