

# Bit Market Services

Informazione Regolamentata n. 1615-1-2017	Data/Ora Ricezione 09 Gennaio 2017 14:56:24	MTA
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Societa' : FINECOBANK  
Identificativo : 83725  
Informazione  
Regolamentata  
Nome utilizzatore : FINECOBANKN01 - Spolini  
Tipologia : IRAG 10  
Data/Ora Ricezione : 09 Gennaio 2017 14:56:24  
Data/Ora Inizio : 09 Gennaio 2017 15:11:25  
Diffusione presunta  
Oggetto : PR TOTAL NET SALES DECEMBER

*Testo del comunicato*

Vedi allegato.

## PRESS RELEASE

### FinecoBank:

- 2016 Net sales: **€ 5,036 million**, of which **Guided Products net sales: € 3,877 million (+14% y/y)**. Guided products on AUM stock at 56% (+11 p.p. y/y)
- December 2016 net sales: **€ 889 million**, of which Guided Products net sales: **€ 411 million (+15% y/y)**
- Total financial assets Private: **€22.2 billion (+10% y/y)**
- **1,117,515 total customers, +7% y/y** (of which around 109,700 new customers acquired in 2016)
- **27.8 million** of executed orders in 2016, in line with 2015

*Milan, January 9<sup>th</sup> 2017*

FinecoBank recorded total net sales of € 5,036 million since the beginning of 2016 (-8% compared to record results of 2015), of which € 889 million in December 2016, confirming its healthy and sustainable growth strategy without any kind of short-term offers on interest rates.

89% of Total Net Inflows is organically generated, confirming the high quality of the growth.

The strong growth of “Guided products & services” continues: since the beginning of the year, their net sales amounted to € 3,877 million (+14% y/y), of which € 411 during the month of December. The penetration rate increased at 56% on total AuM compared to 45% in December 2015.

In 2016, Assets under Management totaled € 1,782 million, Assets under Custody were € 347 million and direct deposits € 2,908 million.

Since the beginning of the year net sales through the network of personal financial advisors totaled € 4,338 million, -12% compared to last year.

Total Financial Assets were at € 60,195 million (+9% compared to December 2015).

More in detail, Assets under Management climbed to € 28,608 million (+9% y/y), Assets under Custody totaled € 13,078 million (-3% y/y) and direct deposits amounted to € 18,509 million (+18% y/y).

In particular, TFA related to Private Banking segment, i.e. with assets above € 500,000, totaled € 22,245 million, +10% compared to 2015.

In terms of customers’ acquisition, since the beginning of the year around 109,700 new clients have been acquired, of which 9,500 in December. Total number of customers was 1,117,515 as of December 31<sup>th</sup> 2016, up 7% compared to December 2015.

As regards to brokerage, 27.8 million orders were executed since the beginning of 2016, in line with 2015.

Alessandro Foti, CEO and General Manager of FinecoBank, commented:

"2016 ends with a very positive results, confirming once again a business model based on sustainability and organic growth. In a year characterized by phases of market uncertainty, our Financial Advisors have once again been able to grow in the Private Segment and have successfully supported customers in their need for a professional and long-term financial planning, with solid and sustainable results. Moreover, thanks to the effectiveness of our cyborg-advisory model, we look with optimism to 2017 challenges."

figures in € million

<b>TOTAL NET SALES</b>	<b>December 2016</b>	<b>Jan-Dec 2016</b>	<b>Jan-Dec 2015</b>
Assets under management	329.85	1,782.02	2,653.42
Assets under custody	-566.09	346.71	977.30
Direct deposits	1,125.70	2,907.52	1,858.80
<b>TOTAL NET SALES</b>	<b>889.46</b>	<b>5,036.25</b>	<b>5,489.52</b>

figures in € million

<b>PFA NETWORK NET SALES</b>	<b>December 2016</b>	<b>Jan-Dec 2016</b>	<b>Jan-Dec 2015</b>
Assets under management	331.28	1,802.17	2,610.19
Assets under custody	-402.87	287.53	692.45
Direct deposits	767.73	2,248.46	1,637.22
<b>TOTAL NET SALES PFA NETWORK</b>	<b>696.13</b>	<b>4,338.16</b>	<b>4,939.87</b>

figures in € million

<b>TOTAL FINANCIAL ASSETS</b>	<b>December 2016</b>	<b>December 2015</b>
Assets under management	28,607.92	26,277.42
Assets under custody	13,077.69	13,418.60
Direct deposits	18,509.50	15,630.64
<b>TOTAL FINANCIAL ASSETS</b>	<b>60,195.11</b>	<b>55,326.67</b>

figures in € million

<b>PFA NETWORK TFA</b>	<b>December 2016</b>	<b>December 2015</b>
Assets under management	28,105.21	25,747.69
Assets under custody	9,736.10	9,866.17
Direct deposits	13,593.01	11,337.51
<b>PFA NETWORK TFA</b>	<b>51,434.32</b>	<b>46,951.37</b>

EXECUTED ORDERS	2016	2015
Equity Italy	13,318,863	13,568,157
<i>of which internalized</i>	<i>3,192,278</i>	<i>2,694,161</i>
Equity USA + other markets	2,767,832	3,478,444
Bond, derivatives, CFDs, other	11,726,439	10,835,125
<b>TOTAL EXECUTED ORDERS</b>	<b>27,813,134</b>	<b>27,881,726</b>

**FinecoBank**

FinecoBank is UniCredit Group's direct multichannel bank. It has one of the largest advisory networks in Italy, and is the number one broker in Italy for equity trades in terms of volume of orders and number one broker in Europe for number of executed orders. FinecoBank offers an integrated business model combining direct banking and financial advice, with a single free-of-charge account including a full range of banking, credit, trading and investment services, which are also available through applications for smartphone and tablet. With its fully integrated platform, FinecoBank is the benchmark for modern investors.

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Fine Comunicato n.1615-1

Numero di Pagine: 5