

16 MARCH 2017

MIRABAUD APPOINTS DANIEL HERRERA AS HEAD OF COMMUNICATIONS

Geneva, 16 March 2017 – The Mirabaud Group announces the recruitment of Daniel Herrera as Head of Communications. He will take up his post on 11 May 2017 with the task of facilitating the roll-out of the Mirabaud strategy at Swiss and international level.

An acknowledged communications professional, Daniel Herrera was Public Relations Manager and then Spokesman for Nestlé Suisse, and subsequently Communications Manager and Spokesman for Banque Cantonale Vaudoise (BCV), the America's Cup in Valence, Romande Energie, the Kudelski Group and the Assura Group. He founded and managed the YJOO Communications Lausanne agency between 2012 and 2015. Over his career, he has developed sound expertise on image and reputation management, media relations, internal communications, institutional publicity and sponsoring and crisis communication. He also teaches at the Institut Suisse des Relations Publiques (SPRI) in Lausanne.

Together, his professional and multicultural experience and his language skills are key strengths for developing and implementing the Mirabaud Group's communications strategy in Switzerland and in the various countries in which the Group is present.

A father of three, Daniel Herrera has Swiss nationality and holds a bilingual Bachelor of Laws degree from the University of Fribourg.

The Mirabaud Group

Mirabaud was founded in Geneva in 1819. Over time, the Group has developed into a multinational. Mirabaud provides its 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 Brokerage and Corporate Finance (traditional brokerage, equity capital market and M&A).

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, Hong Kong and Dubai).

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

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