

EFG International appoints Head of Strategic Marketing & Communications

Zurich, 18 July, 2007 – EFG International extends its strategic marketing and communications capabilities

EFG International has appointed Keith Gapp to the newly created role of Head of Strategic Marketing & Communications. Keith joined the bank with effect from 1 July 2007. Based in Zurich, he will also take up a seat on the Executive Committee of EFG International.

For the past eight years, Keith has been managing partner of GMQ, a strategic consulting boutique specialising in private banking, as well as co-author of leading industry journal The Wealth Partnership Review. He is joined by co-founder / author Andrew McQuillan.

Keith's remit encompasses global strategic marketing, branding, advertising and communication activities. He will also work closely with Jens Brueckner, who joined last year as Head of Investor Relations after working at HVB Group and Morgan Stanley.

Lawrence D. Howell, CEO of EFG International:

- “I am delighted that Keith and Andy have joined us. They bring, I believe, a unique mix of industry expertise and creative communication skills, combined with strong business leadership and entrepreneurial credentials. Multi-faceted skills such as these characterise EFG; indeed, our appeal to individuals of broad talents is a crucial factor underpinning the success of our business.”

Keith Gapp, Head of Strategic Marketing & Communications:

- “It was not easy to relinquish independence, after eight stimulating years consulting to a number of the industry's leading players. However, EFG is a private bank truly unlike any other, with a distinctive business model and record of dynamic growth. I am excited by the challenge of helping it build upon its unique story and character, and to nurture the attributes that I believe equip it for continued success.”

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About EFG International

EFG International is a global private banking group offering private banking and asset management services, headquartered in Zurich. EFG International's group of private banking businesses currently operate in 44 locations in 30 countries, with around 1,600 employees. EFG International's registered shares (EFGN) are listed on the SWX Swiss Exchange. EFG International is a member of the EFG Group headquartered in Geneva, Switzerland, which is the third-largest banking group in Switzerland by Tier-1 Capital.

EFG International

Practitioners of the craft of private banking