

PRESS RELEASE

PKB launches 2024 edition of the AddVenture Academy

- **Applications open for the PKB AddVenture Academy, a private initiative to support innovation in Switzerland**

Lugano, 19 October 2023

After the success of the first edition of the PKB AddVenture Academy, we are pleased to announce the launch of the 2024 edition and the opening to candidatures for high potential startups in Ticino.

The PKB AddVenture Academy, born from a collaboration with Match Strategies (www.matchstrategies.com), a young and dynamic Swiss innovation boutique, aims at positioning itself as a complement to existing local programmes. In line with PKB's aspirations as an innovative and locally rooted bank, we are pleased to be able to contribute with this initiative to the development of a local and successful ecosystem aimed at supporting innovation in Switzerland.

"We felt it was important, after the strategic and operational support for startups launched in 2023, supporting innovation in Ticino, to be able to provide continuity to the programme, continuing to finance an initiative that is in total alignment with the values and entrepreneurial spirit of our bank and its proximity to the territory in which it operates", says Luca Venturini, CEO of PKB.

Applications for the PKB AddVenture Academy can be submitted by 20/11/2023 via the following link: www.matchstrategies.com/pkb-addventure-academy, where you can find all the information you need to participate.

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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).