

January 23, 2024

News Release

UBS launches new global brand campaign “Banking is our craft”

- **UBS brand campaign reinforces UBS’s strong reputation and growth ambitions, and reshapes how clients, prospects and investors perceive combined firm**
- **Campaign to focus on more than 10 key markets, starting with the US and the UK from today**
- **Campaign will include digital and print media, content partners, sponsorship, events and social media**
- **Campaign represents one of the most substantial brand investments that UBS has made in its recent history**

Zurich, January 23, 2024

UBS today launched its new global brand campaign, “Banking is our craft”, reflecting the firm’s strengths, capabilities, global footprint, and its enhanced position as a leading wealth manager. The campaign is designed to increase brand awareness and familiarity, reinforce UBS’s strong reputation, and foster long-term growth.

It will kick off in the US and the UK from today, followed by Singapore, Hong Kong, Japan, Brazil, Mexico, Germany, Italy, Spain, Australia and the Middle East from February onwards, to cover a total of 12 key markets.

Sergio P. Ermotti, UBS Group Chief Executive Officer, said: *“At this defining moment in UBS’s history, now is the ideal time to renew our brand as we look to progress the integration and drive further growth. This campaign portrays UBS as a strengthened, global firm, and helps reshape how our clients, prospects and investors perceive us.”*

The campaign will come to life globally across a wide variety of channels and platforms, including digital and print media, content partners, sponsorship, events, social media and more. The campaign was jointly developed with two long-standing global partners of UBS; Publicis Groupe, and the brand consulting firm Prophet, utilizing their Zurich and international offices around the world. It represents one of the most substantial brand investments that UBS has made in its recent history.

John McDonald, UBS Group Chief Marketing Officer and Head Brand Management, said: *“‘Banking is our craft’ embodies core UBS qualities such as dedication, excellence and a combination of heritage and vision. It acknowledges that over the course of its 160 year history, UBS has worked to perfect what it does to the point where we consider it a craft.”*

More information on the brand campaign can be found [here](#).

Notes to Editors**About UBS**

UBS is a leading and truly global wealth manager and the leading universal bank in Switzerland. It also provides diversified asset management solutions and focused investment banking capabilities. With the acquisition of Credit Suisse, UBS manages 5.5 trillion dollars of invested assets as per second quarter 2023. UBS helps clients achieve their financial goals through personalized advice, solutions, and products. Headquartered in Zurich, Switzerland, the firm is operating in more than 50 markets around the globe. UBS Group shares are listed on the SIX Swiss Exchange and the New York Stock Exchange (NYSE). Learn more at www.ubs.com.

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