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News Release

UBS and BOTTLETOP launch #TOGETHERBAND in support of the United Nations' Sustainable Development Goals

#TOGETHERBAND

Zurich/Basel, 23 April 2019 – UBS is pleased to be the Founding Partner of #TOGETHERBAND, initiated by sustainable accessories brand BOTTLETOP, which aims to engage hundreds of thousands of people across the world in partnership with the United Nations Foundation, World Wildlife Fund, Project Everyone, Eco Age and Global Citizen.

BOTTLETOP and UBS jointly launched the #TOGETHERBAND campaign on April 22, World Earth Day, setting out to engage the world with the 17 United Nations (UN) Sustainable Development Goals (SDGs). The campaign will use creativity and culture to raise public awareness and inspire action to achieve the Goals through sustainable fashion, contemporary art, music and documentary film. A group of high-profile ambassadors has been appointed to promote the campaign, including Doutzen Kroes and Michelle Yeoh.

The SDGs were devised by the UN in 2015, and ratified by 193 nations around the globe, as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17-month #TOGETHERBAND campaign counts down, month by month, with each Goal to the UN General Assembly in September 2020.

Sergio P. Ermotti, UBS Group Chief Executive Officer, says: "We are excited to be the Founding Partner of #TOGETHERBAND. Sustainability is a priority for our clients and for us. As the leading global wealth manager, UBS already contributes to setting the standards and collaborates in and beyond our industry. We are particularly proud that the UBS Optimus Foundation has been selected to help fund life-changing projects with the profits from this campaign."

At the heart of the #TOGETHERBAND campaign are 17 sustainably and ethically produced friendship bands in the colors of the SDGs, made from up-cycled ocean plastic and Humanium, re-cycled steel created from seized illegal firearms. The production of the bands are generating skills and livelihoods for women working as artisans in Nepal. Each purchase comes with two bands, one to wear and one to share, including on social media, helping spread the critical message of the SDGs.

Cameron Saul, Co-Founder of BOTTLETOP, says: "We have always believed in the power of sustainable design and creative culture to engage people powerfully in development issues. Through #TOGETHERBAND we are thrilled to combine artisanal craftsmanship with the immediacy and reach of social media to facilitate a cross cultural conversation around the Global Goals as we engage everyone who wants to come together for a healthy future."

UBS continues to drive change that matters in finance and philanthropy, in communities and in business. It is taking a leading role in shaping a positive future by setting standards for the wider industry, providing a

broad range of products and solutions to both private and institutional clients, including sustainable and impact investing opportunities. The bank develops sustainable and impact investing products, which combine a financial return with a "societal return". The long-term investment themes address important topics including new technology, health, climate or retirement.

In 2018, UBS Global Wealth Management launched the world's first fully sustainable investing cross-asset mandate portfolio for private clients, which is approaching USD 5 billion in invested assets. Having integrated sustainability across its investment platform, UBS Asset Management followed its successful UK Climate Aware rules-based funds with a similar fund available for international investors. The bank is also actively working on making the world a better place, through the UBS Optimus Foundation, which drives impactful philanthropy that delivers breakthrough solutions to pressing social issues.

UBS was among the 44 companies that first signed the UN Global Compact upon its launch in 2000 and is committed to its principles on human rights, labor standards, the environment and anti-corruption.

Links

www.ubs.com/togetherband

<http://togetherband.org>

About UBS

UBS provides financial advice and solutions to wealthy, institutional and corporate clients worldwide, as well as private clients in Switzerland. UBS' strategy is centered on our leading global wealth management business and our premier universal bank in Switzerland, enhanced by Asset Management and the Investment Bank. The bank focuses on businesses that have a strong competitive position in their targeted markets, are capital efficient, and have an attractive long-term structural growth or profitability outlook.

BOTTLETOP is a luxury, sustainable accessories brand. Its first iteration in 2002 was a design collaboration with iconic British fashion house Mulberry supporting artisans in Africa and local health education projects. With the BOTTLETOP atelier in Brazil and a workshop in Nepal, it continues to provide skills and employment for communities in challenged areas of the world.

A pioneer in the ethical fashion space BOTTLETOP is a technical innovator, using materials including up-cycled ring-pulls, Ocean Plastic, Humanium (recycled decommissioned firearms), Zero Deforestation Leather and Wild rubber. In November 2017 BOTTLETOP opened on Regent Street with the first ever 3D printed store created from recycled plastic.

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