

REYL & Cie: new website highlights entrepreneurial and international footprint

Geneva, January 18, 2018. REYL & Cie has today unveiled its new website. With its modern design and operation favouring greater interactivity, it incorporates the latest trends in web development to showcase the best of REYL Group's unique characteristics. Placing emphasis on imagery, it includes new corporate films that highlight its entrepreneurial and international DNA.

In line with its "Innovative Banking" style, the new website subtly combines the universe of investment activities with international urban visuals featuring modern architecture, stepping away from the traditional banking image. Videos present the bank and the people who built it, giving viewers a better understanding of its values and human dimension. It includes detailed information about its five different business lines, as well as updates on its social responsibility activities and philanthropic commitments.

Designed by entrepreneurs for entrepreneurs, REYL & Cie is a full-fledged bank. Thanks to its specific business model, refined by its shareholders over four decades, the Group has experienced substantial growth and strong international development, particularly over the last ten years.

From a technical perspective, the new website incorporates a responsive design that adapts the display to the type of screen used (desktop, laptop, tablet, or smartphone) and a powerful search engine for more precise queries. The graphics, as well as the look and feel, were developed by Geneva-based communication agency Blossom, while the web development in Drupal 8 was handled by Linalis.

"Just like the offering of banking services, a website must be constantly updated to adapt to technological changes and client expectations. With the steady development experienced by REYL Group in Switzerland and abroad and the increasing complexity of our business model, which includes five distinct yet complementary business lines, our website had to evolve. This new version illustrates our desire to respond as closely as possible to the wishes and expectations of our clients, whether they are entrepreneurs, private individuals, or institutional players", explained François Reyl, Chief Executive Officer of REYL & Cie.

About REYL Group
www.reyl.com

Founded in 1973, the REYL Group is an independent diversified banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (London, Luxembourg, Malta) and the rest of the world (Singapore, Dallas and Dubai). The Group manages assets of CHF 15 billion and employs 210 professionals.

Developing an innovative approach to banking, the Group serves a clientele of international entrepreneurs and institutional investors through its *Wealth Management, Corporate & Family Governance, Corporate Advisory & Structuring, Asset Services* and *Asset Management* business lines.

REYL & Cie Ltd is licensed as a bank in Switzerland and performs its activities under the direct control of the independent Swiss Financial Market regulator (FINMA) and the Swiss National Bank (SNB). The REYL Group's subsidiaries are also regulated by the LPCC in Switzerland, the FCA in the UK, the CSSF in Luxembourg, the MFSA in Malta, the MAS in Singapore, the SEC in the United States and the DFSA in Dubai.

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