

## EFG International sponsors Ueli Steck

### **Zurich, 8 May 2014 - EFG International sponsoring leading Swiss climber Ueli Steck**

EFG International has reached a multi-year sponsorship agreement with Ueli Steck, the leading rock climber and mountaineer. This will see him feature in EFG adverts, participate in events, and generally be an ambassador for EFG.

One of the most outstanding climbers of his generation, Ueli Steck combines technical skill with speed, stamina and a fine appreciation of risk. A Swiss national, he is recognised the world over for pushing the boundaries of his sport. His achievements include breaking the speed record for climbing the north face of the Eiger (2 hours 47 minutes) as well as solo climbing the south face of Annapurna, Nepal, in a record 28 hours.

Keith Gapp, Head of Strategy and Marketing, EFG International:

- "Ueli's personal motto is 'everything I can imagine is possible', and his climbing career has been the embodiment of this ethos. He made mountaineering history last year with his remarkable solo climb of Annapurna, and I am struck by his drive, passion and commitment to his sport. He is a great fit with EFG and I am delighted to welcome him as our partner".

Ueli Steck:

- "I am excited to have the opportunity to work closely with EFG. As a dynamic international organisation with strong Swiss roots, I felt it was the perfect partner for me. I am very much looking forward to our collaboration."

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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 operates in around 30 locations worldwide, with circa 2,000 employees. EFG International's registered shares (EFGN) are listed on the SIX Swiss Exchange.

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