

## **UBI Top Private is launched, the Private Banking Division for clients with financial wealth of over one million euro**

*Among the first five operators in Italy by volumes of business, it has over €32 billion of assets under management acquired by 240 Relationship Managers, a team of high-level professionals destined to grow by over 20% in the next three years.*

**Milan, 9<sup>th</sup> May 2017** – UBI Top Private, the UBI Banca division that specialises in private banking was presented today at the Italian Borsa. It is one of the first five players in the sector in Italy.

This division, which has in fact been operational for around two months, took shape at the end of the process to create a “Single Bank” started by the UBI Group in the second half of 2016, a key part of the 2019/20 Business Plan. The Single Bank project involved the merger into the Parent of the seven network banks (former subsidiaries), which formed the backbone of the federally organised group. This development made it possible to capitalise on the different realities which breathe life into the Group through the creation, amongst other things, of two specialist divisions: Top Private Banking and Corporate & Investment Banking. For the private banking sector this meant dividing clients into new segments by transferring clients with wealth of over one million euro into the new division.

This division, headed by Riccardo Barbarini (the former General Manager of Banca Regionale Europea), is composed of **22 Top Private Centres** which in turn co-ordinate 40 operating units distributed throughout the whole country, in which approximately **240 Private Relationship Managers**, employees of the bank, work. UBI Top Private has approximately **32,000 clients** and is ranked among the first five players in the sector in Italy with over **€32 billion** of assets under management.

*“In order to operate well in a market with high standards of quality, which the Italian market is, UBI Banca has made investments to distinguish it from its competitors, with a drive to further increase quality and use evolved advisory approaches by leveraging on the talent and professionalism of its staff, technical and behavioural training, specially designed areas for meetings with private banking clients, simplicity and technological innovation”,* said Riccardo Barbarini, the Head of UBI Top Private. *“We believe that the key to our success lies in our ability to provide a customised service in which professionalism, confidentiality and advisory skills supported by cutting-edge technology are all designed to find winning solutions to satisfy our clients”.*

Private banking has now arrived at a point where it employs a wealth management approach, leaving behind a mentality of merely satisfying wealth requirements and now seeking to satisfy all the various needs of a given family (and therefore those relating to both assets and also diverse other requirements including generation handover, corporate governance and asset protection). Increasingly, private banking clients require management with a customised service approach to meet needs that differ according to the target client (individuals, business people, corporates, institutional) and the wealth bracket (high net worth individuals and Ultra HNWI). Realisation of these factors has led to UBI Banca to evolve the nature of this professional role, which has transformed from an investment advisor to a global advisor, or in other words a “Private Relationship Manager”.



As a result of the UBI Banca Group's presence in the most economically active areas of the country with approximately 80% of loans granted in Lombardy, Piedmont and Latium (regions in which over 40% of Italian GDP is generated), the UBI Top Private Division is able to count on substantial growth and further expansion of its network of Relationship Managers with growth targets set, based on the recruitment of 50 new specialists in the next three years. High levels of seniority and professionalism, together with specific technical and behavioural expertise in the holistic management of clients and the desire to engage in a long-term business project are the features that characterise the policies pursued to develop the bank's advisory network.

**For further information please contact**

**UBI Banca Media Relations**

Tel. +39 027781 4213 - 4932 - 4936

[media.relations@ubibanca](mailto:media.relations@ubibanca)

**Havas PR Milan**

Marco Fusco, 02 85457029 – 345/6538145 - [marco.fusco@havaspr.com](mailto:marco.fusco@havaspr.com)

Rafaella Casula, 02 85457034 – 345/3780834 – [rafaella.casula@havaspr.com](mailto:rafaella.casula@havaspr.com)