

8 JUNE 2021 - **PRESS RELEASE**

TO CELEBRATE THE COMEBACK OF THE BOL D'OR MIRABAUD, AFTER LAST YEAR'S CANCELLATION, MIRABAUD IS PROUD TO ANNOUNCE THE RELEASE OF 4 VIDEOS FILMED BEFORE, DURING AND AFTER THE REGATTA WITH A CREW OF YOUNG INTERNATIONAL SAILING TALENTS HANDPICKED BY DOUBLE OLYMPIC CHAMPION SHIRLEY ROBERTSON: MEET "*THE SAILING SQUAD*".

Geneva, 8 June 2021 – Mirabaud Group is pleased to announce that to celebrate the 82nd edition of the Bol d'Or Mirabaud, it decided to offer its passionate group of followers, from all over the world, the possibility to live this unique sailing experience from the inside through an original concept, close to the "MasterChef" of sailing.

This mini-series, divided into 4 chapters, is called: "*The Sailing Squad*".

The Sailing Squad tells the story of five young and promising international sailors who meet for the first time in Geneva during the mythical Bol d'Or Mirabaud sailing race. The young sailors will be mentored by double Olympic champion and British TV presenter Shirley Robertson (The Coach).

They have two days to get to know each other, set up a strategy, discover Lake Geneva and the boat that will take them on this unique adventure.

A lot of things will happen to them throughout this journey, surprises and above all, a lot of emotions for a challenge that will remain engraved in their memory forever.

Shirley Robertson, "The Coach", declared: "Lake Geneva's Bol d'Or Mirabaud race is both iconic and demanding. This race requires smart sailing and a strong team. I will be racing with a group of young talents from around the world coming together just a few days before the event - all competitive and hungry to learn. It is my job to bring them together into an unstoppable unit.

The 4 episodes will cover their journey in Geneva, the discovery of the boat, the training days and last but not least the race itself.

This project was made possible thanks to the support of Hublot, L'Hôtel des Bergues Four Seasons, Laurent Perrier, 727 Sailbags and The Société Nautique de Genève.

Episodes' releases:

Episode 1: "The challenge": 11 June

Episode 2: "Tame the beast": 18 June

Episode 3: "But how are we going to do that?": 25 June

Episode 4: "Mission accomplished": 2 July

All episodes will be made available on *the Sailing Squad* landing page inside the Mirabaud website:

www.mirabaud.com/mirabaud-sailing-squad

Or using the QR code:



The Mirabaud Group

Mirabaud was founded in Geneva in 1819. Over time, it has developed into an international Group providing clients with customised financial and advisory services in three core areas: Wealth Management (portfolio management, investment advisory services and services for independent financial advisors), Asset Management (institutional management, fund management and distribution) and Securities (traditional brokerage, research, and capital markets).

Mirabaud has a focus on responsibility and sustainability. This is reflected in its interaction with its clients, employees and wider society. A signatory of the UN's Principles of Responsible Investment (PRI) since 2010, Mirabaud holds the highest rating in this field thanks to its committed overall strategy and governance.

With some 700 employees, the Group has offices in Switzerland (Geneva, Basel and Zurich), Europe (London, Luxembourg, Paris, Madrid, Barcelona, Valencia, Sevilla and Milan) and the rest of the world (Montreal, Dubai, Abu Dhabi, Montevideo and São Paulo).

For more information, please visit our website: www.mirabaud.com

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