



APPOINTMENTS

October 6, 2016

EDMOND DE ROTHSCHILD APPOINTS ROBERT JENKINS AS CHIEF BRAND AND MARKETING OFFICER

Edmond de Rothschild has announced the appointment of Robert Jenkins as Chief Brand and Marketing Officer.

Based in Geneva, Robert Jenkins will be responsible for strengthening the brand of Edmond de Rothschild globally, across all its business lines, with a particular focus on the role of digital platforms. His responsibility will extend to strengthening the employer brand and employee engagement. He will report to Ariane de Rothschild and is a member of the Edmond de Rothschild Executive Committee, whose priority is to drive the transformation of Edmond de Rothschild into a business that fully meets the rapidly evolving needs and expectations of its clients and other stakeholders.

Ariane de Rothschild, Chair of the Executive Committee at Edmond de Rothschild comments: *“I am delighted to welcome Robert Jenkins to our Edmond de Rothschild. His considerable experience in harnessing the power of the brand to help drive change in international financial groups will be very valuable, as we pursue our ambitious strategy to build a business that better meets the needs of our clients.”*

Robert, 55, has more than 30 years’ experience in brand and marketing strategy, much of it in the financial sector. Most recently, Robert was Head of Brand and Communications at BNP Paribas Wealth Management in Paris, before which, in 2006, he joined BNP Paribas in London as UK Head of Brand and Communications. Prior to that, he spent 8 years with Barclays Global Investors (now Blackrock) as Head of Communications Europe.

About Edmond de Rothschild

Edmond de Rothschild is an independent, family-controlled financial group focused on Asset Management and Private Banking. It comprises especially Edmond de Rothschild (Switzerland) SA, a publicly traded Swiss company. The Group was established in 1953 and since 1997 has been presided over by Baron Benjamin de Rothschild. At 30 June 2016 the Group had CHF 163 billion (EUR 150 billion) of assets under management and 2,700 employees spread across 30 offices, branches and subsidiaries throughout the world. In addition to its core businesses of Asset Management and Private Banking, the Group is also active in Corporate Finance, Private Equity and Investment Fund Administration.

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