

# Euromoney Private Banking Survey 2018

## Global awards

Geography	Category	Sub-category	2018	Firm
Global	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Net-worth-specific services	Super affluent clients (US\$ 1 million to US\$ 5 million)	1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	International Clients		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Innovative Technology - Client Experience		1	UBS

## Regional awards

Geography	Category	Sub-category	2018	Firm
Western Europe	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	International Clients		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Innovative Technology - Client Experience		1	UBS

Geography	Category	Sub-category	2018	Firm
Central & Eastern Europe	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Asset Management		1	UBS
	SRI/Social Impact Investing		1	UBS
	Innovative Technology - Client Experience		1	UBS
Asia Pacific	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Philanthropic Advice		1	UBS
Africa	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Asset Management		1	UBS
	Family Office Services		1	UBS
	Innovative Technology - Client Experience		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	Succession Planning Advice and Trusts		1	UBS
Middle East	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Philanthropic Advice		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Innovative Technology - Client Experience		1	UBS
Latin America	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	Innovative Technology - Client Experience		1	UBS

Geography	Category	Sub-category	2018	Firm
North America	International Clients		1	UBS
Nordics & Baltics	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Philanthropic Advice		1	UBS

### Country awards

Geography	Category	Sub-category	2018	Firm
Switzerland	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Investment Banking Capabilities		1	UBS
	Commercial Banking Capabilities		1	UBS
	Net-worth-specific services	Super affluent clients (US\$ 1 million to US\$ 5 million)	1	UBS
	Asset Management		1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	International Clients		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Innovative Technology - Client Experience		1	UBS
Germany	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Philanthropic Advice		1	UBS
	International Clients		1	UBS
United Kingdom	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	SRI/Social Impact Investing		1	UBS
	Succession Planning Advice and Trusts		1	UBS
Luxembourg	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Asset Management		1	UBS
	Research and Asset Allocation Advice		1	UBS
	International Clients		1	UBS
Italy	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS

Geography	Category	Sub-category	2018 Firm	
	International Clients		1	UBS
	Philanthropic Advice		1	UBS
	Succession Planning Advice and Trusts		1	UBS
Monaco	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Investment Banking Capabilities		1	UBS
	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	Innovative Technology - Client Experience		1	UBS
Netherlands	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Asset Management		1	UBS
	Family Office Services		1	UBS
Austria	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Investment Banking Capabilities		1	UBS
	Research and Asset Allocation Advice		1	UBS
	International Clients		1	UBS
Finland	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	International Clients		1	UBS
Sweden	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	International Clients		1	UBS
Greece	Family Office Services		1	UBS
	Research and Asset Allocation Advice		1	UBS
	Philanthropic Advice		1	UBS
	Succession Planning Advice and Trusts		1	UBS
	Innovative Technology - Client Experience		1	UBS
	SRI/Social Impact Investing		1	UBS
Norway	International Clients		1	UBS
France	Succession Planning Advice and Trusts		1	UBS
Spain	International Clients		1	UBS

Geography	Category	Sub-category	2018 Firm	
Russia	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Asset Management		1	UBS
Poland	Family Office Services		1	UBS
Hong Kong	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	Innovative Technology - Client Experience		1	UBS
Singapore	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
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	Philanthropic Advice		1	UBS
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	SRI/Social Impact Investing		1	UBS
	Innovative Technology - Client Experience		1	UBS
United Arab Emirates	Best Private Banking Services Overall		1	UBS
	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Philanthropic Advice		1	UBS
	Innovative Technology - Client Experience		1	UBS
Qatar	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1	UBS
	Family Office Services		1	UBS
	Succession Planning Advice and Trusts		1	UBS
Bahrain	Asset Management		1	UBS
Saudi Arabia	Research and Asset Allocation Advice		1	UBS
Egypt	Philanthropic Advice		1	UBS
	SRI/Social Impact Investing		1	UBS
	Succession Planning Advice and Trusts		1	UBS
Jordan	Innovative Technology - Client Experience		1	UBS

Geography	Category	Sub-category	2018 Firm
Israel	Innovative Technology -Client Experience		1 UBS
United States	International Clients		1 UBS
Argentina	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1 UBS
	Family Office Services		1 UBS
Colombia	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1 UBS
	Innovative Technology - Client Experience		1 UBS
Uruguay	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1 UBS
	Net-worth-specific services	Super affluent clients (US\$ 1 million to US\$ 5 million)	1 UBS
Peru	Philanthropic Advice		1 UBS
	Innovative Technology - Client Experience		1 UBS
Panama	Best Private Banking Services Overall		1 UBS
Brazil	Philanthropic Advice		1 UBS
	Family Office Services		1 Consenso
Nigeria	Net-worth-specific services	Ultra High Net Worth clients (Greater than US\$ 30 million)	1 UBS
	Net-worth-specific services	High Net Worth clients (US\$ 5 million to US\$ 30 million)	1 UBS
	Family Office Services		1 UBS
	Research and Asset Allocation Advice		1 UBS
	Philanthropic Advice		1 UBS
	Innovative Technology - Client Experience		1 UBS