

## Media Release

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# Bank Sarasin opens representative office in Austria

**Bank Sarasin & Co. Ltd, a leading Swiss private bank based in Basel, is consistently pursuing its growth strategy by expanding its presence in central Europe. As of now, it has its own representative office in Austria, located at Naglergasse 2 in Vienna's 1st district.**

Bank Sarasin sees Austria as an attractive market which holds very promising potential for Private Banking. By opening a new representative office initially, Bank Sarasin intends to grasp the opportunity to attract wealthy Austrian clients with its innovative, personalised banking solutions. Sarasin's twenty years of experience in sustainable investment makes it both a pioneer and market leader in continental Europe. As a gateway to central and eastern Europe, Sarasin also sees Austria as a particularly attractive platform for its ongoing expansion plans.

"Bank Sarasin can look back on a long and successful track record over the past 168 years. Bank Sarasin is one of the pioneers of sustainable asset management. This is a key advantage which today makes us one of the top addresses for sustainable investments," says Eric G. Sarasin, Head of Private Banking, when asked to describe the Swiss private bank's background.

"The purpose of our new representative office in Vienna is not only to attract wealthy private clients in Austria, but also to bring the Sarasin Group closer to the growth markets of central and eastern Europe," explains Fidelis M. Goetz, Head of Private Banking.

"Consistently pursuing our strategic focus on sustainability in both our corporate culture and investment approach presents a unique proposition to Austrian investors," adds Christian Daimer, Head of the new representative office in Vienna.

Bank Sarasin's impressive commitment to forging ahead with its global growth strategy has resulted in the decision to open a new representative office in Vienna. With offices already in its home market in Basel, Geneva, Lugano and Zurich and other subsidiaries in Europe (Germany, the UK, Ireland, Spain and Poland), the Middle East (Bahrain, Dubai, Qatar and Oman) and Asia (Hong Kong and Singapore), the Swiss bank has established an impressive international network for serving its private and institutional clients.

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**Sarasin – [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 the end of December 2008 it managed total client assets of CHF 69.7 billion and employed around 1,500 staff. Its majority shareholder is the AAA-rated Dutch Rabobank.

**Bank Sarasin & Co. Ltd – [www.sarasin.ch](http://www.sarasin.ch)**

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), Geneva, Lugano, and Zurich. Bank Sarasin & Co. Ltd is listed on the SIX Swiss Exchange.



**Mr Christian Daimer**

Head of the representative office for Austria

Born in 1970; a citizen of Austria; initial training as a banker; holds a degree in economic science from the University of Vienna.

Christian Daimer began his international career working in the finance arm of UBS in London. Next he switched to Merrill Lynch in Vienna and then Frankfurt, where he played a key role in shaping the Private Banking business in Austria, Germany and the EU. Six years later he moved back to UBS in Austria, where he was instrumental in the marketing activities for the eurozone. He then moved to the Zurich head office of UBS, where his task was to further expand the key client segment of Austria and central Europe. During his 15 years of banking activity, he has acquired enormous know-how, built up an extensive international network within the industry and developed long-term and successful relationships with clients. Christian Daimer is now in charge of the representative office for Austria of Bank Sarasin & Co. Ltd in Vienna.



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