



EDMOND DE ROTHSCHILD BROADENS PRESENCE IN THE MIDDLE EAST WITH OPENING OF NEW OFFICE IN DUBAI INTERNATIONAL FINANCE CENTER (DIFC)

Edmond de Rothschild Group strengthens its investment and long-term commitment to the region with the opening of an advisory office – Edmond de Rothschild (Middle East) Ltd – in Dubai International Financial Centre (DIFC), the leading global financial centre in the Middle East, Africa and South Asia (MEASA) region

Today's announcement confirms the group's ambitions to invest in the region's best talents and to provide a full range of bespoke services to its clientele in the Middle East.

With a Category 4 advisory licence regulated by Dubai Financial Services Authority (DFSA), the independent regulator of financial services conducted in or from DIFC, Edmond de Rothschild (Middle East) Ltd. will be able to locally advise clients and ensure access to the entire group's offerings. The bank's conviction-driven investment capabilities are designed to address the challenges facing our society and accompany the major trends that will shape the economy for several decades, giving purpose to investments across liquid and real assets strategies.

Historically, Edmond de Rothschild has established strong relationships throughout the Middle East, serving its clientele from its main hubs in Switzerland and Europe, while leveraging its local presence through its representative office in Dubai. The UAE is already an important market for Edmond de Rothschild, and the new presence will enhance its ability to serve the clients in the region by providing state-of-the-art services, ensuring better proximity to clients as well as capturing important market opportunities.

As a global business hub connecting different parts of the world, Dubai is a trusted centre of intelligence for entrepreneurs and investors from the Middle East and Africa. It benefits from the key assets that clients are looking for, including stability, safety and innovation.

Ali Raza Syed, Senior Executive Officer of Edmond de Rothschild (Middle East) Ltd, will be leading the local office in DIFC. He reports to Saman Habibian, Chairman and Market Leader Middle East & Africa at Edmond de Rothschild (Middle East) Ltd.

His Excellency Essa Kazim, Governor of DIFC commented: *"Dubai is the city in the Middle East with the highest concentration of wealth and has access to more than USD 3trn of private wealth within an hour's flight, which makes DIFC the preferred choice for Wealth & Asset Management firms. We are delighted that Edmond de Rothschild has chosen DIFC as their home in the region. Growth opportunities are vast and attracting such a prestigious industry name reinforces Dubai and DIFC's reputation as the preferred business destination to access the region. Edmond de Rothschild's conviction driven approach and actions on sustainable development align with our principles to drive the future of finance through innovation and supporting economic growth in our societies."*

Ariane de Rothschild, Chair of the Board, Edmond de Rothschild Group, adds: *"For more than 250 years, our bank has helped clients preserve and grow their assets by combining performance and sustainability, while approaching investments with a pioneering mindset. Expanding our presence in the UAE was a natural choice, given Dubai's spectacular growth for a long time along with DIFC's expertise and world-class services. Moreover, most of our clients in the region have family-driven business models and their success is based on innovation, strong convictions and action. We share their entrepreneurial and pioneering spirit in proactively addressing present and future needs and challenges."*

Saman Habibian, Market Leader Middle East & Africa, Edmond de Rothschild, said: *"Dubai is a leading financial and economic centre offering unprecedented opportunities, and where the group has been developing its client base for the past ten years. This opening enables our clients in the region, including the expat community based in Dubai, to further capitalise on our international expertise, particularly in the private markets."*

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 nearly CHF 178 billion in assets under management at the end of December 2021, 2,500 employees, and 29 locations worldwide.

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ABOUT DUBAI INTERNATIONAL FINANCIAL CENTER

Dubai International Financial Centre (DIFC) is one of the world's most advanced financial centres, and the leading financial hub for the Middle East, Africa and South Asia (MEASA), which comprises 72 countries with an approximate population of 3 billion and an estimated GDP of USD 8 trillion.

With a close to 20-year track record of facilitating trade and investment flows across the MEASA region, the Centre connects these fast-growing markets with the economies of Asia, Europe and the Americas through Dubai.

DIFC is home to an internationally recognised, independent regulator and a proven judicial system with an English common law framework, as well as the region's largest financial ecosystem of over 36,000 professionals working across over 4,300 active registered companies – making up the largest and most diverse pool of industry talent in the region.

The Centre's vision is to drive the future of finance through cutting-edge technology, innovation, and partnerships. Today, it is the global future of finance and innovation hub offering one of the region's most comprehensive FinTech and venture capital environments, including cost-effective licensing solutions, fit-for-purpose regulation, innovative accelerator programmes, and funding for growth-stage start-ups.

Comprising a variety of world-renowned retail and dining venues, a dynamic art and culture scene, residential apartments, hotels and public spaces, DIFC continues to be one of Dubai's most sought-after business and lifestyle destinations.

For further information, please visit our website: difc.ae, or follow us on LinkedIn and Twitter @DIFC.

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