



PRESS RELEASE

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EDMOND DE ROTHSCHILD GROUP 2013-2016 BUSINESS STRATEGY

Christophe de Backer informed the staff in Geneva on the Group's new strategy for the next four years.

The new business strategy is designed to harmonise our Group's organisational structure, with a view to spurring growth in Switzerland and abroad in an environment marked by downward pressure on revenues and increasing regulatory constraints.

The new plan combines the following aims by extending and building on the strategy that our Group has pursued since 1997:

- ▶ **capitalising** on the world-renowned Edmond de Rothschild brand
- ▶ **maintaining** a determined, pragmatic focus on our Group's core businesses of private banking and asset management in Europe and the rest of the world
- ▶ **reasserting** the importance of adjacent segments such as funds administration, Compagnie Benjamin de Rothschild, corporate finance and private equity
- ▶ **accelerating** the growth of assets under management
- ▶ **defending** profit margins to perpetuate our sources of income
- ▶ **achieving** greater organisational efficiency by means of better cost control
- ▶ **pooling** equipment platforms and purchases
- ▶ **striving** for more dynamic management of human resources
- ▶ **creating** a Group mould by adapting corporate governance and changing our pay scheme.

For the 2013-2016 period the Edmond de Rothschild Group has set a target of growing assets under management by more than 20% and achieving a cost/income ratio of 66%, roughly 17% better than at present. These objectives apply proportionally to the Banque Privée Edmond de Rothschild Group.



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