

Media alert

2 July 2007

UBS to become founding corporate partner of MLab at London Business School

London, 02.07.2007 – The Management Innovation Lab (MLab) at London Business School, today announced UBS as its first corporate founding partner. The pioneering partnership will see UBS work with the MLab's internationally renowned faculty and staff to generate management innovations relevant to its organisational goals.

During his keynote address to the London Business School Global Leadership Summit taking place today Professor Hamel, 'the world's leading expert on business strategy' (Fortune 2006), said of the partnership;

"In becoming the first corporate founding partner of the MLab, UBS demonstrates its commitment to management innovation, and we very much look forward to working with them."

Based at London Business School, and Co-founded by Professor Gary Hamel, visiting professor of Strategic and International Management and Julian Birkinshaw, Professor of Strategic and International Management at London Business School, the Lab's aim is to support pioneering companies in creating genuine management innovation and accelerating the evolution of management practice.

Jeremy Palmer, EMEA CEO of UBS Investment Bank, who also attended the conference said;

"Innovation, learning and entrepreneurial leadership are among our stated values for achieving our goal of being the world's best financial services company. We are looking forward to working with the MLab to find new and innovative ways of managing our business for the benefit of our clients, staff and shareholders."

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Notes to Editors:

London Business School

London Business School's Vision is to be the pre-eminent global business school, nurturing talent and advancing knowledge in a multi-national, multicultural environment. Founded in 1965, the School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year. The School's executive education department serves over 6,000 executives on its programmes every year. London Business School is based in the most accessible and international city in the world and is one of only two UK business schools to have twice been awarded the highest research rating of five-star (5*), by the Higher Education Funding Council for England (HEFCE), confirming the School as a centre of world-class research in business and management.

www.london.edu

UBS

UBS is one of the world's leading financial firms, serving a discerning international client base. Its business, global in scale, is focused on growth. As an integrated firm, UBS creates added value for clients by drawing on the combined resources and expertise of all its businesses.

UBS is the leading global wealth manager, a top tier investment banking and securities firm, and one of the largest global asset managers. In Switzerland, UBS is the market leader in retail and commercial banking.

UBS is present in all major financial centers worldwide. It has offices in 50 countries, with about 39% of its employees working in the Americas, 34% in Switzerland, 17% in the rest of Europe and 10% in Asia Pacific. UBS's financial businesses employ some 80,000 people around the world. Its shares are listed on the SWX Swiss Stock Exchange, the New York Stock Exchange (NYSE) and the Tokyo Stock Exchange (TSE).

www.ubs.com