



UBI TOP PRIVATE BANKING REPORTS ON ITS FIRST YEAR

The results were presented at the “Top Private Evolution Convention” with growth in assets managed and in numbers of Private Relationship Managers

“UBI Top Private”, UBI Banca’s private banking division is now ranked among the top five private banking operators on the Italian market. It has assets of approximately €36 billion under management (over €32 billion at the end of 2016) and operates through a network of 82 private banking facilities located throughout the country with 300 Private Relationship Managers.

Milan, 1st June 2018 – The convention entitled “Top Private Evolution” was held at Palazzo Mezzanotte, the Borsa Italiana Italiana headquarters, on the conclusion of the first year of activities of UBI Banca’s private banking division, UBI Top Private.

The convention was attended by over 400 of the Group’s staff and speakers included Victor Massiah, the Chief Executive Officer of UBI Banca, Frederik Geertman, Chief Commercial Officer, Riccardo Barbarini, Manager of UBI Top Private and Andrea Ghidoni, the Managing Director di UBI Pramerica.

UBI Top Private is currently ranked among the top five operators on the Italian private banking market in terms of assets under management and it provides tailor-made solutions for clients with net worth of over one million euro.

UBI Top Private was set up in its current form in 2017, following the “Single Bank” operation which brought together the best expertise in the management of high-net-worth wealth, the result of vast experience acquired by the UBI Group’s seven commercial banks, into one single unit. It was an ambitious and highly innovative project in technological and financial terms. The operation involving the acquisition and integration of Banca Adriatica, Banca Tirrenica and Banca Teatina was also completed in 2018.

Just one year after its creation the division has assets under management of approximately €36 billion (over €32 billion at the end of 2016) through a network of 82 private banking facilities and it has approximately 300 Private Relationship Managers who provide assistance to private banking clients using service models that are tailor-made to meet the requirements of the different types of client targeted (individuals, business people, firms, institutions) and by wealth bracket (high-net-worth individual and Ultra HNWI).

The product range includes a **Consulenza Evoluta Private** (evolved private advisory) **Service** and a **Family Business Advisory Service**.

The **Consulenza Evoluta Private Service** benefits from the specialist expertise of 30 professionals and a highly evolved IT platform dedicated to investments. It employs three different models at the service of corporate and institutional liquidity and to assist the activities of individuals according to different levels of delegation. The service constantly monitors the level of risk agreed with the client. The balance between risk and return on portfolios is analysed continuously by a sophisticated system of automated and customisable alarms, managed by UBI Top Private advisors.



The **Family Business Advisory Service** provides integrated solutions to meet the complex requirements of clients regarding the organisation, management and protection of a family's wealth (financial, real estate and corporate), succession planning and the safeguarding of the quality of life for elderly persons (self-caring), minors or persons with disabilities.

UBI Top Private's range of products and services is designed for the Italian private banking market which is currently undergoing great change. An extremely large portion of individual wealth is not yet managed by specialist organisations and this is attracting new players, who are increasing competition in the sector.

"The challenges in this sector", said Riccardo Barbarini, Head of UBI Top Private, "require simplification, a multichannel approach, transparency on costs and service models able to respond to increasingly more sophisticated demands.

UBI Top Private uses technology in a targeted manner to achieve maximum simplification. Consequently we are increasing digitalisation throughout the range of products and services in terms of investment instruments and the advisory services we provide. Our goal is to create easy relationships for clients and to focus our expertise on the added value that we are able to give: we analyse requirements, research investment solutions and advise. Our aim is to become trusted advisors for our clients by evolving the role of a private banker from that of mere advisor on investments into a "global advisor" or in other words into our Private Relationship Managers. We are convinced that evolving technology can never replace the key factor, that of the human relationship, a person who understands and is able to interpret a client's needs to provide important and indispensable, if not all the necessary assistance. To achieve this we have selected the best professionals from within the Group and we are also selecting the best externally".

The number of private relationship managers has grown from 240 in May 2017 to around 300 at present.

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