

Julius Bär

Ansys

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Wealth management — Partner since 2022

Who are you? Person – company and position?

I am Marco Parroni, Head Global Brand Programs Partnership & Sponsoring, at Bank Julius Baer & Co. Ltd.. My fascination for cars runs through my entire career. I look back on 25 years of automotive experience with various stations and different functions – latest as a Country Manager with Ferrari before I joined Julius Baer back in 2013. In addition, I am also a member of Formula E's Global Advisory Board since 2017.

Why does your company support the TAG Heuer Porsche Formula E Team?

The TAG Heuer Porsche Formula E Team and Julius Baer are a natural fit, we share the same brand attributes and stand for the same values. Tradition, heritage, innovation and excellence. As a founding partner of Formula E, we have been involved in the Championship since the beginning and are also an investor. When Porsche joined the Championship in the 2019/2020 season, it has always been our wish to bring both our brands closer together and we are very happy that since this season, we hopefully will celebrate many victories together.

What are your goals regarding this partnership?

Porsche is such an iconic and renowned brand, that also many of our clients appreciate. We want to bring the passion and expertise that Porsche brings into Formula E closer to our guests on race weekends. By providing exclusive insights into the workings of the TAG Heuer Porsche Formula E Team and their drivers, we aim to share the fascination and the future of mobility with our clients – also beyond Formula E.

What was your most formative moment so far in relation to your commitment to the TAG Heuer Porsche Formula E Team?

Our partnership with the TAG Heuer Porsche Formula E Team started beginning of Season 9 and we could already celebrate Pascal's podium finish in Mexico and his dominating wins of the two races in Diriyah. We look forward to sharing many more memorable moments together with our clients and the TAG Heuer Porsche Formula E Team.

What is it about the ABB FIA Formula E World Championship that fascinates you?

One thing is clear, the future is electric. Formula E is an investment in our society's future. So, what fascinates me is that the racing series serves as a test bed for innovations advancing the future of mobility and 'smart cities'. Formula E is a reference in electric motorsport for OEMs. This means that teams in Formula E are constantly pushing the boundaries of what is possible, developing new technologies that can be used in consumer electric vehicles. Like this, Formula E contributes to its founding purpose to counteract climate change by promoting cleaner mobility. In addition, in contrast to traditional circuits, the series holds races in city centers which brings the action and its founding purpose closer to the people.

Formula E is a unique and exciting motorsports series that combines the thrill of racing with cutting-edge technology and a focus on sustainability. Its level of innovation, fan engagement, and global reach make it a fascinating and growing sport.

Julius Baer has always been concerned with the bigger picture, i.e. the contribution to fulfilling a higher purpose that Formula E is making in developing new technologies for our society. Julius Baer enjoys a long tradition of visionary thinking and entrepreneurial approach that can drawn from it

What is your company doing to promote sustainability under the motto #makeitmatter?

Invest sustainably is investing in what matters to you. We recognize the important role the financial sector and the wealth management industry, respectively, has in transitioning to a more sustainable world. At Julius Baer, we empower our clients to have a positive impact. The key to doing this successfully is having a deep understanding of our clients unique needs, for example, what they want to achieve with their wealth and how they want to accumulate, preserve, and transfer it to the next generation. This is why we at Julius Baer devote special attention to the next generation. Our

sustainability strategy underscores the importance of our role in serving as a trusted partner on their sustainability journey. And as our clients pursue this path, our goal is to provide the transparent and reliable insights they require to make informed investment choices.

Our approach to sustainability ([juliusbaer.com](https://www.juliusbaer.com))

MEDIA ENQUIRIES

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