



UNION BANCAIRE PRIVÉE

Press release

Eftychia (La) Fischer joins UBP as Director General of the Treasury and Trading unit

Geneva, 1 March 2010

Union Bancaire Privée (UBP) is today strengthening its Executive Committee with the appointment of Eftychia (La) Fischer as Director General of the Bank's Treasury and Trading unit.

Before joining UBP, Eftychia (La) Fischer was Global Head of Financial Markets Services & Treasury, as well as Group Chief Risk Officer with EFG International, where she was also a member of the bank's executive committee. Over the course of her professional career, Mrs Fischer has undertaken high-level roles with Julius Baer, JPMorgan and UBS, and had also run her own asset-management company. She is multilingual and holds a Bachelor of Science degree in physics from Imperial College, London.

At UBP, Mrs Fischer is responsible not only for leading and managing treasury operations, with a view to maximising the risk/profitability ratio, but also for asset- and currency-trading activities. 'We are very pleased that Mrs Fischer has joined the Bank,' said Mr Guy de Picciotto, CEO of UBP. 'She will add her invaluable, international experience in the field of treasury management and trading to our institution.'

'I am delighted to join such a dynamic and innovative a business as UBP and it is my pleasure to be part of its long-term growth,' underlined Mrs Fischer. This appointment is part of the Bank's programme to develop its activities and the roll-out of its new business model, which is designed to enable it to rise to the challenges of the nascent economic and financial order. UBP's business activities are now separated into four main divisions: Private Banking, Asset Management, Treasury and Operations.

For further information

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Note to editors

Union Bancaire Privée (UBP) is based in Geneva and is one of Switzerland's leading private banks. Active in the field of asset management for both private and institutional clients and with a very solid balance sheet, the Bank had more than CHF 75 billion in assets under management as at 31 December 2009. UBP employs around 1,200 people in some 20 locations worldwide and provides a complete range of products and innovative investment solutions, both in traditional and alternative asset management, with the aim of seeking out performance and attaining our clients' objectives.