

Media Relations

Tel. +41 44 234 85 00

19. February 2024

News Release

UBS becomes partner and campus bank of the HSG

UBS is building on the existing partnership between Credit Suisse and the University of St. Gallen (HSG) and will also become the new HSG Campus Bank. Promoting innovation, entrepreneurship and young talents is at the heart of the collaboration.

Zurich, 19 February 2024 – UBS will become a partner of the University of St. Gallen (HSG), building on the collaboration that began with Credit Suisse in 2021. Successfully strengthening Switzerland as a business and internationally leading location for innovation is crucial for its economy and population. The HSG-UBS partnership focuses on promoting innovation and entrepreneurship – as UBS does in other university commitments. In addition, UBS and HSG will place a strong focus on the promotion of young talent.

UBS will substantially support the **HSG Center for Financial Services Innovation** and its professorships, and at the same time organize various formats and events for students and UBS guests in the **SQUARE**. In addition, UBS will be the new official **campus bank** of the University of St. Gallen as well as a partner of various HSG organizations and programs such as the students themselves, the Career and Corporate Services Center (CSC) and the Master in Banking and Finance. As a result, UBS seamlessly takes on all obligations of the partnership agreement between HSG and Credit Suisse, in which the financial framework intends for contributions of CHF 20 million for the period 2021 to 2030. The unrestricted freedom of research and teaching is a key concern for both partners and is considered an important requirement for the success of the collaboration.

"We are convinced that the partnership with the HSG will further strengthen the innovative capabilities of the Swiss economy and support the next generation of entrepreneurs and leaders. With this collaboration, we are complementing our existing university commitments with ETH and EPFL perfectly. We look forward to working with the HSG", says Sabine Keller-Busse, President UBS Switzerland.

"We are delighted that UBS is continuing the successful partnership initiated two years ago. UBS's generous financial support and its international expertise enable us to create innovative impetus for the financial industry and to promote the development of talented students and researchers", says Prof. Manuel Ammann, the new Rector of the HSG since 1 February.

Strengthening research and talent development for innovation and entrepreneurship

UBS supports the extension of the **HSG Center for Financial Services Innovation** and the financing of new professorships. This contributes in further advancing interdisciplinary research in the areas of digital ecosystems, platform economy and sustainable finance, among others, and in developing new business models.

In addition, the aim of UBS and HSG is to broaden the pool of highly qualified graduates as future leaders and to inspire talents for different areas in the economy. Workshops, lectures, and hands-on programs in the field

Media Relations

Tel. +41 44 234 85 00

of career planning and competence development contribute in specifically preparing students for the challenges of the professional world.

The partnership with **SQUARE**, which opened its doors in February 2022, facilitates the transfer of knowledge across all age groups and disciplines. SQUARE offers a wide range of events and formats as a platform for stimulating, lively exchanges between students, lecturers, alumni, companies and the public and promotes new ways of teaching and learning. The innovative formats, with a focus on participatory, dialogue and experiential learning, make it possible to break routines, "speculate" about the future and learn new things in a playful way. It is here that bridges are built between science and practical implementation, which enable the transfer of knowledge, experience and ideas: an innovative range of events and formats as a platform for stimulating and lively exchanges like no other in Switzerland and one that shapes the future of learning at the University of St.Gallen and beyond.

UBS Switzerland AG

Contact

UBS Media Relations
+41-44-234 85 00
mediarelations@ubs.com

University of St.Gallen (HSG)
Adrian Sulzer, Head Corporate Communication
+41-71-224 37 05
adrian.sulzer@unisg.ch

www.ubs.com/media
www.unisg.ch/de/medien