



EDMOND DE ROTHSCHILD AND BIDV FORM A STRATEGIC ALLIANCE TO CREATE THE LEADING PRIVATE BANK IN VIETNAM

Geneva, Switzerland and Hanoi, Vietnam, 16 November 2023: Edmond de Rothschild is proud to announce a strategic partnership with Bank for Investment and Development of Vietnam (BIDV), one of the largest and most-esteemed banks in Vietnam, to build the leading private bank in the country.

Leveraging its extensive expertise and long-standing experience in Private Banking, Edmond de Rothschild will support BIDV in building their Private Banking capabilities following international standards. This partnership will offer unrivaled opportunities for BIDV's Private Banking clients to experience the most high-end services and connect with global elites through Edmond de Rothschild's unique ecosystem in Europe.

"I am enthusiastic about this strategic partnership with BIDV. It represents a shared vision to cater the needs of Vietnamese entrepreneurs. Expanding our presence in this country is a proof of our pioneering approach and our conviction of the spectacular development and attractiveness of Vietnam in south-east Asia. This country represents a clear opportunity for us to widen our horizons by combining our expertise with BIDV's excellent track-record and presence in the area." **commented Ariane de Rothschild, CEO, Edmond de Rothschild**

As stated by **Mr. Phan Duc Tu – BIDV's Chairman** at the ceremony: *"As a developing country, Vietnam is featured by a dynamic economy and rising affluent year after year. Recent trends in consumption, investment and asset are posing a huge demand for personal financial services. Through the strategic partnership signed between BIDV and Edmond de Rothschild, for the first time, Vietnam's financial market welcomes the presence of a global leader in wealth management for Private Banking customers. This cooperation opens a promising opportunity for BIDV Private Banking customers to access specialized investment products and smart, safe and effective financial solutions, connect with global elites and experience Edmond de Rothschild's unique ecosystem in Europe. Customers are also served by a team of professional and dedicated asset managers, who are well-trained under the quintessential and high standards of Swiss banking services".*

Christophe Caspar, Global CEO Asset Management, Edmond de Rothschild, concluded: *"This strategic partnership with BIDV, an industry leader in Vietnam, is a significant step in Edmond de Rothschild's growth plan to access high potential markets that are in line with our global market approach and unique positioning. Relying on 250 years of entrepreneurial history of Ariane de Rothschild's family in banking and finance, we are excited to share our expertise with BIDV and help them reach new milestones to become the number one private bank in the country."*

ABOUT THE EDMOND DE ROTHSCHILD GROUP

As a conviction-driven investment house founded upon the belief that wealth should be used to build the world of tomorrow, Edmond de Rothschild specialises in Private Banking and Asset Management and serves an international clientele of families, entrepreneurs and institutional investors. The group is also active in Corporate Finance, Private Equity, Real Estate and Fund Services.

With a resolutely family-run nature, Edmond de Rothschild has the independence necessary to propose bold strategies and long-term investments, rooted in the real economy.

Founded in 1953, the Group had more than CHF 160 billion in assets under management as at the end of December 2022, 2,500 employees, and 30 locations worldwide.

ABOUT BIDV

Established in 1957, BIDV is the oldest financial institution in Vietnam, with a leading position in terms of total assets. Over 66 years of effort and dedication, BIDV has contributed capital to most of the country's major projects. Today, BIDV has earned the trust, support, companionship, and attachment of over 500,000 corporate customers, 18 million individual customers, and 2,300 financial institution clients with many prestigious awards. As the number 1 retail bank in Vietnam for 8 years recently, BIDV has pioneered the trend of providing Private Banking services to high-net-worth individual customers in the Vietnamese market. With the mission of establishing new standards in the high-end personal banking industry, BIDV Private Banking is committed to accompanying its customers with comprehensive investment and asset management solutions provided by an outstanding Asset Management Director team. Recently, The Asian Banker magazine voted BIDV as the bank with the best Private Banking service in Vietnam with a global partner ecosystem, international standard model, a specialized and diverse portfolio of products and services, and the most exclusive privileges in the market.

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