

FIDEURAM DIRECT LAUNCHES IN BELGIUM AND LUXEMBOURG

- **Fideuram Intesa Sanpaolo Private Banking marks a new phase in the international development of its digital platform, Fideuram Direct**
- **Investment products, technology, remote advisory and banking capabilities in one offering**

Brussels, 20 May 2026 – **Fideuram Intesa Sanpaolo Private Banking introduces Fideuram Direct in Belgium and Luxembourg**, marking an important step in the international development of Intesa Sanpaolo Group's Digital Wealth Management offering. The platform gives clients in the region **advanced digital access to banking, investment and advisory services**.

The initiative, developed with BlackRock, a global leader¹ in asset management, builds on the collaboration already launched in Europe in 2024. It supports a digital wealth management model that combines global scale, technological innovation and banking strength.

Following its debut in Italy in 2022 and the progressive expansion of the offering in subsequent years², Fideuram Direct began its international expansion in 2025.

The launch of **Fideuram Direct** in Belgium and Luxembourg — which **combines digital services with financial advisory and extends the model to key European markets** — is consistent with the guidelines of Intesa Sanpaolo Group's 2026–2029 Business Plan. Wealth Management, advisory and technological innovation, confirm their central role in **international growth, as outlined by Group CEO Carlo Messina** and further developed also through the Wealth Management Divisions led by Tommaso Corcos.

The two markets were selected for their strong structural indicators and a favorable environment for digital wealth management. **Belgium and Luxembourg have high average income levels, advanced adoption of digital services, good financial literacy and a solid institutional framework.** Moreover, this choice is fully consistent with Intesa Sanpaolo Group's **strategy of combining a physical presence with a strong digital offering**, building on a presence of over ten years in these markets through Intesa Sanpaolo Wealth Management.

These factors are complemented by a **receptive market environment for efficient, diversified digital investment solutions**, including ETFs, particularly for **clients looking for simple, accessible and reliable service models supported by globally recognized brands**.

Fideuram Direct, supported by BlackRock's global expertise, provides clients with access to:

- **curated selection** of iShares by BlackRock ETFs;
- **advanced technologies** and financial analysis tools;
- **integrated offering**, covering investing, saving and banking;
- **evolving proposition**, including ETF savings plans, high-yield cash deposits, gold and commodities ETFs, a comprehensive range of ETF solutions tailored to address clients' evolving needs and soon, Discretionary Portfolio Mandates and Remote Advisory services.

¹ Source: L'Agefi, Datawrapper, as of end-2025

² approximately 81,000 clients and €3.5 billion in client financial assets as at 31 December 2025

The initiative aims **to accompany clients throughout their investment journey, responding to their evolving needs from a life-cycle perspective and supporting them in achieving their life goals**. It leverages the asset management expertise of Fideuram Intesa Sanpaolo Private Banking's Investment Center together with BlackRock's proprietary technology, within a fully digital service built around a seamless onboarding experience and tailored to local market requirements.

Marc Flammang, CEO of Intesa Sanpaolo Wealth Management, said: *"Fideuram Direct's launch in Belgium and Luxembourg is a key step in the international expansion of the Group's digital wealth management model. The initiative brings together Intesa Sanpaolo's strength, Fideuram ISPB's advisory expertise, and a fully digital platform, designed to make investing more accessible and simple. Leveraging the advanced and financially aware BeLux markets, the goal is to support clients throughout their investment journey by combining technology, tailored solutions, and a distinctive human touch."*

Timo Toenges, EMEA Head of Digital Wealth at BlackRock said: *"Today's launch of Fideuram Direct in Belgium and Luxembourg — with its digital-first approach — reflects a broader European shift towards long-term investing as-a-way to build financial security. By combining BlackRock's investment, risk and technology expertise with Fideuram ISPB's client-centric approach and proven track record in understanding and serving investors' needs, we are helping make the investing experience simpler and more intuitive, so more people can put their savings to work towards their life goals and grow alongside their country"*.

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Fideuram Intesa Sanpaolo Private Banking

Owned by Intesa Sanpaolo, Fideuram Intesa Sanpaolo Private Banking brings together the Group's companies operating in financial advisory, wealth management and fiduciary services. It is the leading private bank in Italy and one of the leading players in Europe, with AUM of €422.8 billion, consolidated net income of €394 million, total net inflows of €5.1 billion, and 7,000 financial advisers and private bankers with an average portfolio per capita of €60 million³, operating across the Fideuram, Intesa Sanpaolo Private Banking, Sanpaolo Invest, IW Private Investments and foreign networks.

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³ As at 31 March 2026