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## Union Bank of Switzerland Announces:




# UBS maintains peak position in customer deposits - international operations make up half of all activities.

The inflow of customer deposits continued undiminished in the first half of 1977. A new high was reached end of June at Sfr. 30.3 billion, with Sfr. 11.2 billion originating abroad. UBS thus continues to take the lead among

half of the Bank's entire activities is devoted to international business.

actions on the Euromarket. In addition, it carried out numerous private placings for foreign borrowers and took part in many syndicated Euroloans.

 <b>Balance Sheet Highlights</b>	Dec. 31, 76	June 30, 77
	in mill. Sfr.	in mill. Sfr.
Total assets	52,651	54,229
Customer deposits	28,950	30,294
Bank deposits	17,252	16,871
Loans		
to customers	20,920	22,595
Loans to banks	19,770	21,404
Capital resources	3,229	3,416

### Trusted Worldwide

These figures mirror the trust which customers throughout the world place not only in UBS but also in Switzerland as a major financial center - a base characterized by political and economic stability and the lowest inflation rate of all leading industrial nations. As a result, the Swiss franc ranks among the world's hardest currencies.

### Solid Swiss Base

The internationalism of Swiss banking is matched by the multi-national character of Switzerland's foreign trade, insurance industry and tourism. The Union Bank of Switzerland, represented in 21 countries and on all continents, is broadly based in Switzerland as well as abroad. With 207 branch offices and agencies, UBS maintains the largest office network of all Swiss banking institutions and can therefore offer its wide range of services to customers everywhere. On the spot - worldwide - operating with the benefits of a solid base.

all Swiss big banks in this sector. Total assets climbed to the new record of Sfr. 54.2 billion, up from Sfr. 52.6 billion at the end of 1976. Roughly one

### International Financing Know-how

Thanks to its strong placing power and international financing expertise, UBS again participated prominently in the firm underwriting of Swiss franc bond issues and in trans-



Union Bank of Switzerland

**International banking - made in Switzerland**