



Appointment of a New Chairman of the Executive Committee

Christophe de Backer will be joining the Edmond de Rothschild Group on February 1, 2012, initially as Chairman of the Executive Committee of Banque Privée Edmond de Rothschild in Geneva. His appointment was approved by the Board of Directors of Banque Privée Edmond de Rothschild at a meeting held in Geneva on January 10, 2012.

Christophe de Backer will join the bank on February 1 and take up his position as Executive Committee Chairman after the Annual General Meeting of shareholders on April 26, 2012. He will also be appointed to the Supervisory Board of La Compagnie Financière Edmond de Rothschild in Paris.

"I am delighted to welcome Christophe de Backer to our Group," said Benjamin de Rothschild, Chairman of the Board of Directors of Banque Privée Edmond de Rothschild and Edmond de Rothschild Holding, the Group's parent company. *"In addition to bringing us a perfect grasp of the private banking and asset management, he is a highly regarded professional with great human qualities. He will very quickly play a key role in our Group, in keeping with our family culture of strong focus on client service."*

For Christophe de Backer, *"Joining a family-owned group of this stature, which is active in two businesses to which I am particularly attached, is an exceptional opportunity and I am delighted to seize it."*

Christophe de Backer succeeds Claude Messulam, who will become a Member of the boards of directors of Banque Privée Edmond de Rothschild and of Edmond de Rothschild Holding. The Board of Banque Privée Edmond de Rothschild expressed its sincere gratitude to Claude Messulam for his accomplishments during 21 years at the helm of the bank. Under his leadership, Banque Privée Edmond de Rothschild grew to become one of Switzerland's leading private banks, recognized as much for its professionalism as for its performance.

Benjamin de Rothschild added, *"I would like to pay tribute to Claude Messulam for his unstinting loyalty, which is one of our family's values, and which largely contributed to our Group's solidity and impeccable reputation."*

Christophe de Backer, age 50, joined HSBC France in 1990 and held various positions in the equity capital markets division before being named Chief Executive Officer of CCF Securities in 1998. He was promoted to Deputy CEO of HSBC France in 2001, becoming head of the asset management and insurance businesses. When Credit Commercial de France was integrated within the HSBC group, he strove to promote CCF's specific experience in investment management.

In 2005, he was appointed Chairman of the Executive Board of HSBC Private Bank France, overseeing the streamlining of the group's private banking activities in France.

In 2007, he was named Deputy CEO of HSBC France, before being promoted to CEO in early 2010.

In recognition of Christophe de Backer's talents, the HSBC Group appointed him Group General Manager and Member of HSBC's global Management Committee in January 2011.

Christophe de Backer's personal interests include involvement in associations related to the arts and to the creation of socially responsible companies.

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About Banque Privée Edmond de Rothschild SA

Listed on the SIX Swiss Exchange, Banque Privée Edmond de Rothschild is focused entirely on wealth management for private and institutional clients, and devises solutions designed to preserve assets with a view to handing them down to future generations. The Bank offers expertise in alternative as well as traditional management. Its experience with funds of hedge funds dates back more than 40 years.

Banque Privée Edmond de Rothschild is the Swiss branch of the Edmond de Rothschild Group, which employs over 2,700 people worldwide. At 30 June 2011 Banque Privée Edmond de Rothschild and its subsidiaries reported a consolidated net profit of CHF 71.8 million, up from the year-earlier period. Assets under management totalled CHF 92.1 billion, placing us among the top 10 wealth management companies in Switzerland.

Banque Privée Edmond de Rothschild is headquartered in Geneva and has branches, affiliates and representative offices in Fribourg, Lausanne, Lugano, Hong Kong, Luxembourg, Monaco, Nassau, London, Dubai, Montevideo and Taipei.

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