

For immediate release

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BORDIER GROUP MAKES SUSTAINABLE COMMITMENT TO IMPROVING KNOWLEDGE OF SUBSEA ENVIRONMENTS IN TEAMING UP WITH THE 'UNDER THE POLE' EXPEDITION

Oceans are a pivotal natural resource as the principal source of animal protein for approximately one billion people. Nonetheless, 90% of our oceans remain unexplored. In becoming an official sponsor of the *Under The Pole III Twilight Zone* expedition, the Bordier Group is making a responsible and sustainable commitment to improving knowledge of the deep-sea environment and the challenges arising from climate change.

Launched in 2010, *Under The Pole* is a fully fledged business venture, and has gathered more than 100 experts into an interdisciplinary team – from divers, sailors and scientists to mechanics, engineers, photographers, cameramen and doctors. Over three years, they are in turn exploring the Earth's oceans, starting in the Arctic Ocean before transiting via the Pacific to the Antarctic, and then finally to the Atlantic. Exploration is focusing on the so-called **Twilight Zone** – sea beds situated between 50 and 150 metres below the surface level – and about which relatively little is known.

Jamie MacLeod, Chief Executive Officer, Bordier UK said: *“Under The Pole won us over from the outset, just as we as a Group were seeking to invest in sustainability. This latest commitment reflects the values of our Group – responsibility, commitment and transmission to current and future generations. This is our way of passing on knowledge, which in fostering a better understanding of the environment and the challenges it brings is essential.”*

Grégoire Bordier, Partner, Bordier Group has also expressed his enthusiasm for the partnership: *“Exploring the oceans and understanding the changes that are under way is one way in which we can help to improve our knowledge of the world in which we live and evolve. The purpose of our commitment is to improve scientific knowledge and to raise public awareness of the importance and beauty, but also the vulnerability, of our ecosystems, whilst ensuring this knowledge is shared. There is a definite overlap between our world and that of explorers, namely a focus on research and development, leading-edge technologies, high performance, risk management and innovation. Respect and protection are other common values, and which are adhered to in both fields.”*

Bordier Group is proud to support *Under The Pole* in this worldwide adventure.

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NOTES TO EDITORS

1. About *Under The Pole* – www.underthepole.com

Under The Pole was founded in 2010 and is led by two dedicated adventurers; Ghislain Bardout, an energy-systems engineer, trained at the Swiss Federal Institute of Technology in Lausanne and specialises in deep-sea diving in polar waters and underwater camerawork, whilst his wife, Emmanuelle Périé-Bardout, is a skipper trained at the French national sailing academy, and an expert in polar regions.

The venture has been conducting a series of subsea expeditions to help illuminate the marine world and analyse the impact of global warming on the ocean environment. Over four years (2017-2020), *Under The Pole III, Twilight Zone* is travelling and exploring the World's oceans and their ecosystems. The team will be sharing its discoveries to raise awareness about ecosystem vulnerability and the importance of protecting our oceans and, ultimately, our planet.

Previous *Under The Pole* expeditions

- *Under the Pole I*, Deep Sea Under The Pole, 2010
- *Under the Pole II*, Discovery Greenland, 2014-2015

Teasers/films

- *Under The Pole I, Deepsea Under the Pole*: <https://www.youtube.com/watch?v=vdrHG5nXiAM>
- *Under The Pole II, Discovery Greenland*: <https://www.youtube.com/watch?v=5ZVuDJiPzX8>
- *Under The Pole I & II*: <https://www.youtube.com/watch?v=kaLc-gSHPpQ>
- *Under The Pole III, Twilight Zone*: <https://vimeo.com/187689127>
- *Under The Pole III, Twilight Zone, Arctic highlights*: <https://vimeo.com/244308470>

Blog

- <https://www.underthepole.com/arctic-leq-highlights/?lang=en>

Social media

- www.facebook.com/underthepole
- www.instagram.com/underthepole
- www.linkedin.com/company/10939813/
- www.vimeo.com/underthepole
- www.youtube.com/channel/UCDqZ4PmsjspWvqc1PhkMiuA

2. About Bordier & Cie

The independent Bordier & Cie Group is built on solid foundations, with a strong Tier 1 capital ratio. Established in Geneva in 1844, and operating in six countries across three continents, the Bordier Group manages £ 9.3bn for circa 4,000 families (circa CHF 12.36bn) as of 30 November 2017.

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Bordier & Cie is owned and managed by the descendants of the founding families, the Partners having unlimited personal liability for all the transactions entered into. The status of Partner is handed down from generation to generation to safeguard the permanence of the business. This distinctive aspect, together with its financial solidity, enables the Bordier Group to focus clearly on its clients' long-term goals, rather than on the short-term targets of outside shareholders.

The Bordier Group:

- employs circa 250 staff globally, 36 of whom work within Bordier UK;
- has offices in Bern, Brest, Geneva, London, Montevideo, Nyon, Paris, Rennes, Singapore, Turks & Caicos Islands and Zurich

<https://www.bordier.com/>

3. About Bordier UK

Bordier UK is the British arm of the Bordier Group and is based in St James's, at the heart of London's wealth management district. Known previously as Berry Asset Management PLC, it has been trading as Bordier UK since September 2014 and commands wide respect as one of the country's leading private portfolio management firms. The firm's relationship with the Bordier Group began in 2001 when a strategic alliance was formed through the Bordier Group's acquisition of a stake-holding in Berry.

Bordier UK is independently managed, under the leadership of Chief Executive Officer Jamie MacLeod, with the team that led Berry Asset Management PLC continuing to run the business to this day.

Bordier UK has a single focus, the provision of wealth management services for UK, international and resident non-domiciled clients – private clients, trustees, personal pensions, charities and City livery companies included – its range of services becoming ever broader over the years.

Amongst its distinguishing features, Bordier UK:

- concentrates on investment management;
- has no in-house products to sell;
- has a clear, competitive and completely transparent pricing structure;
- submits portfolio performance data to Asset Risk Consultants (ARC);
- has its' principals' money invested alongside that of its' clients.

The firm has been recognised for the quality of its service, levels of client satisfaction, outstanding risk-adjusted investment performance over the longer term, and innovations, having won or having been shortlisted for a wide range of industry awards over the years.

www.bordieruk.com

This document is issued and approved by Bordier & Cie (UK) PLC (of 23 King Street, St James's, London SW1Y 6QY), which is authorised and regulated by the Financial Conduct Authority, 25 The North Colonnade, Canary Wharf, London, E14 5HS. Incorporated in England No. 1583393.