



BANQUE ERIC STURDZA

ASSURED CONTINUITY WITH GENERATIONAL TRANSITION: MICHAELA ZANELLO STURDZA APPOINTED AS CEO OF BANQUE ERIC STURDZA AND ERIC STURDZA TO BE CHAIRMAN OF GROUP ERIC STURDZA.

Geneva, 16 November 2021. Setting the stage for the next level of growth and development, the Board of the Directors of Banque Eric Sturdza has confirmed the nomination of Michaela Zanello Sturdza to the position of CEO of Banque Eric Sturdza, while Eric Sturdza will take on the position of Chairman of the Eric Sturdza Group.

Michaela Zanello Sturdza as CEO of Banque Eric Sturdza, is a departure from the conventional. As one of the youngest Swiss banker CEOs, Michaela's new leadership role stands out in an industry whereby a minority of women within Switzerland's top 100 banks hold executive committee positions. Her appointment as head of the bank is not only a sign of a forward-looking, modern organization, but as well, an illustration of the Sturdza family's commitment to reinforcing its heritage as both owners and managers of the group.

Commenting on the nomination of Michaela to the post of CEO, Eric Sturdza the bank's Founder, *"most parents are by definition happy when their children follow in the family business. What is especially rewarding here is that it was the Bank's Board who on their own initiative, recommended Michaela for the position and evaluated her alongside other candidates before coming to a decision. Objectively speaking, her successful track record in a variety of different functions within the organization, has proved that she has the right mind set, character and know how not only to lead the bank, but to taking it to a new level with an expanded product and solution offering"*.

Michaela has all the requisite business-oriented knowledge which will allow her to seamlessly assume her CEO responsibilities. Her academic path focused in the areas of business strategy and management. She completed a Bachelor of Arts in International Management from the Ecole Supérieure de Management (Geneva), with an honors distinction and, while working on parallel within the bank's auditing department, she pursued a Master of Business Administration from the Lausanne Business School, with a specialization in strategic consulting, graduating cum laude.

From university, Michaela began her professional career in private banking at Banque Baring Brothers Sturdza S.A., where she worked as a project manager reporting to the bank's Executive Committee. She developed her skills in auditing, marketing and human relations which gave her early on exposure to a wide range of the bank's operations in risk management, controlling and compliance. During that time, Michaela worked on the acquisition of Coges Corratierie Gestion, then moved to the position of client account assistant, eventually working her way up to the post of seconding the firm's CIO. In 2017, she led the business enhancement program at Coges, which paved the way for Michaela to quickly transition over to Banque Eric Sturdza, joining the Executive Committee in 2018 overseeing strategy, commercial development, and human relations.



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Banque Eric Sturdza's signature approach, a recognized factor in the bank's prosperity, has come from combining a very high level of professional competencies with a set of values rigorously practiced throughout the organization. The bank's collective and collaborative intelligence has enabled the organization to continuously deliver value to each and every initiative. With Michaela at the helm, the outgoing retiring Chairman of the Board, John Dare shared his confidence that *"the new generation at Sturdza will bring in fresh ideas and a business sense which are in line with our core values, enabling the bank to respond and benefit from new economic and technological paradigms we are facing today"*.

When asked about her new role at the Bank, Michaela candidly states, *"I am first and foremost the custodian of the founding and guiding principles that have allowed the bank to grow. I want to build on and elevate our entrepreneurial spirit and disciplined approach. My mission is to ensure that we continue to adhere to our performance-based attitude and our unique culture which has proved successful. We will see an expanded offering which includes leveraging off our historical performing investment solutions, as well as building our advisory expertise services. Together with our belief that small is beautiful, this 360-degree offer will reinforce our positioning"*.

On what she has learned from her father, Eric, who founded the bank 36 years ago, Michaela explains: *"the art and science of banking is balancing a well-defined long-term strategy with short term tactical decision making. Being the upholder of the bank's strategy and keeping it on a sustainable path in a highly competitive market, is undoubtedly a challenge. But I also see an incredible opportunity: the bank today combines a highly experienced team with a new Executive Committee and Board of Directors, all of whom have an impressive track record. But what makes this a winning formula is that we are fully aligned on where we want to go and how we want to get there, all combined with a long term vision"*.

Eric and Michaela continue with their leadership: Eric will become Chairman of the Group Eric Sturdza, the holding company that owns the bank, as well as already being a Director of the bank. Eric will serve as the group's ambassador, focusing on client development and existing relationships, and will carry on in his activities to continuously strengthen the group's corporate identity.

Outside the Bank, in addition to being a mother of two boys, Michaela continues to carry the family's passion for sports, herself being an avid tennis player, golfer and diver. Michaela's interests also extend into art and culture, where her enthusiasm for design and architecture provide inspiration which she applies to her professional endeavors.

When asked about this, Michaela responds, *"architects and designers start with the premise of understanding the emotional and practical needs of the user. Design is all about the constant pursuit of perfection, always developing new concepts to changing user environments. In banking, it is the same approach, we are not only about what our clients need today but anticipating what they will need tomorrow. Our clients, especially their successive generations, are changing. They are digital savvy with diverse business and personal interests. In today's banking world, one size does not work. We need to be creative in what we offer and how we deliver. And to get this right, the art world provides inspiration in marrying together ingenuity, precision, and perfection"*.



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FOR MORE INFORMATION

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ABOUT BANQUE ERIC STURDZA

Banque Eric Sturdza is an independent family bank, specializing in wealth management. The Bank's recognized expertise in private banking, combined with its entrepreneurial approach, enables the identification and delivery of the best opportunities for its clients and personalized investment solutions. Rooted in the tradition of Swiss banking, Banque Eric Sturdza defends the principles of independence, integrity and transparency. The Bank's mission is to protect and increase the wealth of its clients over successive generations. Its unique standing comes from the banking experience of the founder of the Eric Sturdza Group, Eric Sturdza himself.

ABOUT ERIC STURDZA GROUP

The Group today has four business lines: private banking, with Banque Eric Sturdza, wealth management and family Office, both of which are operated through Coges Corratierie Gestion and Asset Management via E.I. Sturdza Strategic Management and Eric Sturdza Management Company. The Group's unique identity is a result of the family's entrepreneurial spirit, independence and its success in seizing opportunities. The Group continues to develop in an avant-garde manner in the spirit of the values of the family tradition which includes bringing together a team with an unparalleled level of expertise and knowledge and an unwavering commitment to a client service approach.