



Banque SYZ & CO SA
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PRESS RELEASE

SYZ & CO expands its operations in Asia

- In addition to alternative asset management, SYZ & CO will also offer institutional asset management and the OYSTER range of investment funds
- Daniel Ghirardi appointed CEO in Asia

Geneva, 27 July 2010 – **The Swiss banking group SYZ & CO is continuing its expansion in Asia by extending the operations of its Hong Kong office. In addition to alternative asset management - which has been available since January 2007, SYZ & CO will from now on also promote and distribute its institutional asset management solutions and OYSTER investment funds in the region. To carry through this new project, Daniel Ghirardi will take on responsibility for the region as of September 2010.**

Expansion of operations in Asia

Three and a half years after launching its Hong Kong operation, SYZ & CO has decided to broaden the range of services offered in the region so as to take advantage of the growth opportunities afforded by its exceptional dynamism. In addition to managing and promoting the Group's alternative products in Asia, the Hong Kong office will now also register and promote the OYSTER range of Luxembourg SICAV investment funds and the institutional asset management services provided by SYZ Asset Management. To reflect this new orientation, the Hong Kong-based entity will change its company name from *3A Asia Ltd.* to *SYZ & CO Asia Ltd.*, subject to regulatory approval.

"We have identified strong demand in the region for innovative products with high added value. The extension of our activities will enable us to capitalize on the contacts established over the last few years to offer the full range of the Group's products throughout South-East Asia and Australia" explained Eric Syz, Managing Partner.

New CEO based in Hong Kong

To carry through this new project, SYZ & CO has entrusted responsibility for the office to Daniel Ghirardi, who will take up his job in September. He will replace Jennifer Carver and Brian MacDougall, who have decided to give a new orientation to their career. Aged 41, Daniel Ghirardi has extensive knowledge of Asia and of Hong Kong in particular, having spent a number of years working there for the UBS Group. Before joining SYZ & CO, between 2007 and the end of 2009 Daniel Ghirardi established the institutional sales activity in Geneva of the Massena group, a Luxembourg-based multi-family office. Previously, Daniel Ghirardi had worked for Prudential Bache and Harcourt Investment Consulting in Zurich and was Head of Switzerland at Pioneer Global Investments.

"Despite an extremely competitive environment, Banque SYZ & CO has earned the respect of the institutional and professional market, thanks to its investment track record and its coherent range of top-performing products. I am thrilled to have the opportunity to present these investment solutions to the Asian market" added Daniel Ghirardi.

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About SYZ & CO

Founded in 1996 by Eric Syz, Alfredo Piacentini and Paolo Luban, the Swiss banking group SYZ & CO has specialized exclusively in asset management through four complementary lines of business: high-end private banking, institutional asset management, the *OYSTER* investment funds and alternative management with *3A SA (Alternative Asset Advisors)*. SYZ & CO has assets of CHF 25 billion (Euros 18.3 billion) under management and employs a staff of 380. In addition to the Bank's headquarters in Geneva, the Group also has offices in Switzerland in Zurich, Lugano, Locarno and internationally in Milan, Rome, Madrid, London, Luxembourg, Vienna, Nassau and Hong Kong.

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