

## PRESS RELEASE

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### **SOCIETE GENERALE PRIVATE BANKING SWITZERLAND REINFORCES ITS TEAMS ON THE UHNWI SEGMENT**

Societe Generale Private Banking Switzerland (SGPBS) has appointed **Luca Vari** as Head of the UHNWI (Ultra High Net Worth Individuals) segment in Zurich.

Luca Vari reports to Damien Pierron, Head of the Swiss UHNWI segment, and to Tobias Wagner, Head of the Zurich branch. His mission is to reinforce the Zurich UHNWI segment, key in the SGPBS set up, in particular through the hiring of Relationship Managers with a proven track record in developing this business.

To meet the sophisticated needs of the UHNWI clientele, SGPBS offers tailor-made and high-performance solutions. Luca Vari will thus, in particular, work closely with the experts of the Corporate and Investment Banking of Societe Generale group and its Zurich teams.

SGPBS is strongly committed to further investing in Switzerland and strengthening its Private Banking teams, in view of stepping up its development in the country. From Geneva and Zurich, the Bank's clients benefit from the financial strength and international expertise of the Societe Generale group, combined with its knowledge of the Swiss economic environment and local entrepreneurship.

## Biography

*Head of the Ultra High Net Worth Individuals (UHNWI) segment in Zurich*

**Luca Vari** started his career in 1996 at IBF SIM Spa in Milan as Credit Sales covering the Italian financial institutions. He then worked for various banks in Milan before joining Bank of America in 2001 in London, as Vice President, and Lehman Brothers in 2004, as Executive Director.

In 2005, he was asked to join Deutsche Bank as Director for Sales Structured Products and Director for Private Institutional Clients. He was hired by Royal Bank of Scotland in 2008 as Managing Director before moving to Banca Akros in Milan in 2009 as Head of Institutional Sales for the EMEA team.

In 2012, he joined JCI Capital in Milan as Head of Capital Markets and became Head of Investment Banking in 2016.

Luca holds a Master in Banking from the University of La Sapienza in Roma.

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### Societe Generale

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 145,000 employees, based in 66 countries, we serve on a daily basis 31 million clients throughout the world. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multi-channel financial services at the leading edge of digital innovation;
- **International retail banking, insurance and financial services to corporates** with a presence in developing economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is currently included in the main sustainability indices: DJSI (World and Europe), FSTE4Good (World and Europe), Euronext Vigeo (World, Europe and Eurozone), Ethibel Sustainability Index (ESI) Excellence Europe, 4 of the STOXX ESG Leaders Indices, MSCI Low Carbon Leaders Index.

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### Societe Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 116 billion of assets under management at the end of December 2016.

With 2,500 staff in 11 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2013, 2014, 2015 and 2016, Societe Generale Private Banking was voted:

- Outstanding Private Bank for Relationship Service and Engagement (Private Banker International 2016)
- Best Overall European Private Bank (Wealth Briefing 2015),
- Best Private Bank for its wealth planning team in Europe (Wealth Briefing 2015),
- Best Wealth Manager in France 2015 – Bank within a retail banking network (Leaders de la Finance Awards, 2015)
- Outstanding Wealth Planning and Trust Provider (Private Banker International 2015),
- Best Private Bank in Western Europe for its offer in Structured Products, for the 10<sup>th</sup> consecutive year, (Euromoney 2014),

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)

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