



## Press release

### **Serge Robin, new CEO of Arab Bank (Switzerland)**

**Geneva, 10 July 2018** – The Board of Directors of Arab Bank (Switzerland) is pleased to announce the official appointment of Serge Robin as CEO.

Following a long banking career featuring stints at the most prestigious names in the Swiss financial centre, Serge Robin has agreed to head up the bank's Executive Committee in order to develop its business and continue its growth. His knowledge of asset management, investment products, private banking, management and the Middle East market brings real added value to the governance of our bank.

*"I am delighted to join a bank that undoubtedly has some of the strongest fundamentals in the industry", says Serge Robin. "Everything in the middle and back office is now well established and effective, meaning that we can focus on asset allocation and increasing assets under management in private banking, and also continue the development of Commodity Trade Finance activity. This will be my priority. I am extremely confident because Arab Bank (Switzerland) has an excellent reputation in its main market, the Middle East, and allows exclusive arrangements for some products in this region."*

The appointment of Serge Robin has been effective since 1 July 2018. There are no other changes to the Executive Committee.

#### **About Serge Robin**

After obtaining a Swiss Maturité school leaving certificate focusing on science from the Collège Voltaire in Geneva and degrees in economics and quantitative method (econometrics) from the University of Geneva, Serge Robin began his professional career at the Swiss Trust Company. He was subsequently hired by Lombard Odier, where he held various analyst and research positions before being appointed Head of Asset Management. He joined UBS in 2001 as Managing Director in Wealth Management & Business Banking, where he helped set up a dedicated service offering for high net worth families. In March 2005,



he was appointed CEO of Merrill Lynch Bank (Suisse) in Geneva before becoming a Partner at Gonet & Cie in 2010. Serge Robin has 35 years of experience in the fields of asset management and research, private banking and top-level management.

**About Arab Bank (Switzerland) Ltd**

Arab Bank (Switzerland) Ltd was founded in Zurich in 1962. As a Swiss bank, it is subject to all Swiss banking laws and is supervised by FINMA. Its headquarters were transferred to Geneva in 2012, but it still has offices in Zurich, where a team of five asset managers work. Arab Bank (Switzerland) Ltd currently employs 105 people. For more than 50 years, Arab Bank (Switzerland) Ltd has been providing renowned private banking services to a clientele primarily based in the Middle East, where it has an excellent reputation. In addition, it has been offering services in the area of Commodity Trade Finance for ten years. With capitalisation of CHF 500 million and assets under management approaching CHF 4 billion, Arab Bank (Switzerland) Ltd is one of the strongest banks in the Swiss financial centre. Arab Bank (Switzerland) Ltd is legally independent from its sister company Arab Bank plc, headquartered in Jordan, which is listed on the Amman Stock Exchange.

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