

## MEDIA RELEASE

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### **Lombard Odier marks a decade of strategic alliance with KBank Private Banking, setting a new standard of excellence for wealth management in Asia**

Lombard Odier, a global leader in wealth and asset management, proudly commemorates the 10<sup>th</sup> year anniversary of its strategic alliance with KBank Private Banking (“KPB”), a leading financial institution in Thailand. Launched in 2014 and a pacesetter for the Asia-Pacific region, this strategic alliance model has enabled both institutions to harness their shared values of innovation and client-centric services, resulting in best-in-class investment opportunities and tailored wealth management solutions that have helped elevate wealth management standards in Thailand. The strategic alliance model<sup>1</sup> is one of Lombard Odier’s three key pillars in Asia – to deliver holistic value proposition to leading families and entrepreneurs through its 1) three hubs in Singapore, Hong Kong and Tokyo; 2) ecosystem of strategic alliances; and 3) institutional clients through our asset management business.

This landmark occasion is a strong testament to Lombard Odier’s commitment to Asia and the fruitful collaboration with Kasikornbank (“KBank”), to help high net worth individuals in Thailand navigate an increasingly complex global economic landscape. As a high-end investment house, delivering investment performance remains at the core of Lombard Odier’s value proposition. Central to this strategic alliance is the strong focus on knowledge transfer and collaboration in client engagement, to deliver tailored and best-in-class wealth management solutions to Thai clients.

In particular, the value proposition created through this strategic alliance allows KPB to serve its onshore clients by providing an innovative, holistic blend of global wealth and asset management expertise and solutions, combined with a deep understanding of the Thai local market. Through this collaboration, Thai investors can also directly access Lombard Odier’s leading global investment capabilities and services to invest in global markets through KPB, as well as its family services and wealth planning capabilities.

Notable achievements include the integration of global investment strategies and sustainable investment opportunities within the Thai market. Lombard Odier has collaborated with KBank to develop a range of

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<sup>1</sup> Lombard Odier (Singapore) Ltd, as part of Lombard Odier Group, has built a series of strategic alliances with local financial institutions in Asia-Pacific, including Kasikornbank Private Banking in Thailand, Mizuho Financial Group in Japan, Mizuho Securities (Singapore), Taipei Fubon Bank, UnionBank Private Banking in the Philippines, and JBWere in Australia.

multi-asset strategies (such as the K-ALLROAD Series) at the core of its offering, allowing KBank’s private-banking clients in Thailand to invest globally and efficiently. Lombard Odier and KBank also launched the first private equity strategy in Thailand in 2019, and continues to develop new solutions to unlock unprecedented investment opportunities, to meet clients’ needs for the long term.

On the family wealth planning front, KPB, in partnership with Lombard Odier, was the first bank in Thailand to introduce Family Wealth Planning Services in 2016, as part of a holistic, comprehensive wealth management approach for sustainable wealth transfer across generations.

The focus on sustainability-driven investments and stewardships has also led to new milestones, such as the recent signing of a Sustainability Alliance agreement between Lombard Odier and Kasikorn Asset Management, the asset management arm of KBank, in February 2024 to support strategy formulation and the development of sustainable investment offerings and services to the Thai market.

**Adisorn Sermchaiwong, Executive Chairman, Private Banking Group, KASIKORNBANK**, said, “Celebrating ten years with Lombard Odier underscores the strength and success of our strategic alliance partnership, that has not only elevated the standard of wealth management in Thailand, but also delivered distinctive, impactful solutions that resonate deeply with our clients and their families. We are dedicated to building and expanding this relationship, to continually adapt our offerings and drive further innovation, to meet our clients’ evolving aspirations and financial goals with unmatched advisory services.”

**Vincent Magnenat, Limited Partner, Asia Regional Head and Global Head of Strategic Alliances, Lombard Odier**, said, “Our strategic alliance with KBank has proved to be a powerful combination that has helped redefined wealth management in Thailand, offering clients innovative and sustainable investment options grounded in local market insights and global expertise.”

“As Asia’s wealth continues to rise, we see a clear upward trajectory in the demand and appetite for tailored wealth management and family services. At Lombard Odier, we believe the future of private banking is both onshore and offshore. Strategic alliances with regional banks remain a core pillar of our Asia strategy, and we will continue to lead the way in future-oriented wealth management offerings – by combining Lombard Odier’s strength as a global organisation and the local expertise of KBank, to deliver impactful wealth solutions for clients for the long term,” he added.

**Ends**



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## About Lombard Odier

Lombard Odier is a global wealth and asset manager. For over 225 years and through more than 40 financial crises, the Group has aligned itself with the long-term interests of private and institutional clients. It has a strong balance sheet with a CET1 ratio of 31.7% and a Fitch rating of AA-, the highest possible rating for a bank of its size.

Structured as an independent partnership, Lombard Odier is solely owned by its Managing Partners. This governance model allows the Bank to remain completely client-focused and innovative at the highest level in the organisation.

Lombard Odier is an investment house that provides a comprehensive offering of discretionary and advisory portfolio management, wealth services and custody. Asset management services are offered through Lombard Odier Investment Managers (LOIM). The Group has created cutting-edge banking technology, which is also leveraged by other Swiss and European-based private banks and financial institutions.

The Group had total client assets of CHF 318 billion at 30 June 2024. Headquartered in Geneva since 1796, at end-June the Group had 28 offices in 19 jurisdictions and employed 2,910 people.

**For more information:** [www.lombardodier.com](http://www.lombardodier.com)

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