
PRESS RELEASE

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Rothschild & Co launches a Wealth Management representative office in Israel

Rothschild & Co is delighted to announce the opening of a new representative office in Israel for its Wealth Management business.

The new representative office in Herzelia, part of the Tel Aviv metropolitan area, is headed up by Gerry Livnat who has more than 20 years' experience in the financial sector in Israel, most recently as CEO of UBS Wealth Management in Israel and, prior to this, as manager of UBank's main branch in Jerusalem. He holds an MBA, a BA in economics and is a well-known speaker at High Tech conferences, as well as a judge in several 'start-up' competitions.

As a country with an extremely vibrant economy, where personal wealth is growing fast, Israel is a key market for Rothschild & Co, with huge potential for its Wealth Management business, where it will provide access to independent advice, discretionary investment management and advisory services to wealthy families and entrepreneurs. This development is in line with the group's strategy to invest in markets where it has an established network and reputation.

François Pérol, Managing Partner and Co-Chairman of Rothschild & Co's Group Executive Committee, says: "Our Wealth Management business has continued to grow substantially in recent years. This investment in Israel is a natural progression for us as we have an established Global Advisory presence here, as well as strong historical family ties."

Laurent Gagnebin, CEO of Rothschild & Co's Wealth Management business in Switzerland, says: "We are excited to be able to strengthen our presence in Israel with Gerry Livnat heading our representative office. With Gerry's experience, broad network of qualified clients among local entrepreneurs, the start-up community and wealthy Israeli families, we are confident of building a strong onshore customer base for our Wealth Management business."

Gerry Livnat, Wealth Management Country Head Israel, said: "I am delighted to be joining Rothschild & Co as it focuses on building its presence in Israel. I am convinced that the firm's combination of innovation and tradition will be extremely appealing for many Israeli entrepreneurs and families and support the continued growth of Rothschild & Co's successful wealth management business."

Rothschild and Co's Global Advisory business, which provides M&A and investment banking advisory services to companies and start-ups, has been on the ground in the region since 2008 and has established itself as one of the leading financial advisory firms in Israel.

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About Rothschild & Co, Wealth and Asset Management

Rothschild & Co is family-controlled and independent and has been at the centre of the world's financial markets for over 200 years. With a team of c.3 800 talented financial services specialists on the ground in over 40 countries, Rothschild & Co's integrated global network of trusted professionals provide in-depth market intelligence and effective long-term solutions for our clients in Global Advisory, Wealth & Asset Management, and Merchant Banking.

Wealth Management offers its clients an objective long-term perspective on investing, structuring and safeguarding assets, to help them preserve and grow their wealth. Asset Management offers innovative investment solutions in a variety of asset classes, designed around the needs of each and every client. We serve a diverse client base from our European offices in France (Paris, Marseille, Lyon, Bordeaux, Toulouse, Aix-en-Provence), United Kingdom and Channel Islands (London, Guernsey, Manchester, Birmingham, Leeds), Switzerland (Zurich, Geneva), Germany (Frankfurt, Düsseldorf), Belgium (Brussels), Italy (Milan), Spain (Madrid), Luxembourg and Monaco as well as from our US office in New York. Wealth and Asset Management assets total some €100 billion.