

## PRESS RELEASE

## PKB launches its new strategy and brand identity.

- **New long term growth strategy to further strengthen client service, expansion of products and solutions, investing in technology and in people**
- **Full compliant high-profile investment services to customers with Italian tax residence**
- **Name change to PKB Private Bank SA**
- **New brand identity**

---

*Lugano, 2 February 2023.* PKB is very pleased to announce that it has changed its name from PKB Privatbank SA to **PKB Private Bank SA** to better reflect its international breath and ambitions. This change also aligns with the recent launch of the new brand identity to reposition PKB as the Swiss wealth manager, rooted in family values and independence, committed to one goal: helping its clients thrive.

Wealth Solutions.  
Simply Beautiful.

---

Stemming from a strengthened values' alignment among its employees, sparked by the need to serve even better its clients and partners in a world that is always changing and adapting to new challenges, PKB Private Bank launched its new long-term strategy at the end of 2022.

Four strategic pillars are supporting the banks growth ambitions: **strengthening the service to clients** through even better responses to their needs, **an expanded product and solutions range, investing in technology and people** and **profitability improvements**.

“After two challenging years of pandemic and the current uncertainty in the markets, we decided to use our time, energy and resources to refocus the entire organization around our key corporate values to make sure that we keep going the extra miles to offer valuable solutions to our clients and partners. We are deeply convinced that PKB has a key role to play, to let its ecosystem thrive. I am very proud of the journey we have started in these months with the teams and the Board as we navigate this VUCA world”, said Luca Venturini, CEO at PKB.

Within PKB's strategy, there is strong attention to the domestic market in which PKB keeps investing to grow, while implementing at the same time an opportunistic strategy towards international markets. In the context of its core business, focused on Private Banking and Wealth Management Services, the PKB Group,



PKB Private Bank SA

Via S. Balestra 1  
6901 Lugano  
Svizzera

t: +41 91 913 35 35  
info@pkb.ch  
www.pkb.ch

thanks to the activities of its two banks, PKB and Cassa Lombarda, has developed an innovative business model that enables it to provide high-profile investment services to customers with Italian tax residence, in full compliance with the regulatory and tax regulations in force in the respective countries. The gamma of products is also growing with the recent addition of alternative investments solutions to complete the wealth management offer.

The human-centered approach is rooted in PKB's strategy, both in terms of attention to the employees as well as in its capacity to dedicate time and experience to listen to clients' needs and aspirations helping them to thrive.

We invite you to visit our new website to learn more.

[www.pkb.ch](http://www.pkb.ch)

---

Wealth Solutions.  
Simply Beautiful.

**For media enquires please contact:**

Simona Frisoli – Communications  
simona.frisoli@pkb.ch

**PKB Private Bank SA**  
Communication  
T +41 91 913 35 35  
T +41 91 913 31 88  
communication@pkb.ch  
www.pkb.ch

---

**About PKB**

Family-owned for generations, PKB Private Bank SA is an international Swiss banking group specialized in private banking and wealth management solutions. The bank operates from three Swiss locations, including Zurich, Lugano (headquarters), and Geneva. PKB Group – which includes Cassa Lombarda, a private banking boutique in Italy (established in 1923) – manages assets of approximately CHF 13 billion as of 31.12.2022. PKB has one of the best capital ratios in Switzerland (Core Tier 1 over 28% at the bank level).