

PRESS RELEASE

PKB awarded as best Lugano based private bank

By receiving this prestigious recognition at the WealthBriefing Swiss Awards 2024, PKB Private Bank confirms its reputation as a point of reference in the Lugano financial center due to its ability to offer a quality service to an international clientele while maintaining strong bonds with the territory.

Lugano, February 9th 2024

PKB is proud to be one of the winners of the **WealthBriefing Swiss Awards 2024**, attributed yesterday evening during the ceremony held in Geneva, winning the first prize in the "**Lugano based Private Bank**" category.

The jury, in presenting the award to Head of Private Banking **Peter Conrad**, justified the choice by explaining that *«With their solidarity a testament to both their origins and their future. The judges' winner is independent in spirit and always strives for more. Going the extra mile. Strongly committed to its clients, is deeply rooted in the territory and is a respected and important actor in the Swiss-Italian financial centre»*.

The bank has a special relationship with Ticino: founded in 1958, PKB has always maintained its headquarters in Lugano. Rootedness, professionalism and dedication are values inherent in the **Trabaldo Togna** family, the sole shareholder. Values that are reflected in the management's approach and relations with clients. Thanks to decades of experience in private banking, clients rely on PKB throughout the different stages of their lives, allowing them to build lasting relationships that create value and impact for future generations as well.

«In 2022 we announced the institution's new medium- to long-term strategy; thanks to major investments in technology and professionalism, we aim to expand our services to customers, strengthening our position in the financial center. This award represents a recognition that I am proud to share with all our employees» commented **Luca Venturini**, Chief Executive Officer.

Wealth Solutions.
Simply Beautiful.



PKB Private Bank SA

Via S. Balestra 1
6901 Lugano
Svizzera

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

For media enquiries 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

Wealth Solutions.
Simply Beautiful.

PKB Private Bank SA

PKB Private Bank SA, owned by the Trabaldo Togna family for generations, is an international Swiss banking group specialising in private banking and wealth management solutions. The bank operates from three Swiss locations, Zurich, Lugano (head office) and Geneva. The PKB Group - which includes Cassa Lombarda, a private banking boutique in Italy (founded in 1923) - manages assets of approximately 12 billion Swiss francs. PKB has one of the best capital ratios in Switzerland (Core Tier 1 above 28% at bank level).

WealthBriefing

WealthBriefing is an independent financial information website: through high-level news, insights and analysis, WealthBriefing has established itself as a benchmark in the wealth management industry. Now in their 11th year and divided into several categories, the Swiss Awards honour the industry's top performers.