



# SPAFID CONNECT

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Diffusione presunta

Oggetto : FinecoBank PR Total Net Sales February  
2017

*Testo del comunicato*

Vedi allegato.

## PRESS RELEASE

### FinecoBank:

- February 2017 net sales: **€ 458 million with continuous improvement in the asset mix (€362 million Guided Products & Services, € 311 million AuM)**
- Net sales since the beginning of the year: **€ 723 million**, of which **Guided Products net sales: € 548 million**, 8.5x y/y. **Guided products on AuM stock at 58% (+12 p.p. y/y)**
- **Over 1,134,000 total customers, +6% y/y** (of which 21,431 new customers acquired in 2017)

### *Milan, March 7<sup>th</sup> 2017*

In February, net sales amounted at € 458 million (-11% y/y), with a continuous improvement in the asset mix with respect to previous year, as highlighted last month. In February Asset under Management totaled € 311.0 million, Asset under Custody were € 294.4 million and direct deposits -€ 147.5 million.

FinecoBank recorded total net sales of € 723 million since the beginning of 2016 (-29% y/y), of which Asset under Management (€ 693 million y/y), Asset under Custody € 579 million, while direct depositions -€ 301 million. The growth of “Guided products & services” continues: since the beginning of the year, their net sales amounted to € 548 million (+ € 490 million y/y), of which € 362 during the month of February (2.7x y/y). The penetration rate increased at 58% on total AuM compared to 46% in February 2016 and 56% in December 2016.

Since the beginning of the year net sales through the network of personal financial advisors totaled € 676 million, -21% compared to last year.

In terms of customers’ acquisition, since the beginning of the year 21,431 new clients have been acquired (of which 9,592 in February). Total number of customers was over 1,134,000 as of February 28th 2017, up 6% compared to February 2016.

Total Financial Assets were at € 61,085 million (respectively +1.5% and +13.5% compared to December and February 2016).

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

*“The monthly figures confirm once again the long term sustainability of a business model based on an organic growth and a relationship with customers built on transparency and fair pricing. Moreover, February results show a further acceleration of inflows towards our advanced advisory services, in line with the Bank’s focus on the quality of its net sales mix. Those results underline the ability of our Network of Personal Financial Advisors to better manage our customers’ savings, taking advantage of tools available within our cyborg advisory model”.*

*figures in € million*

<b>TOTAL NET SALES</b>	<b>FEBRUARY 2017</b>	<b>JAN - FEB 2017</b>	<b>JAN - FEB 2016</b>
Assets under management	311.02	445.14	-247.69
Assets under custody	294.37	579.13	687.09
Direct deposits	-147.55	-301.07	574.90
<b>TOTAL NET SALES</b>	<b>457.84</b>	<b>723.20</b>	<b>1,014.30</b>

*figures in € million*

<b>PFA NETWORK NET SALES</b>	<b>FEBRUARY 2017</b>	<b>JAN - FEB 2017</b>	<b>JAN - FEB 2016</b>
Assets under management	308.43	438.84	-231.13
Assets under custody	216.47	408.41	498.78
Direct deposits	-123.38	-170.78	593.87
<b>TOTAL NET SALES PFA NETWORK</b>	<b>401.53</b>	<b>676.47</b>	<b>861.52</b>

*figures in € million*

<b>TOTAL FINANCIAL ASSETS</b>	<b>FEBRUARY 2017</b>	<b>DECEMBER 2016</b>	<b>FEBRUARY 2016</b>
Assets under management	29,222.35	28,607.92	24,887.59
Assets under custody	13,673.44	13,077.69	12,734.50
Direct deposits	18,189.08	18,509.50	16,206.29
<b>TOTAL FINANCIAL ASSETS</b>	<b>61,084.88</b>	<b>60,195.11</b>	<b>53,828.38</b>

*figures in € million*

<b>PFA NETWORK TFA</b>	<b>FEBRUARY 2017</b>	<b>DECEMBER 2016</b>	<b>FEBRUARY 2016</b>
Assets under management	28,710.56	28,105.21	24,410.61
Assets under custody	10,168.08	9,736.10	9,408.51
Direct deposits	13,403.11	13,593.01	11,933.03
<b>PFA NETWORK TFA</b>	<b>52,281.76</b>	<b>51,434.32</b>	<b>45,752.15</b>



### **FinecoBank**

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

\*Source: Assoreti

\*\*Source: Assosim

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