



UNION BANCAIRE PRIVÉE



Press release

Union Bancaire Privée strengthens Asia equity investment offering through strategic partnership with CRUX Asset Management

Hong Kong / London, [3] March 2022

Union Bancaire Privée, UBP SA (“UBP”, or “the Bank”) and leading London-based boutique investment manager CRUX Asset Management (“CRUX”) today announce their strategic partnership to strengthen the Bank’s Asia equity investment offering.

Established in 2014, CRUX is an active equity investment manager with £1.7 billion assets under management. The firm’s three core equity teams focus on Europe, the UK and Asia to deliver outstanding investment performance through bottom-up, high-conviction stock selection. In September 2021, CRUX hired Ewan Markson-Brown and Damian Taylor, two seasoned Asia equity fund managers, to build out its Asia equity franchise.

Through this partnership, CRUX will therefore advise UBP on the Bank’s Asia equity funds and mandates, drawing on its dedicated investment professionals and their decades of experience. UBP will provide investors in Asia with exclusive access to CRUX’s alpha-generating equity products.

Commenting on the partnership, **Nicolas Faller, Co-CEO Asset Management at UBP**, said: “The dynamism and growth potential in Asian markets stand out globally. We are therefore pleased to partner with CRUX as we accelerate our asset management expansion in the region. This partnership enables us to offer our clients actively managed best-in-class strategies.”

Karen Zachary, CEO at CRUX Asset Management, said: “The rapid adoption of new technologies, a rising middle class, and the financialisation of Asian economies has created a rich, diverse opportunity set full of change and underappreciated growth. Through this partnership and our commitment to bottom-up, high-conviction stock selection informed through an intimate knowledge of capital growth opportunities in Asia, our highly experienced investment team is positioned to attract and serve new clients in the region.”

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About Union Bancaire Privée (UBP) – www.ubp.com

UBP is one of Switzerland’s leading private banks, and is among the best-capitalised, with a Tier 1 ratio of 25.2%. The Bank is specialised in the field of wealth management for both private and institutional clients. It is based in Geneva and employs 1,904 people in over twenty locations worldwide; it holds CHF 160.4 billion in assets under management (figures as at 31 December 2021).



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CRUX[★]
ASSET MANAGEMENT

About CRUX Asset Management (CRUX) - www.cruxam.com

CRUX is an active equity investment manager with £1.7 billion assets under management. Established in 2014, the firm's three core equity teams focus on Europe, the UK and Asia to deliver outstanding investment performance through bottom-up, high-conviction stock selection. Each team uses proven valuation methodologies and has intimate knowledge of long-term capital growth opportunities in the specific geographies where they invest. The fund managers align investment aims with those of their global clients by investing meaningful amounts of their own assets in CRUX funds and owning equity in the company.

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