



EFG International makes senior appointment in Asia

Zurich, 19 February 2014 - EFG International has appointed Alvin Ma as Head of Emerging Wealth, based in Hong Kong.

EFG International has recruited Alvin Ma for the newly created role of Head of Emerging Wealth, with effect from 24 February 2014. Based in Hong Kong, he will focus on building up EFG International's business in North Asia outside of its well established markets of Hong Kong and Taipei. In particular, he will play a key role in relation to EFG International's future development in China.

Alvin Ma was previously General Manager, responsible for private banking, at China CITIC Bank International, which he joined in 2010. Prior to this, he was a successful senior private banker at EFG International. All told, Alvin Ma brings more than 28 years of wealth management and private banking experience, also encompassing roles at Credit Suisse, UBS, and Standard Chartered Bank.

Alvin Ma is also a guest lecturer at numerous institutions, including the Chinese University of Hong Kong, the Institute of Professional Education and Knowledge, the Hong Kong General Chamber of Commerce, and the Hong Kong Management Association.

Albert Chiu, Chief Executive, EFG International, Asia: "EFG has ambitious plans for Asia, and I am excited that Alvin Ma has decided to rejoin us. He brings specific experience of the Chinese market, and is proven both as a private banker and as a general manager of an international private banking business. I have no doubt that Alvin can make a major contribution to our future development."

Alvin Ma, Head of Emerging Wealth, EFG Bank, Hong Kong: "It is good to be returning to EFG in this exciting new role. I know from experience that this is a dynamic business, well placed to compete. I look forward to using all my experience to help EFG capitalise on the significant opportunities that exist in China and other emerging wealth markets in the region."

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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. *Practitioners of the craft of private banking*