



Urs Gredig named Editor-in-Chief of CNNMoney Switzerland and Frédéric Lelievre will be Deputy Editor-in-Chief

Zurich and Geneva 5. July 2017 – Urs Gredig has been named Editor-in-Chief of CNNMoney Switzerland, the country's first national English-language business channel. The 47-year-old Swiss TV journalist and presenter will take up his new position in late summer. The role of Deputy Editor-in-Chief will be filled by Frédéric Lelievre. The 45-year-old journalist from the French part of Switzerland will move to CNNMoney Switzerland from Hong Kong, where he was correspondent for Le Temps, TV5 Monde and Le Figaro, until the end of June. Their excellent knowledge of Swiss culture, their strong experience and their extensive international network in key countries for Switzerland represent considerable assets.

Urs Gredig has been appointed Editor-in-Chief of CNN Money Switzerland. The 47-year-old from Davos has been working at SRF Schweizer Radio und Fernsehen since 2003. Following a spell as editor in the entertainment department, in 2004 he joined the editorial team of the daily news program Tagesschau, first as editor and presenter of the nighttime edition from 2005 to 2007, then also as presenter of the midday and early evening editions. From 2007 to the end of April 2013, he presented the main edition of the news show going out at 7.30 p.m. He subsequently spent four years as UK and Ireland correspondent and headed up the SRF office in London. Since returning to Switzerland, he has presented the discussion show Club. Urs Gredig studied history and journalism, graduating from the University of Freiburg in 2000. He then worked as a journalist, first as online editor for the website sport.ch and then from 2001 to 2003 as news editor, producer, and presenter at Radio 24. "CNNMoney Switzerland is currently by far the most exciting media venture in Switzerland and I am both thrilled and honored to be working as the Editor-in-Chief for the country's first national English-language business channel", says Urs Gredig.

Frédéric Lelievre will be Deputy Editor-in-Chief of CNNMoney Switzerland from the beginning of July. For the past three years, the 45-year-old journalist from the French part of Switzerland, born in France, has been the correspondent for Le Temps, TV5 Monde and Le Figaro based in Hong Kong, from where he actively covered the news from China. From 2008 to 2014, he was Head of the Economics & Finance Section for Le Temps, a daily newspaper, in Geneva and set up the Twitter channel for economic news. From 2008 to 2014, he was Head of the Economics & Finance Section for Le Temps, a daily newspaper, in Geneva and set up the Twitter channel for economic news. He began his career in Paris working as print and online editor for weekly magazine Problèmes économiques and as an analyst for the economics institution Xerfi. Frédéric Lelievre holds a Master of Applied Economics to Firms and International Finance. "Joining CNN Money Switzerland



represents a unique opportunity to help and create a different media. It is also an ambition, to bring a new perspective on Swiss news”, comments Lelievre on his new assignment.

"I am very pleased to form such a complementary editorial team of two Swiss-Swiss journalists with an excellent knowledge of key areas and countries for Switzerland such as London, Brussels and China. Their large international network, developed especially in Asia, will allow us to cover considerably this part of the world." says Christophe Rasch, Founder and CEO of CNNMoney Switzerland.

CNNMoney Switzerland, the country's first national English-language business channel, will begin broadcasting in October 2017.

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About CNNMoney Switzerland

Launched in January 2017, CNNMoney Switzerland is an integral part of the international development strategy of the CNNMoney brand. With one studio in Zurich and another planned for French-speaking Switzerland, CNNMoney Switzerland now has a niche market that did not previously exist in Switzerland: a cross-platform news source focusing on finance, economy, culture and lifestyle “made in Switzerland” that links national and international issues. The channel aims to act as a bridge between leaders around the world and Switzerland.