

## Media release

Basel, 4. May 2010

# New Head of Geneva branch – Bas Rijke strengthens Sarasin's Team in western Switzerland

**Bas Rijke (46) is due to take up his new post as Head of Bank Sarasin's Geneva branch on 1 August 2010. Within the Private Banking division he will also hold country responsibility for the international growth markets of the Netherlands, Belgium and France. Bas Rijke will become a member of the management team of the Private Banking division and will report directly to Eric G. Sarasin.**

Bas Rijke comes to Bank Sarasin from Fortis Banque (Suisse) SA, where he started as Head of Private Banking and Deputy CEO before becoming CEO and Country Head for Switzerland in August 2007. Bas Rijke has in-depth knowledge of the asset management business and a very strong management track record. His career has spanned 20 years with various banks in the Netherlands and Switzerland. He has worked in Geneva for the past 14 years.

### **Eric G. Sarasin, Head of Private Banking with Bank Sarasin & Co. Ltd**

"I am delighted we have managed to recruit Bas Rijke, a highly skilled private banker as well as an experienced manager with strong leadership qualities, to head up our Geneva branch. Bas Rijke will work with our team in Geneva to progressively develop our business at this location. He will play a key support role in pushing Sarasin's growth strategy in the Geneva region, by ensuring that our service which is tailored to the individual needs of our clients is entrenched even more firmly in the market."



### **Bas Rijke**

Born 1964 in the Netherlands; Dutch citizen, lives in Founex (VD); graduate of the specialised Hotel und Tourism Administration at the Centre International de Glion (CH), trained at the Dutch Institute for Banking & Securities Trading; IBO postgraduate study programme in Investment and Financial Analysis at Amsterdam Free University.

Bas Rijke has worked in the financial services industry since 1987. He started his career as financial analyst with Robeco Effectenbank N.V. and then worked for six years as Account Manager at Bearbull Nederland N.V. in Amsterdam (integrated into Bank Labouchere N.V. in Amsterdam in 1994). Bas Rijke came to Switzerland in 1996 to set up a new bank, Banque Labouchere SA, Geneva, where he worked as Managing Director. During the period 2001 to 2005 he was Head of Private Banking at the Geneva branch of Banque MeesPierson BGL SA. When this bank changed its name to Fortis Banque (Suisse) SA, he first headed up the Private Clients Switzerland business, but then took over responsibility for the rest of the bank's Swiss branches and was appointed deputy CEO in 2006. From 2007 until his move to Bank Sarasin, Bas Rijke was CEO and Country Head for Switzerland with Fortis Banque (Suisse) SA.

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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 December 2009 it managed total client assets of CHF 93.7 billion and employed around 1,500 staff. Its majority shareholder is the AAA-rated Dutch Rabobank.

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Bank Sarasin is a leading Swiss private bank whose many years of banking experience has made it consciously opt for sustainability as a key component of its corporate philosophy. It provides a high level of service and expertise when acting as investment advisor and asset manager for private and institutional clients. Within Switzerland, Sarasin has offices in Basel (head office), Berne, Geneva, Lugano, and Zurich. Bank Sarasin & Co. Ltd is listed on the SIX Swiss Exchange.