

PRESS RELEASE

YUSUF SAVMAZ APPOINTED CEO OF WEALTH MANAGEMENT FOR BNP PARIBAS IN SWITZERLAND

- BNP Paribas continues to build out its Wealth Management franchise in Switzerland
- Yusuf Savmaz is appointed CEO Wealth Management Switzerland, effective October 15, 2025
- Based in Zurich, he becomes a permanent member of the BNP PARIBAS, Paris, Zurich Branch Executive Committee

BNP Paribas is pleased to announce that Yusuf Savmaz is appointed CEO Wealth Management Switzerland. Based in Zurich, he has been ad interim CEO Wealth Management Switzerland since June 1, 2025, and becomes a permanent member of the BNP PARIBAS, Paris, Zurich Branch Executive Committee.



Yusuf Savmaz has 24 years of experience in the Wealth Management industry, focusing on UHNW, entrepreneurs and executives for the last 10 years.

He has been responsible for the Swiss Domestic Market at BNP Paribas since August 1, 2022, and has been a member of the Executive Committee of Wealth Management Switzerland.

He was formerly with Credit Suisse in charge of the Entrepreneurs & Executives segment in the Zurich region as a Managing Director.

Yusuf holds a Master of Arts in Business Administration from the University of Zurich, is a Swiss certified tax expert and a Certified International Wealth Manager.

"I am confident that under Yusuf's leadership, Wealth Management Switzerland is well equipped to continue its growth trajectory in this strategic market, in particular with local Entrepreneurs & Families. Leveraging our One Bank approach, Yusuf will develop synergies with the Bank's expanded capabilities, drawing on expertise ranging from CIB to the integration of AXA IM." Pierre Ramadier, CEO of BNP Paribas Wealth Management International Markets.



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"With Yusuf's appointment, we underscore our commitment to growing our Wealth Management business in Switzerland, which is an integral part of our Swiss Territory Growth Plan," commented Enna Pariset, CEO and Head of Territory for BNP Paribas Group in Switzerland.



About BNP Paribas in Switzerland

With approximately 1,200 employees, BNP Paribas in Switzerland operates through two branches located in Zurich and Geneva, with Lugano serving as an agency of the Zurich branch. As a leading European bank in Switzerland for corporate, institutional, and private clients, BNP Paribas has been established in the country since 1872. We pursue a tailored strategy for each business line: to be the preferred partner for companies and financial institutions, supporting their growth across Europe and internationally through our "One Bank for Corporates" initiative; and to be a benchmark in wealth management, offering expertise and high-quality service to private clients and entrepreneurs.

The integrated model of the BNP Paribas Group enables us to provide our clients with the financial stability of a top-tier European bank, global reach, and a comprehensive range of products and investment solutions. By fostering long-term, trusted relationships with our clients, we aim to contribute to sustainable and responsible growth.

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