



BANQUE ERIC STURDZA

The crest of Banque Eric Sturdza is a shield-shaped emblem. At the top is a crown with a cross on top. Below the crown is a shield divided into four quadrants. The top-left quadrant contains a cross, the top-right a lion, the bottom-left a dragon, and the bottom-right a lion. The shield is surrounded by a decorative border.

At Banque Eric Sturdza, we offer *highly personalised private banking* services with a focus on preserving and growing the wealth of our clients *through the generations*. Located in the heart of Geneva, the bank draws on expertise from top specialists from around the world, delivering *global investment services* across currencies and markets.

A VERY PERSONAL BANK SPECIALIZED IN PRIVATE BANKING

At Banque Eric Sturdza, we create *bespoke investment strategies* that faithfully reflect a client's risk profile and long-term plans, buffering against short-term changes in financial markets and investment conditions. We draw from a *large pool of talented experts* to deliver *sustainable growth* and long-term value for our clients.

Our highly personalised approach to service has several implications on how we operate. *We choose to remain small*, working with a limited number of clients with whom we share common values. *We are devoted to serving private clients almost exclusively*, avoiding all forms of investment and retail banking, commercial lending or other financial activities that involve substantial forms of risk.

Many of our clients have been with us since the bank's foundation in 1985 and have been advised by an established team of senior professionals that have remained dedicated to the bank throughout the years. Banque Eric Sturdza has historically *one of the lowest staff turnover rates in the industry*, and it is through this loyalty that we emerge as trusted advisors for our clients. We know from experience that by putting our clients first, our own success will follow.

*"As the founder of Banque Eric Sturdza,
I am honoured to celebrate the long-term
associations that exist with our established
clients, and to welcome new clients into our
world of trust, understanding and respect."*

Eric I. Sturdza



A SPIRIT OF ENTREPRENEURSHIP

The story of Banque Eric Sturdza is the story of an entrepreneur. While the bank's origins date as far back as 1762, it was in 1985 that Eric Sturdza began laying the foundations for a *new model for private banking*, as the director of Banque Baring Brothers' Swiss operations.

Over the decades that followed, Mr. Sturdza secured significant stakes in the bank at two important junctures: first acquiring a 30% ownership of Banque Baring Brothers' Swiss operations in 1995 alongside ING's 70% share; and then consolidating his majority ownership when he acquired 100% of stakes in 2005. Mr. Sturdza's senior managers were also invited to participate in the capital of the bank, reinforcing the spirit of entrepreneurship that is woven within the very fabric of the organisation.

Under Mr. Sturdza's leadership, the bank has *grown to exactly the right size* to maintain a dynamic and enterprising culture. And while the bank has remained deliberately small, its reputation has continued to grow, and with it, *opportunities to expand its reach* through new ventures. In January 2016, the bank changed its name from Banque Baring Brothers Sturdza to Banque Eric Sturdza, to reflect the evolution of the group's leadership over the past decade.



SWISS-BASED WITH A GLOBAL REACH

Switzerland is a country renowned for its banking heritage. It is the *world's leading private banking centre* where investors feel respected, secure and welcomed. Combined with its political neutrality, the country's *exceptional stability* makes it an ideal environment for banking and finance.

This environment offers Banque Eric Sturdza a solid foundation from which to serve an exclusive international clientele.

We conduct business in many of the world's languages. We are uniquely organised to work across a spectrum of markets and currencies, having assembled *a network of investment specialists and asset managers* among the best in their fields.

This international sensibility and global reach is at the heart of how we do business — and it is anchored in *a culture of client service and discretion*.