



UNION BANCAIRE PRIVÉE

Press release

Union Bancaire Privée strengthens capabilities on the US client market

Geneva, 25 June 2018

Union Bancaire Privée (“UBP”) has announced the appointment of Deepak Soni as CEO of UBP Investment Advisors SA (“UBP IAS”) with effect from 1 June 2018. Created by UBP in Geneva in February 2014, UBP IAS is a Swiss company registered with the US Securities and Exchange Commission (SEC) that specialises in the management of investment portfolios for US residents and citizens.

UBP IAS is an independent subsidiary and offers asset management services that are tailored to the needs and profile of each client, taking US regulatory and tax requirements into consideration.

Deepak Soni has over ten years’ experience in managing US clients. After having held positions in business development for client acquisition in the SEC units at Credit Suisse and UBS, he was then CEO of the Vontobel subsidiary dedicated to US clients (Vontobel Swiss Wealth Advisors AG).

In his new role at UBP, he will be in charge of further growing the Bank’s footprint in the US resident market and overseeing the expansion of UBP IAS, in particular the opening of a branch in Zurich.

UBP’s Private Banking CEO Michel Longhini has stated: “We are very pleased to have hired Deepak Soni. His expertise gives us the capacity to offer portfolio management services to US clients in search of diversification. The United States is the world’s biggest wealth management market today and is therefore a priority market for UBP.”

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About Union Bancaire Privée (UBP)

UBP is one of Switzerland’s leading private banks, and is among the best-capitalised, with a Tier 1 ratio of 27.5% as at 31 December 2017. The Bank is specialised in the field of wealth management for both private and institutional clients. UBP is based in Geneva and employs around 1,697 people in over twenty locations worldwide; it held CHF 125.3 billion in assets under management as at 31 December 2017.

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