



MEDIA RELEASE

19 December 2011

Valartis Bank invites to the 10th Valartis Bank Snow Polo World Cup in Kitzbühel

Polo enthusiasts from around the world will gather in the legendary winter sports resort of Kitzbühel in the Austrian Alps from 12 to 15 January 2012, when it plays host to a very special event: the tenth prestigious *Valartis Bank Snow Polo World Cup*, one of the world's major polo events on snow.

Against a stunning backdrop, internationally renowned players from six nations (including Argentina, the UK and the US) will ride their ponies into competition on the snow-covered Munichauer meadow. Eight three-man teams with 96 first-class polo ponies have registered for the three-day tournament. More than 8,000 visitors are expected to visit the tent village set up around the polo field from Friday to Sunday.



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For the successive tenth year, the boutique private bank Valartis is the main sponsor of the tournament. It is also entering its own high-aiming team in the competition, consisting of Reto Mario "Tito" Gaudenzi, Stefan Prioetti and US pro Alan Martinez (handicap +7). "We are proud to have been part of this success story over the past 10 years," says Andreas Insam, member of the Executive Board of Valartis Group and a long-time supporter of the tournament. "Kitzbühel is the premier destination for the world's largest polo tournament on snow. Along with the Hahnenkamm ski race, this well-established event has become a sporting and social highlight on the Kitzbühel calendar. It offers an ideal platform for us to thank our clients and business partners for their loyalty and cooperation over the years."



A thrilling winter sport experience with exclusive social events

Guests from around the world will discover an exclusive and exciting winter sport experience, with fun social events and gastronomic delights for the entire family. In addition to the Audi Driving Experience, in which visitors can test their driving skills on a specially created snow course, the *10th Anniversary Polo Players Night* will also be a highlight of the event. Uwe Ochsenknecht & Band will set the mood on Saturday evening with musical entertainment in the VIP tent.

Polo goes Charity – supporting ambitious micro-entrepreneurs in the slums of Kenya

Social commitment and responsibility will also be part of this high-society event. Under the slogan “Polo goes Charity”, Valartis Bank will conduct a charity tombola in cooperation with the renowned Austrian development organisation ICEP, to support striving micro-entrepreneurs in Kenya. By purchasing tombola tickets, guests can not only help a good cause, but with a little luck they could also win attractive prizes.

Following last year’s successful raffle, the proceeds from the 2012 tombola will again be used to support ambitious young micro-entrepreneurs in the slums of the Kenyan capital, Nairobi. The EUR 30,000 that was raised by the Valartis Bank Charity Tombola in 2011 was used to help set up the Youth Empowerment Programme of Kenya’s Informal Business Sector Institute (ISBI). The Youth Empowerment Programme is a technical and commercial training programme that has already helped some 230 ambitious young business people. The expansion of the program will enable many young fathers and mothers to take control of their own lives and find their own way out of poverty.

10th Valartis Bank Snow Polo World Cup

Münichauer Wiese, Kitzbühelerstraße
A-6370 Reith bei Kitzbühel

Thursday, January 12th	5.00 pm	Polo rider parade and team presentation in front of the Hotel Zur Tenne in Kitzbühel
	7.00 pm	“Welcome get together” in the Casino Kitzbühel
Friday, January 13th	10.45 – 3.30 pm	Qualification Round, with four matches
Saturday, January 14th	10.45 – 3.30 pm	Half Finals, with four matches
	8.00 pm	10th Anniversary Polo Players Night in the VIP tent
Sunday, January 15th	10.45 – 3.30 pm	Finals, with four matches
	ca. 3.30 pm	Prize Giving and Award Ceremony

Opening hours of the tent village: Friday to Sunday, 10.30 – 4.30 pm

Further information at: www.kitzbuehelpolo.com

If you have any questions, please contact:

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Valartis Bank – „Private Banking Plus“ in Switzerland, Austria and Liechtenstein

Valartis Bank is an independent boutique private bank with locations in Switzerland, Austria and Liechtenstein. As part of the Swiss quoted Valartis Group, Valartis Bank provides customised financial services to private clients, family businesses and institutional clients.

In addition to discretionary wealth management and personalised investment advisory, Valartis Bank's comprehensive Private Banking Plus service also includes tailored investment fund solutions (private label funds), access to best-in-class financial products from third-party providers (open platform) and various corporate finance/M&A and structured finance services.

Valartis Bank relies on a team of experienced and dedicated client advisors and a flexible organisation that is capable of putting tailored solutions in place quickly and effectively. Personal attention, transparency, reliability and strict risk controls are the guiding principles of Valartis Bank's client-oriented private banking approach.