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PRESS RELEASE

BNP Paribas inaugurates its new premises in Lugano, representing the next stage of its growth in the Ticino market

- **BNP Paribas moved to Via Nassa 11, an iconic address in the centre of Lugano.**
- **Present for 150 years in Switzerland and for more than 50 years in Lugano, BNP Paribas in Switzerland has thus confirmed its development and investment strategy, serving its clients and the economy in Ticino.**

On 12 October 2023, BNP Paribas inaugurated its new premises at Via Nassa 11, an iconic address in the historic centre of Lugano. This move demonstrates the importance that the bank attaches to the development of its activities in Ticino, whose economy is characterised by dynamism and innovation.

Established in Switzerland since 1872 and currently with 1,200 employees, BNP Paribas in Switzerland continues to invest and grow, being the preferred partner for corporates, financial institutions and private clients.

The inauguration ceremony was attended by members of the Board of Directors of BNP Paribas (Suisse) SA, Yves Martrenchar and Marina Masoni, Enna Pariset, CEO of BNP Paribas (Suisse) SA and Head of Territory for BNP Paribas Group in Switzerland, as well as Beat Bachmann, CEO Wealth Management Switzerland & Emerging Markets and Fabio Spinelli, Site Manager Wealth Management Lugano.

On this occasion, the bank also showcased the work of Swiss artist Douglas Mandry, supported by the BNP Paribas Swiss Foundation as "Young Swiss Artist 2023". One of his art works, exhibited in Lugano, has been added to the Foundation's art collection.



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“Continuing to support the development of the Ticino economy and its stakeholders, particularly entrepreneurs and wealthy families, is a priority for BNP Paribas Wealth Management”, said Beat Bachmann, CEO Wealth Management Switzerland & Emerging Markets.

“This move marks an important step for our bank in Ticino. By moving to a prestigious address in the heart of Lugano to support the region’s private clients, entrepreneurs, financial institutions and corporates, BNP Paribas has reaffirmed its ambition to serve the Ticino economy,” stated Enna Pariset, CEO of BNP Paribas (Suisse) SA and Head of Territory for BNP Paribas Group in Switzerland.

About BNP Paribas (Suisse) SA

With 1,200 staff and three offices, in Geneva, Zurich, and Lugano, BNP Paribas (Suisse) SA is a leading European bank in Switzerland for corporates, as well as institutional and private clients. Established in Switzerland since 1872, our ambition is to develop our business over the long term, with a specific strategy for each business line: to be the preferred partner for corporate and institutional clients, supporting them as they develop in Europe and internationally, with our “One Bank for Corporates” approach; to set the standard in Wealth Management for our expertise and service to private clients and entrepreneurs. The integrated model of the BNP Paribas Group allows us to offer our clients the financial stability of a leading bank in Europe, with the benefit of international scope and offering a whole range of solutions and investments. By developing long-term relationships with our clients, we aspire to make our contribution to sustainable and responsible growth.

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