



EFG International adopts new logo

Zurich, 4 September 2013. EFG International is adopting a new circular logo device.

EFG International is adopting a new circular logo device, with implementation commencing immediately and the process to be completed by the end of the year. This follows the deconsolidation of Eurobank from the EFG Group in 2012, at which point Eurobank agreed to drop “EFG” from its name while retaining the logo device.

The new logo represents an evolution from the existing symbol and maintains many of its strengths. With its abstract suggestion of the letters E, F and G, it reflects the name of the business, while also facilitating two branding developments:

- Given the cohesive nature of EFG International’s international private banking business (spanning some 30 locations worldwide), it will increasingly seek to project a unified approach under the marketing name, “EFG”.
- In a number of regions, the logo will frequently be accompanied by the descriptor, ‘Private bankers’, reflecting EFG International’s sole focus on private banking.

See appendix overleaf for examples of the new logo device.

Contacts – EFG International

Media Relations
+41 44 226 1217
mediarelations@efginternational.com

Investor Relations
+41 44 212 7377
investorrelations@efginternational.com

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.

Practitioners of the craft of private banking

Appendix – samples of new logo device

Business entity

EFG  International

For marketing purposes

EFG 

For marketing purposes in certain jurisdictions

EFG 
Private bankers