



Hitting the sweet spot.

Euromoney Private Banking
Survey 2021



2021 Rankings

UBS was ranked first in the following categories:



Global

Geography	Category	Sub-Category
Global	Best Overall	Best Private Banking Services Overall
	NetWorth	High Net Worth Clients (US\$ 5 million to US\$ 30 million) Super Affluent Clients (US\$ 1 million to US\$ 5 million)
	Services	ESG/Impact Investing Family Office Services International Clients Next Generation Philanthropic Advice
	Technology	Data Management and Security in Private Banking and Wealth Management Innovative or Emerging Technology Adoption

Regional

Geography	Category	Sub-Category
Africa	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	ESG/Impact Investing Philanthropic Advice
Asia Pacific	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	ESG/Impact Investing Family Office Services Next Generation Philanthropic Advice Research and Asset Allocation Advice
Central & Eastern Europe	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	Family Office Services Next Generation Philanthropic Advice

Nordic & Baltics	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	International Clients Philanthropic Advice
Western Europe	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m) High Net Worth Clients (US\$ 5 million to US\$ 30 million)
	Services	ESG/Impact Investing Family Office Services International Clients Next Generation Philanthropic Advice Serving Business Owners
	Technology	Data Management and Security in Private Banking and Wealth Management Innovative or Emerging Technology Adoption

Country

Geography	Category	Sub-Category
Argentina	Services	Serving Business Owners
	Technology	Innovative or Emerging Technology Adoption
Austria	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m) High Net Worth Clients (US\$ 5 million to US\$ 30 million)
	Services	Capital Markets and Advisory ESG/Impact Investing International Clients Investment Management Next Generation Philanthropic Advice
Colombia	Services	Next Generation Philanthropic Advice
	Technology	Data Management and Security in Private Banking and Wealth Management
Czech Republic	NetWorth	Mega High Net Worth Clients (US\$250m+)
	Services	Family Office Services Next Generation Philanthropic Advice

		Research and Asset Allocation Advice
Germany	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m) High Net Worth Clients (US\$ 5 million to US\$ 30 million)
	Services	ESG/Impact Investing International Clients Investment Management Next Generation Philanthropic Advice
Hong Kong	Best Overall	Best Private Banking Services Overall
	NetWorth	High Net Worth Clients (US\$ 5 million to US\$ 30 million) Super Affluent Clients (US\$ 1 million to US\$ 5 million)
	Services	ESG/Impact Investing Family Office Services Next Generation Philanthropic Advice
	Technology	Data Management and Security in Private Banking and Wealth Management Innovative or Emerging Technology Adoption
Indonesia	Services	ESG/Impact Investing Philanthropic Advice
Israel	Services	Family Office Services Next Generation Philanthropic Advice Serving Business Owners
	Technology	Innovative or Emerging Technology Adoption
Italy	Services	Family Office Services International Clients
	Technology	Data Management and Security in Private Banking and Wealth Management
Luxembourg	NetWorth	Mega High Net Worth Clients (US\$250m+)
	Services	Family Office Services International Clients
	Technology	Data Management and Security in Private Banking and Wealth Management
Monaco	Services	Family Office Services International Clients Next Generation

	Technology	Data Management and Security in Private Banking and Wealth Management Innovative or Emerging Technology Adoption
Netherlands	Best Overall	Best Private Banking Services Overall
	Services	ESG/Impact Investing Family Office Services International Clients Next Generation Philanthropic Advice
Panama	Best Overall	Best Private Banking Services Overall
Russia	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m) High Net Worth Clients (US\$ 5 million to US\$ 30 million)
	Services	Investment Management
	Technology	Innovative or Emerging Technology Adoption
Saudi Arabia	NetWorth	Ultra High Net Worth Clients (>US\$30m - US\$250m) Super Affluent Clients (US\$ 1 million to US\$ 5 million) Mass Affluent Clients (US\$100k – US\$1m)
	Services	Next Generation Research and Asset Allocation Advice
	Technology	Innovative or Emerging Technology Adoption
Singapore	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	ESG/Impact Investing Next Generation Philanthropic Advice
South Africa	NetWorth	Mega High Net Worth Clients (US\$250m+)
	Services	ESG/Impact Investing Research and Asset Allocation Advice
Sweden	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m)
	Services	Family Office Services International Clients Next Generation
Switzerland	Best Overall	Best Private Banking Services Overall
	NetWorth	Mega High Net Worth Clients (US\$250m+) High Net Worth Clients (US\$ 5 million to US\$ 30 million) Mass Affluent Clients (US\$100k – US\$1m)
	Services	Capital Markets and Advisory

		ESG/Impact Investing International Clients Next Generation Philanthropic Advice Research and Asset Allocation Advice Serving Business Owners
	Technology	Data Management and Security in Private Banking and Wealth Management Innovative or Emerging Technology Adoption
Turkey	Best Overall	Best Private Banking Services Overall
United Arab Emirates	Best Overall	Best Private Banking Services Overall
	Services	ESG/Impact Investing Philanthropic Advice Research and Asset Allocation Advice
United Kingdom	NetWorth	Mega High Net Worth Clients (US\$250m+) Ultra High Net Worth Clients (>US\$30m - US\$250m) High Net Worth Clients (US\$ 5 million to US\$ 30 million)
	Services	ESG/Impact Investing Family Office Services International Clients Next Generation Philanthropic Advice Serving Business Owners
	Technology	Data Management and Security in Private Banking and Wealth Management