

# BANKIA BANCA PRIVADA

## 04.4 PRIVATE BANKING

BANKIA BANCA PRIVADA OFFERS SPECIFIC, HIGHLY SPECIALISED ADVICE FOR THE PORTFOLIOS OF HIGH NET WORTH CUSTOMERS, WHO DEMAND BESPOKE SOLUTIONS.

In today's low interest rate environment, it is increasingly important to have good investment advice. That is precisely what Banca Privada provides, by maintaining permanent contact with each client to share information about relevant events and analyse the impact they may have on the client's investments.

Banca Privada serves more than 7,300 clients with an investment portfolio of more than 600,000 euros or assets of more than one million euros. These clients receive the services of 55 portfolio managers, of whom nine are senior managers of Banca Privada and 46 are specialised account managers.

The team is made up of 69 people, spread across 12 offices, grouped in four regions. Banca Privada manages a business volume of 5,621 million euros and a total of 5,110 portfolios.



**7,357**

No. of Banca Privada clients



**5,110**

No. of Banca Privada portfolios



**€ 5,621** MILLION

Banca Privada business volume

Through open architecture mutual fund distribution and the inclusion of new alternatives in the Bankia product catalogue, Banca Privada clients can benefit from bespoke solutions tailored to their needs and matched to their risk profile. All this is possible thanks to a highly personalised service based on deep knowledge of the client.

With the improvement in the Spanish economy, business owners are coming to Banca Privada in growing numbers, supported by the advice given by the Asset Management Advisory Unit.

In 2017 the bank made changes to the Banca Privada portal and integrated it in Bankia Online, so as to give clients a more integrated, user-friendly view of their assets.

It also entered into an agreement to market the Arcano XI private equity fund, in view of the interest shown in this type of product.

The event that had the greatest impact on Banca Privada, however, was undoubtedly the review of all the advisory processes in order to adapt them to the EU's MiFID II directive, which represents a major shake-up in the regulation of the marketing of financial products. Its entry into force in 2018 has provided a great opportunity to rethink the business model, in order to offer the best service possible.

Banca Privada is working with external suppliers to provide its customers with tools that give them a better view of their investments, access to mutual fund comparison charts and more detailed investment proposals, as well as speeding up certain operations through Bankia Online.

*BANCA PRIVADA SERVES CUSTOMERS WITH A PORTFOLIO OF MORE THAN 600,000 EUROS OR ASSETS OF MORE THAN ONE MILLION EUROS.*

46

*NO. OF BANCA PRIVADA ACCOUNT MANAGERS.*

