

Media Release

Berne, 25 June 2009

Bank Sarasin opens new office in Berne

Today Bank Sarasin & Co. Ltd celebrates the opening of a new office in Berne. The Bank is now ready to serve clients from its new premises in Waisenhausplatz 10. Berne is the fifth office, along with Basel, Geneva, Lugano and Zurich, to be set up in Switzerland by the internationally active private bank, and will allow Sarasin to tap into the promising market potential in the region of Berne and central Switzerland. The Berne office will therefore be another key element of the Bank's growth strategy for its home market. Sarasin is not only carving out an attractive market presence in the nation's capital, but is building a platform for serving clients in Berne and its outlying areas.

Opening a new office in the heart of Berne is a logical progression of Bank Sarasin's growth strategy and underscores the importance of its home market. With its emphasis on a sustainable investment philosophy, the bank offers clients more long-term benefits such as experience, expertise and tradition – which have always featured strongly at Bank Sarasin.

Proximity to the client as a core skill

“Our new location in Berne is geared towards serving the needs of discerning private clients looking to entrust their assets to a private bank committed to sustainability. The main emphasis at Sarasin is on top-class customer service and personalised investment solutions. Catering to individual clients and their needs is at the heart of our advisory process. This lays the foundation for a long-term client relationship built on mutual trust,” explains Eric G. Sarasin, Head of Private Banking.

Experienced team with a local banking knowledge

New recruits will eventually be added to the current team of six, who will assure the necessary quality and performance, offering comprehensive, personalised investment advice and banking services to clients in the surrounding region. The team in Berne not only draws on a vast pool of banking know-how, but also has excellent local contacts. The new branch manager, Piero Huwyler, combines a strong management record with a strong network in the region and many years experience of delivering investment advisory and asset management services to private clients both in Switzerland and abroad.

Motivated team

“Our team, which is very familiar with local conditions, is looking forward to doing an excellent job serving the needs of our clients in the Berne region and central Switzerland, and will provide a first class service” adds Piero Huwyler, manager of the new Berne office.

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Sarasin – 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 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.

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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.



Piero Huwyler

Born in 1962; Swiss citizen, lives in Gerzensee; completed his commercial training with Credit Suisse; graduated in business studies from the Höhere Wirtschafts- und Verwaltungsschule; attended the International Banking School, New York City (USA). Piero Huwyler started his bank career with Credit Suisse (CS) in 1981. Up to 1997 he held various posts at CS in the areas of Marketing Services, Electronic Banking and Client Communications in Zurich and Berne. From 1992 to 1993 he worked as project manager for CS in Corporate Affairs in New York. During the period 1997-2000 he was Head of Marketing Department at Credit Suisse in Zurich and project manager for Internet Banking. In 2000 he transferred to UBS Private Banking, initially as Head of Business Development, then as head of the Financial Intermediaries Business. Before joining Bank Sarasin in 2004 he was Head of the Investment Advisory Department and deputy manager for the region of Berne and central Switzerland.



Branch office Berne

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