



EDMOND DE ROTHSCHILD CELEBRATES ARTISTIC AND MUSICAL CREATION

"Dare to be Different" Party - 21 September 2018 - Geneva

"Dare to be Different" is the theme chosen by Edmond de Rothschild to affirm its uniqueness and highlight its brand in an evening event in Switzerland, where the Group has deep roots. The richness of Edmond de Rothschild's ecosystem is an attribute that sets it apart in a very competitive environment. This is why all of the Group's universes will be on display at this event:

- The Edmond de Rothschild Foundations form a network of 10 philanthropic organisations with an international scope, and are committed to social progress, inclusion, and bringing communities together to build a better society.
- Edmond de Rothschild Heritage is composed of wineries, farms, restaurants and hotels, which offer unique experiences based on excellence and valuing traditional savoir-faire.
- This very evening, Gitana will celebrate 142 years of a family maritime story that is unparalleled, born on the shores of Lake Geneva.

Artistic and musical creation, a theme that is dear to the Swiss and to the Rothschild family, will be the common theme throughout the evening. It will start with an immersive experience led by the student artists from the Geneva University of Art and Design (HEAD - Genève), in collaboration with Edmond de Rothschild Foundations. It will continue with music, including:

- A performance by Michel Deneuve on the Cristal Baschet.
- A concert by Orpheus XXI, an intercultural educational and creative project supporting young refugees and immigrants, designed and led by Jordi Savall, with the support of Edmond de Rothschild Foundations.
- An original composition by Thomas Roussel, accompanied by the Orchestre de Chambre de Genève and the musicians from the Alphorn Academy of Switzerland.
- A composition by LAAKE and Lambert, accompanied by the Orchestre de Chambre de Genève, which will be the opportunity to discover the new musical identity of the Edmond de Rothschild Group. We gave these two young artists carte blanche to interpret our signature "bold builders of the future". We feel it is important to extend our brand territory into the musical realm as an additional way to set us apart from our competition.

Julien Gatillon, chef at Le 1920** gourmet restaurant in Megève, created the event's menu and highlights the products that the family produces (champagne, wines, cheese, terrines, honey and olive oil). He will provide a live cooking demonstration during the event.

ABOUT THE EDMOND DE ROTHSCHILD GROUP

An ambitious investment firm founded on the idea that wealth should provide the means for building the future, Edmond de Rothschild is an independent family group specialised in Private Banking and Asset Management. In all of its activities, the Group puts a priority on ambitious strategies and long-term investments, based on the real economy - infrastructure, healthcare, biotechnology, investments with impact. The Group was founded in 1953, and since 2015 has been under the direction of Ariane de Rothschild, Chairwoman of the Executive Committee.

The Group has CHF182 billion in assets under management, 2,600 employees and 27 offices around the world as at 31 December 2017.

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