

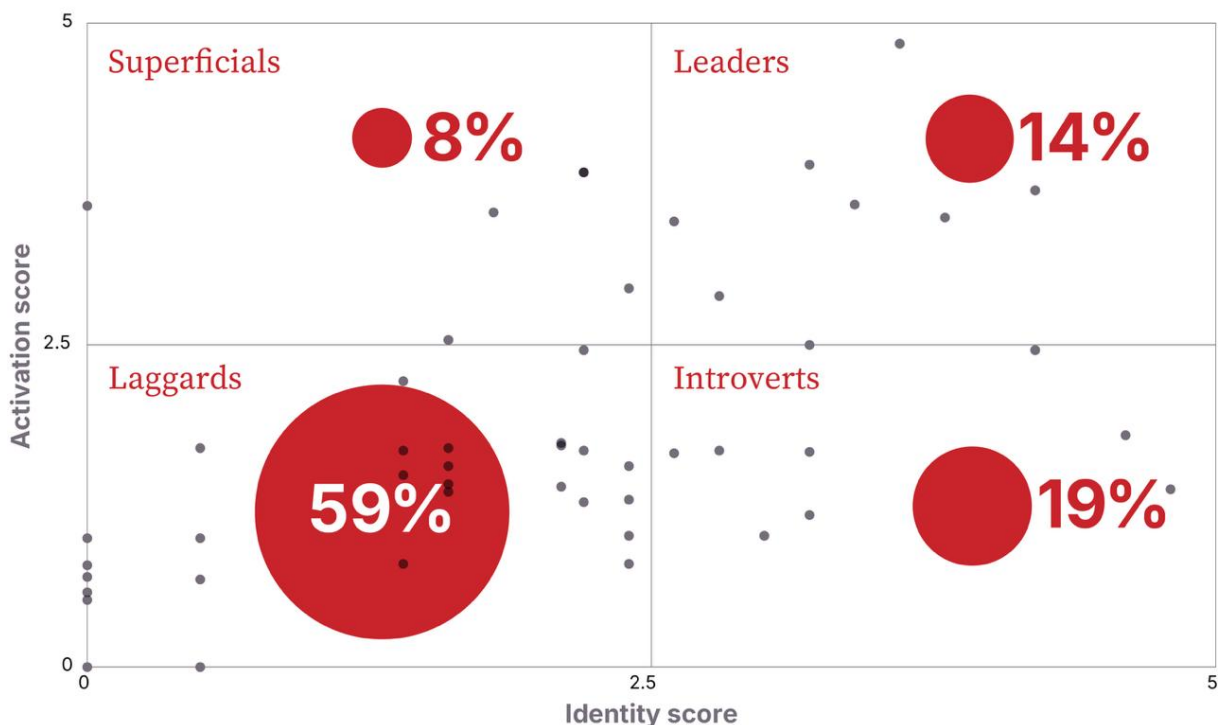
Swiss Private Banking Identity Index 2025 Reveals Critical Positioning and Identity Gaps

Zurich and Geneva, February 6th 2025 - The inaugural edition of the Swiss Private Banking Identity Index (SPBix™) analyses how effectively Swiss private banks leverage their identity as strategic tools for competitive advantage. The comprehensive study of 59 pure Swiss private banks reveals substantial opportunities for differentiation in an increasingly consolidated market where UBS now controls 67% of assets under management in Switzerland.

- More than half of Swiss private banks are lagging behind when it comes to actively establishing strong identities.
- The Top-10 Swiss private banks in SPBix demonstrate significantly higher growth rates than their peers.

The SPBix evaluates Swiss private banks on nearly 30 parameters across two primary dimensions: *Identity*, objectively looking at each bank's brand architecture and *Activation*, evaluating cultural aspects as well as a bank's ability to convey its image.

Activation scores compared to Identity scores



Only 14% of Swiss private banks achieve LEADERS status by successfully aligning their brand identity with effective market activation. This suggests that few banks have yet recognised the benefits of a strongly expressed and powerfully activated identity.

"Our quantitative analysis establishes a clear link between brand excellence and business performance," says Jean-François Hirschel, co-author of SPBix. "The top performers in our SPBix index achieve growth scores that significantly outperform the industry average."

The 2025 SPBix™ Top 10



1	Vontobel
2	Pictet
3	Banque Heritage
4	PKB Private Bank
5	UBS
6	Piguet Galland
7	Zürcher Kantonalbank
8	Graubündner Kantonalbank
9	Lienhardt & Partner
10	EFG

However, the index also reveals a more concerning picture. Nearly 60% of Swiss private banks fall into the LAGGARDS category, indicating that the majority of institutions are missing the opportunity to differentiate themselves in the market, strengthen their reputation and give themselves the best chance of attracting the talent that matches their culture.

"Our research reveals a concerning pattern across the industry: generic purpose statements, undifferentiated value systems, and positioning statements that fail to align with overall brand architecture," notes Markus Kramer, co-author of SPBix. "This suggests many institutions pay lip service to their expressed identity rather than leveraging it as a strategic imperative."

The parallels with Switzerland's other premier industries are striking. Just as Swiss watchmakers, healthcare providers, and technology firms have successfully married tradition with innovation, private banks can leverage their centuries of expertise through contemporary identities. This is especially crucial in private banking, where success ultimately rests on human connections and emotional resonance.

The complete ranking of all evaluated banks as well as the complete methodology is available in the full report, which can be downloaded free of charge at www.spbix.ch

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About the Swiss Private Banking Identity Index™ (SPBix)

The SPBix™ provides the first comprehensive analysis of brand identity and activation in Swiss private banking. The index evaluates Swiss private banks on nearly 30 parameters across two primary dimensions: Identity and Activation. The methodology ensures objective comparison across institutions through comprehensive evaluation of both strategic and tactical elements, based solely on publicly available information. The methodology follows the established framework used in the global Responsible Investment Brand Index RIBI™ which will be published end of March 2025 in its 7th edition.