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ATP SIGNS GLOBAL PARTNERSHIP WITH JULIUS BAER

- Julius Baer becomes the first official Wealth Management Partner in ATP's history and first official Partner of the ATP Coaches Programme
- Partnership establishes two new sponsorship categories for the Tour, reflecting the ATP's standing as a premium platform for globally renowned brands
- The multi-year partnership includes activation at five ATP tournaments across three continents, reaching the Tour's international audience in major markets
- From 2027, Julius Baer becomes Presenting Partner of Switzerland's flagship ATP event, the Swiss Indoors Basel

LONDON – The ATP has signed a multi-year partnership with Swiss wealth management group Julius Baer, which becomes the ATP's first Official Wealth Management Partner and the first Official Partner of the ATP Coaches Programme.

Currently supporting over 230 coaches, the ATP Coaches Programme enhances the Tour experience of ATP coaches through education, visibility, recognition, and commercial opportunities. The programme recognises the important role coaches play in the long-term development of players and their impact on the game globally.

Julius Baer's role as the first Official Partner of the ATP Coaches Programme marks an important step in bringing new benefits to the ATP ecosystem. Julius Baer will work with a group of ATP coaches and will have branding on the Coaches Corner at select tournaments, as well as a co-branded Official ATP Coaches Cap worn in the coaches' box and available through ATP's official retail channels.

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Across the ATP's social channels, Julius Baer will present the ATP Coach Spotlight series and the Coach of the Year recognition.

From 2027, Julius Baer will activate at five ATP tournaments across Europe, Asia and South America: the BCI Seguros Chile Open in Santiago, BMW Open in Munich, Vanda Pharmaceuticals Mallorca Championships, Kinoshita Group Japan Open Tennis Championships in Tokyo and Swiss Indoors Basel. Julius Baer will become Presenting Partner in Basel, pairing a leading Swiss brand with Switzerland's premier ATP event.

Beyond these events, Julius Baer will have access to ATP experiences and premium hospitality at a wide range of tournaments throughout the season. Delivering world-class, innovative experiences for Julius Baer's key guests is central to the partnership and will include player activation, tennis clinics and behind-the-scenes access.

Eno Polo, ATP CEO, said: *"Julius Baer is our first Official Wealth Management Partner, which marks a major milestone for the Tour. We're delighted that they have chosen to invest in tennis and share our commitment to creating new benefits across the ATP ecosystem. The launch of the ATP Coaches Programme is a clear example of how we can strengthen the game together and we look forward to seeing what more we can achieve through our partnership."*

Stefan Bollinger, Julius Baer CEO, said: *"With over 130 years of Swiss heritage, we are especially proud to demonstrate our long-term commitment to our home market by becoming Presenting Partner of the Swiss Indoors Basel, one of Switzerland's most iconic sporting events and a premier tournament on the professional tennis calendar. Together with our ATP Tour partnership from 2027, this collaboration reflects our broader engagement in tennis and our ambition to create meaningful experiences for*

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clients and fans alike. One of the most inspiring aspects of tennis is the relationship between athlete and coach: Success rarely happens alone. It is built through trust, guidance and long-term commitment. Those same qualities underpin how we work with our clients. We look forward to being part of the tournament's journey and helping shape its success in the years ahead."

The partnership will provide global exposure, VIP experiences and other benefits at each tournament, building brand recognition across major markets.

The announcement builds on a period of record growth in new partnerships for the ATP, underlining the strength of the Tour as a premium platform for brand visibility, business engagement and international expansion.

About the ATP

As a global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About Julius Baer

Julius Baer is the leading Swiss wealth management group and a premium brand in this global sector, with a focus on servicing and advising sophisticated private clients. In all we do, we are inspired by our purpose: creating value beyond wealth. At the end of June 2026, assets under management amounted to CHF 547 billion. Bank Julius Baer & Co. Ltd., the renowned Swiss private bank with origins dating back to 1890, is the principal operating company of Julius Baer Group Ltd., whose shares are listed on the SIX Swiss Exchange (ticker symbol: BAER) and are included in the Swiss Leader Index (SLI), comprising the 30 largest and most liquid Swiss stocks.

Julius Baer is present in around 25 countries and 60 locations. Headquartered in Zurich, we have offices in key locations including Abu Dhabi, Bangkok, Dubai, Dublin, Frankfurt, Geneva, Hong Kong, Lisbon, London, Luxembourg, Madrid, Mexico City, Milan,

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Monaco, Mumbai, Santiago de Chile, Shanghai, Singapore, Tel Aviv, and Tokyo. Our client-centric approach, our objective advice based on the Julius Baer open product platform, our solid financial base, and our entrepreneurial management culture make us the international reference in wealth management. For more information visit our website at www.juliusbaer.com.

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