

CrediaBank enters strategic partnership with BNP Paribas Asset Management to accelerate Wealth Management growth

CrediaBank announces the launch of a **strategic partnership with BNP Paribas Asset Management (BNPP AM)**, one of Europe's leading asset management firms, aimed at further strengthening and expanding the Bank's Wealth Management offering.

The partnership establishes a comprehensive investment advisory framework that includes:

- Investment strategy design and the definition of strategic and tactical asset allocation
- Construction of model investment portfolios and fund selection across all asset classes
- Provision of investment research, market analysis and investment insights

Through this milestone partnership, CrediaBank **will leverage BNP Paribas Asset Management's international expertise and extensive experience in asset management**, further enhancing the **quality, consistency and breadth** of its investment products and services. The collaboration is designed to strengthen the Bank's **advisory capabilities** and support the delivery of tailored, high value-added investment solutions that address the evolving needs of its customers.

Beyond the immediate enhancement of investment advisory services, **the partnership also lays the foundation for the development and delivery of modern digital investment solutions as part of CrediaBank's broader digital transformation strategy.**

BNP Paribas Asset Management is a global leader in asset management, with a strong presence across Europe and international markets servicing both institutional and retail clients. As part of the BNP Paribas Group, it combines **deep investment expertise, robust risk management and a long-standing commitment to sustainable investing**, making it a trusted partner for long-term value creation.

Commenting on the agreement, **Mrs. Eleni Vrettou, Chief Executive Officer of CrediaBank**, stated: *"This partnership marks another important step in the evolution of our Wealth Management proposition. By combining Crediabank's strong customer relationships and local market knowledge with BNP Paribas Asset Management's global investment capabilities, we are further enhancing our ability to provide high-quality, personalized investment advice and help our clients achieve their long-term financial objectives."*

Steven Billiet, Head of Global Client Group at BNP Paribas Asset Management, commented: *"We are delighted to partner with CrediaBank and support the Bank's strategic ambitions in Wealth Management. Through this collaboration, we will bring our global investment expertise, research capabilities, and advisory know-how to help deliver value to CrediaBank's clients and support their investment journeys."*

This strategic cooperation reinforces CrediaBank's commitment to building a **modern, scalable and competitive wealth management platform**, creating long-term value for clients and strengthening the



Bank's position in an increasingly sophisticated and rapidly evolving market.