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**PRESS RELEASE**

# BNP Paribas Wealth Management unveils new innovative features and accelerates the deployment of its digital transformation in co-creation with its clients

A year ago, BNP Paribas Wealth Management announced its new "Client Experience", created jointly with clients and in partnership with fintechs.

*"We launched the Client Experience programme to serve and satisfy our clients in a personalized, seamless and secure way by adapting all of our services to all aspects of the client's life"*, said Vincent Lecomte, Co-CEO of BNP Paribas Wealth Management.

Nearly 400 clients, private bankers and experts from BNP Paribas Wealth Management came together in three factories (incubators) in Europe and Asia to combine their knowledge and come up with innovations in line with this new client experience.

*"We have adopted new ways of working with agile, multidisciplinary teams who have worked together in partnership with bank clients – often entrepreneurs as part of a co-construction approach*", added Sofia Merlo, Co-CEO of BNP Paribas Wealth Management

Ten digital services have already been made available to BNP Paribas Wealth Management clients and four new features (MVPs) will be launched in the coming months.

*"We are now rolling out all these innovative solutions in our key markets*", added Vincent Lecomte, Co-CEO of BNP Paribas Wealth Management

<u>A Unique Digital Offering for Wealth Management Clients</u>
myWealth is the digital platform available for international clients of BNP Paribas Wealth Management, and offering a wide range of services :

- Secured log-in through 3 different biometrics
- Tailor made on-line advisory and investment capabilities
- Secure Chat and Video Conferencing
- Electronic Vault with Secure Storage and exchange of documents
- Personalized newsfeed aggregating sources of information

"*All these features will progressively be available for clients in all our international sites. myWealth offers one of the smoothest and most sophisticated digital experience for wealthy clients*" states Mariam Rassaï, Head of Client Experience and Digital Transformation at BNP Paribas Wealth Management.

Other digital services enrich this ecosystem, such as Youmanist, offering lifestyle content, or The Leaders' Connection, allowing co-investment with other professional investors.

<u>New 2018 MVPs</u> (Minimum Viable Products)

myWealth is enriched with 4 new MVPs

- myMeeting: To enrich meetings and benefit from skills of both private bankers and specialists
- myVirtualAssistant: To provide 24/7 access to the bank
- myEagleVision: To have an aggregated vision of your wealth
- myFeedback: To quickly suggest improvements and express needs

## About BNP Paribas Wealth Management

BNP Paribas Wealth Management is a leading global private bank and #1 Private Bank in the Eurozone. Present in three hubs in Europe, Asia and the US, over 6,600 professionals provide a private investor clientele with solutions for optimising and managing their assets. The bank has €358 billion worth of assets under management (as at 30 September 2017) and was elected "Best Private Bank for Entrepreneurs" in 2016 and 2017.

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