



GROUPEMENT DES BANQUIERS PRIVÉS GENEVOIS

PRESS RELEASE

Edouard Cuendet appointed Secretary-General of the Groupement des Banquiers Privés Genevois

GENEVA, December 7, 2009 – The Groupement des Banquiers Privés Genevois announces the appointment of Edouard Cuendet as Secretary-General of the Groupement from January 1st 2010.

Edouard Cuendet, who has held the position of First Secretary since 1999, will take over the operational management of the Groupement from Michel Y. Dérobert. In the future, Mr Dérobert will focus on matters relating to the Swiss financial centre and will remain Secretary-General of the Swiss Private Bankers Association. A position he has held since 1992.

Edouard Cuendet is a qualified lawyer and has a solid legal background. He will be responsible for all legal matters and public affairs linked to Geneva politics in which the Groupement has an interest. He will also act as the Geneva private bankers' representative to several local political and economic associations and will be the private bankers' spokesman to the media for questions related to Geneva's local affairs.

He will still be the Swiss Private Bankers Association's legal adviser and, in this capacity, will continue to be a member of a number of the Swiss Bankers Association's work groups and commissions.

Having obtained his school-leaving diploma from Geneva's *Collège Calvin*, majoring in classics, Edouard Cuendet studied law at Bern University. In 1991, he graduated in law from Bern University and then obtained internships at the Geneva Magistrates' Court and with the law firm Mentha, Maystre Morand & Amsler. He passed his bar exam in 1994 and joined the law firm Borel & Barbey. For almost five years, he was mainly in charge of judicial affairs related to banking law, commercial law and intellectual property. In June 1999, Edouard Cuendet joined the Groupement des Banquiers Privés Genevois as First Secretary and the Swiss Private Bankers Association also as First Secretary.

The Groupement des Banquiers Privés Genevois was founded in 1933 and is today composed of four members. The Groupement is regularly consulted by the cantonal authorities with whom it endeavours to defend the professional interests of the private bankers and Geneva's financial centre.

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