



PRESS RELEASE

PKB AddVenture Academy

English

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In line with PKB's aspirations as an innovative and locally rooted bank, we are pleased to announce the launch of **PKB AddVenture Academy**, a program designed to foster the development of high-potential Swiss start-ups through strategic and operational support.

With this initiative PKB aspires to contribute to the development of a local and successful ecosystem that is able to stimulate innovation in Switzerland. The PKB AddVenture Academy is born from a partnership with Match Strategies www.matchstrategies.com, a young and dynamic Swiss innovation boutique. The initiative aims to complement existing programmes.

"PKB has deep values linked to the entrepreneurial spirit and to the local territory where it operates. We felt it was important to launch a project that would speak to this vocation of the bank and support early-stage start-ups based in the Canton of Ticino in a tangible way,"
Luca Venturini, CEO of PKB.

The initiative will include a series of high value-added activities, such as operational support to the day-to-day management of the business, access to a wide network in innovation, connection to funding opportunities in the Swiss / European reference ecosystem, and accompaniment in strategic, business development, financial and marketing issues.

Any applications to the **PKB AddVenture Academy** can be submitted by 19/12/2022 via the following link: www.matchstrategies.com/pkb-addventure-academy, where you can find more information on how to apply.

Founded in 1958, PKB is an international family-owned Swiss banking group specialised in private banking. The bank operates from four Swiss locations, including Zurich, Lugano (headquarters), Geneva and Bellinzona. PKB Group – which includes Cassa Lombarda, a private banking boutique in Italy (established in 1923) – manages assets of approximately CHF 13 billion. PKB has one of the best capital ratios in Switzerland (Core Tier 1 over 28% at the bank level). For more information or to find out how we can support, please visit our website www.pkb.ch.

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