



SPAFID CONNECT

Informazione Regolamentata n. 0856-58-2017	Data/Ora Ricezione 22 Settembre 2017 08:19:11	MTA
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Societa' : BANCA GENERALI
Identificativo : 93969
Informazione
Regolamentata
Nome utilizzatore : BCAGENERALIN01 - Lista
Tipologia : REGEM
Data/Ora Ricezione : 22 Settembre 2017 08:19:11
Data/Ora Inizio : 22 Settembre 2017 08:19:12
Diffusione presunta
Oggetto : Banca Generali and Saxo Bank

Testo del comunicato

Vedi allegato.

**PRESS
RELEASE**

Banca Generali and Saxo Bank to form an exclusive partnership for access to trading on global markets

Milan, 22 September 2017 – Banca Generali and Saxo Bank announce they have reached an agreement to establish an exclusive partnership to offer online trading and digital services.

The objective is to offer clients, on an exclusive basis for the Italian market, access to an innovative platform for advanced trading, based on Saxo Bank's technology and managed by a newly established brokerage firm owned by Banca Generali and Saxo Bank.

The new platform will enhance the offering available to Banca Generali financial advisors, allowing the access to tailor-made operations and to innovative solutions of dynamic hedging that can be offered to both private and corporate clients. This is a further confirmation of Banca Generali's strategic focus on private banking and its drive towards technological innovation.

Saxo Bank and Banca Generali aim to sign the main agreements regulating the partnership by 31 December 2017. The agreements will be in any case subject to the conditions precedent customary and appropriate to this type of transactions (including from a regulatory and authorization standpoint).

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**PRESS
RELEASE****Banca Generali**

Banca Generali is a leading player in Italy in financial planning and wealth management for clients, leveraging on its top-of-the-industry network of financial advisors and versatile and innovative asset management services. The bank manages €52.1 billion (at 30 June 2017) for more than 250,000 customers through networks of about 1900 professionals across Italy. The Company's mission is having "trusted professionals always by the Customer's side, developing and looking after their life plans".

Banca Generali's customizable offer is made up of: banking services, investment solutions, advisory and wealth management. The Company can count on:

- Two distribution networks segmented by target customers (Banca Generali Financial Planner and Banca Generali Private Banking).
- BG Fund Management Luxembourg, the company under Luxembourg law responsible for developing and managing top asset management products, and a trust company: Generfid Spa.
- A range of over 5,200 top financial instruments of more than 50 leading international management firms, exclusively available to Banca Generali Group's customers.
- An advanced system of digital contact service for the operations.

Founded in 2000, Banca Generali has been listed on the Milan stock exchange since November 2006 and is a subsidiary of Assicurazioni Generali, synonymous with reliability and security for over 180 years.

Saxo Bank

Saxo Bank Group (Saxo) is a leading multi-asset trading and investment specialist, offering a complete set of investment and trading technologies, tools and strategies.

For 25 years, Saxo's mission has been to enable individuals and institutions by facilitating their access to professional investing and trading through technology and expertise.

As a fully licensed and regulated bank, Saxo, through its proprietary intuitive platform, enables its private clients to trade multiple asset classes across global financial markets from one single margin account and across any device 24/7. Additionally, Saxo provides institutional clients such as banks and brokers with multi-asset execution, prime brokerage services and trading best technologies.

Saxo's award winning trading platforms are available in more than 20 languages and form the technology backbone of more than 100 financial institutions worldwide.

Founded in 1992 and headquartered in Copenhagen, Saxo employs more than 1500 people in financial centres around the world including London, Singapore, Paris, Zurich, Dubai and Tokyo.

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Fine Comunicato n.0856-58

Numero di Pagine: 4