



SARASIN

Sustainable Swiss Private Banking since 1841.

## Media release

Hong Kong, 7 October 2009

# Bank Sarasin named “Outstanding Private Bank – Europe” by Private Banker International

Bank Sarasin & Co. Ltd was named “Outstanding Private Bank – Europe” by the leading journal for the global wealth industry “Private Banker International” (PBI) at the gala dinner of the 19<sup>th</sup> PBI Wealth Summit 2009, held in Singapore on Monday, 5 October. PBI specifically praised Sarasin’s successful business model on the occasion of the awards ceremony.

### William Cain, Editor, Private Banker International

“Bank Sarasin is the example, par excellence, of the success that can be achieved when a compelling and successful business model is adopted and implemented. In Sarasin’s case, this has stood the bank well in steering it through the current upheavals in traditional Swiss private banking, stemming from the global regulatory clampdown.”

### Eric Sarasin, Head of Private Banking, Bank Sarasin

“We are deeply honoured to be recognized as the “Outstanding Private Bank – Europe” by Private Banker International. Our aim is to be the most client-focused private bank in the world, and we hope that this award demonstrates the success we have achieved in meeting this goal. Whatever innovations we make, whatever investments we make in people or technology, are dedicated to our clients.”

The fact that Sarasin was nominated as a finalist in three categories, “Outstanding Private Bank – Europe”, “Outstanding Private Bank – Middle East” and “Outstanding Global Private Banker – Eric Sarasin”, reflects Sarasin’s remarkable position in the private banking market. In Switzerland, Sarasin has offices in Basel, Berne, Geneva, Lugano and Zurich. In Europe, Sarasin is represented in Dublin, Guernsey and London, La Coruña and Madrid, Frankfurt, Munich and Nuremberg, Vienna, and Warsaw. Beyond Europe, Sarasin has a strong presence in the Middle East and Asia.

Private banks were nominated for various awards by their peers. Three banks were then short-listed for each category, with finalists chosen by PBI’s advisory board, made up of independent wealth management specialists located in the world’s leading financial centres. According to PBI, a leading journal for the global wealth management industry, the awards pay tribute to best-of-breed players. The criteria for the awards include the ability of institutions to demonstrate a clear and unique strategy to position and grow their business, regionally or globally; those that have made a significant investment in people and systems to develop their business; those demonstrating the most innovation in products/services; those with demonstrably superior client services and customer relationship management skills; and institutions that have strengthened and extended the global reach of their brands.

### For more information please contact:

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### **About Private Banker International**

Private Banker International is the leading journal for the global wealth industry. Launched in 1987, it is the longest established international wealth industry title and has won a reputation as a cutting-edge working tool for private bankers, relationship managers and other industry professionals.

The Private Banker International Global Wealth Awards is organized by VRL Financial News – a unique global brand renowned for innovative, independent thinking in financial services and professional services markets. We offer over 25 years' experience in the provision of authoritative, valued-added information, research and analysis via newsletters, news services and magazines, research reports, conferences and other events.

For more information, please go to: <http://www.vrl-financial-news.com/>

### **Sarasin – Sustainable Swiss Private Banking since 1841 – [www.sarasin.com](http://www.sarasin.com)**

The Sarasin Group has its roots as a leading Swiss private bank. As an international financial service provider committed to sustainability, the Group is now represented in more than 20 locations in Europe, the Middle East, and Asia. By end of June 2009 it managed total client assets of CHF 79.9 billion and employed around 1,500 staff. Its majority shareholder is the AAA-rated Dutch Rabobank.

### **Sarasin Rabo Investment Management Limited – [www.sarasin.hk](http://www.sarasin.hk)**

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