



EDMOND DE ROTHSCHILD STRENGTHENS ITS PRESENCE IN THE CANTONS OF VAUD AND FRIBOURG BY RECRUITING SEVEN NEW EXPERIENCED EMPLOYEES

- **Alexandre Mercuri has been appointed Market Head, Vaud & Fribourg and joins Edmond de Rothschild's Lausanne office**
- **He is joined by a team of six experienced employees specialised in supporting entrepreneurs and senior executives**
- **These strategic recruitments are part of the strong development momentum in Edmond de Rothschild's private banking activities in Switzerland**

Lausanne / Fribourg, 4 June 2024 – As part of the development of its private banking activities in Switzerland, Edmond de Rothschild is announcing the appointment of Alexandre Mercuri as Market Head, Vaud & Fribourg. Alexandre has over 16 years' experience in the banking sector, acquired notably at UBS. He is joined by a team of six experienced and highly qualified employees, including three bankers, Béatrice Favre, Juan Carlos Doural and Christophe Gendre, and three investment, tax and administration specialists, Gilles Socchi, Marilena Attanasio and Fabien Nanchen.

Boasting expertise in fields such as wealth advisory, tax and planning, the new team will be based at the Lausanne offices, which are now home to 15 bankers and several specialists.

"After strengthening our Lugano branch, we are moving ahead with the strategic development of our private banking activities focused on close relationships with our clients across Switzerland, and particularly in the cantons of Vaud and Fribourg. We are delighted to welcome the new team, headed by Alexandre Mercuri," said François Pradervand, Head of Private Banking Switzerland.

Alexandre Mercuri, Market Head, Vaud & Fribourg, 38 years old



Alexandre joined Edmond de Rothschild on 1 June 2024 as Market Head, Vaud & Fribourg for local clients.

After more than 16 years with UBS, he will be responsible for rolling out our business in the cantons of Vaud and Fribourg with a view to boosting our presence and commitment in the region.

A banking economist with an ES degree, Alexandre holds a Master of Science in Wealth Management from the University of Rochester, a Master of Advanced Studies in Finance from the University of Berne and an Executive MBA from the Valar Institute.

À PROPOS DE EDMOND DE ROTHSCHILD

Maison d'investissement de convictions fondée sur l'idée que la richesse doit servir à construire demain, Edmond de Rothschild est spécialisé dans la Banque Privée et la Gestion d'actifs. Au service d'une clientèle internationale de familles, d'entrepreneurs et d'investisseurs institutionnels, Edmond de Rothschild est également présent dans les métiers de Corporate Finance, du Financement des Infrastructures, du Private Equity, de l'Immobilier et de Fund Services.

Son caractère résolument familial confère à Edmond de Rothschild l'indépendance nécessaire pour proposer des stratégies audacieuses et des investissements de long terme, ancrés dans l'économie réelle.

Créé en 1953, le Groupe comptait plus de 163 milliards de francs suisses d'actifs sous gestion au 31 décembre 2023, 2 600 collaborateurs et 28 implantations dans le monde.

Contact presse :

EDMOND DE ROTHSCHILD

Louis Betton : +41 79 578 81 37 – l.betton@edr.com