



## Leading Swiss Private Bank launches full suite of digital asset services

Arab Bank Switzerland now provides custody and brokerage services for Bitcoin and Ethereum

**Geneva, 19th September 2019: Arab Bank (Switzerland) Ltd. is pleased to announce the launch of a new range of digital asset services, including custody and brokerage of Bitcoin and Ethereum, becoming one of the first private banks in Europe to offer digital asset services to its high net worth clients.**

The launch aims to answer growing demand from existing and younger clients who seek to include digital assets as one asset class in their diversified portfolios. Arab Bank (Switzerland) intends to make buying and holding Bitcoin and Ethereum – as well as additional digital assets in the near future - as accessible and efficient as any other traditional investment.

Arab Bank (Switzerland) Ltd. was created in 1962 in Zug, Switzerland, to create a bridge between the Arab and Western worlds, serving high net worth clients including business leaders and family entrepreneurs. Arab Bank (Switzerland) distinguishes itself in the private banking ecosystem by its innovation – it was one of the first private banks to launch commodity trading operations and to offer a competitive FX (foreign exchange) platform. It is the sister company of Arab Bank Plc, one of the biggest banks in the Middle -East.

**Serge Robin, CEO of Arab Bank (Switzerland) Ltd.**, explains: “We firmly believe that blockchain will disrupt the financial industry as we know it and we intend to be amongst the first banks to offer digital asset services to our clients in a secure and regulated environment.”

These new services rely on a secure custody platform and the expertise of [Taurus Group](#), a Swiss fintech which specialises in digital assets and was launched by two former senior private bankers. Taurus Group also helped Arab Bank Switzerland with its operational policies and procedures to offer these new digital asset services.

**Lamine Brahimi, Managing Partner of Taurus Group**, adds: “We intend to support all major innovative players like Arab Bank (Switzerland) to create or adapt their infrastructure for crypto assets. It is a necessary step to ensure that the next generation of financial market infrastructure is based on blockchain.”

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### About Arab Bank Switzerland

Arab Bank (Switzerland) Ltd. was launched in Zug in 1962 to create a bridge between the Middle East and the Western World. The bank has become a trusted partner for high net worth individuals, including business leaders and family entrepreneurs in the MENA region for more than 50 years. It is the sister company of Arab Bank Plc, one of the biggest banks in the Middle East.

For more information, please visit: [www.arabbank.ch/](http://www.arabbank.ch/)



### **About Taurus Group**

Taurus Group SA was founded in April 2018 in Geneva, specialising in digital assets and blockchain. It was founded by senior executives with a background in banking, asset management, regulatory, and cybersecurity. Taurus offers enterprise-grade market infrastructure solutions for digital assets as well as other financial services to institutional clients.

For more information, please visit: [www.taurusgroup.ch/](http://www.taurusgroup.ch/)