

Bedrock appoints former Coutts Int'l CEO as Managing Partner

Geneva/London, 10 May 2016. Bedrock, the global investment and advisory firm, and its founding partners today announce the appointment of Alexander Classen as a Managing Partner; the appointment is with immediate effect.

Alexander joins Bedrock from Coutts, where he was CEO of its international business. Prior to that, he had a long and distinguished career in the wealth management industry having worked at Pictet, Goldman Sachs and Morgan Stanley.

Alexander will be based in Zurich, where a new Bedrock office and team will be constituted over the next few months.

Bedrock also has offices in Geneva, London and Monaco where it focuses on wealth and asset management, as well as operating as a Multi Family Office and provider of specialised IT services to the wealth management industry.

Ariel Arazi, Managing Partner of Bedrock, said:

“Alexander brings tremendous experience and a track record of building and leading complex wealth businesses across various jurisdictions and will be undoubtedly a key contributor to Bedrock's future ambitions.”

Alexander Classen commented:

“I am excited to be joining such a talented team, one I have long had a great professional respect for. I have followed Bedrock's impressive trajectory for many years, recently attested in their position as the third largest multifamily office in Europe. I look forward to contributing to the future success and growth of the firm, in this next stage of its development.”*

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Notes to Editors

* the richest family offices ranking, Bloomberg 2015

- Bedrock is a global investment and advisory firm with offices in Geneva, London and Monaco.
- Bedrock was founded in 2004 by Maurice Ephrati, David Joory, Sandy Koifman and Ariel Arazi as one of the first independent investment boutiques in the marketplace.
- The team of about 100 investment professionals currently oversees over US\$9 billion of client assets.
- Bedrock established the 20UGS brand in 2013 which is a Luxembourg domiciled SICAV that currently consists of five UCITS compliant funds.
- It was recently awarded “Best External Manager” and “Best Private Investment Office” at the prestigious Wealth Briefing Swiss Awards 2016 in Geneva.