


SWISS BANKERS SINCE 1873

THE ESSENCE OF BSI.

BSI



A man in a dark suit and a woman in a vibrant red dress are walking through a modern, brightly lit hallway. The man is on the left, and the woman is on the right. They are both looking towards the camera. The hallway has a high ceiling with recessed lighting and a polished floor. The overall atmosphere is professional and sophisticated.

DISCOVER THE BSI EXPERIENCE.

WELCOME TO THE BANK
THAT EMBODIES PASSION.

BSI is a bank you can trust to reliably attend to your needs with competence, discretion and confidentiality. The passion we devote to managing your wealth and your future every day has enabled us to build relationships that are passed down from generation to generation. BSI is the bank that has always understood your needs perfectly and how to speak your language. By providing the assistance of the best professionals and personalised asset management solutions, BSI offers peace of mind where you need it most. We wish to share our passions and successes with our most precious assets – our clients.



HERE IS OUR STORY.

Over the years, BSI has evolved from a Swiss bank to an international corporation, growing right along with your interests. Since 1873 our passion, enthusiasm, know-how and innovation intertwined with the continuity of history have served as the driving force behind our company. Our journey has been historic and professional, involving many different locations, branches opened around the world, and significant periods distinguished by acquisitions and mergers.

BSI has a long history of achievements and success, which has enabled us to weather the most difficult times the world economy has seen.



1873

Banca della Svizzera Italiana is founded

1881

BSI is the only bank in Ticino authorised to issue banknotes until 1907

1935

BSI opens a branch in Zurich and holds a seat on the Swiss stock exchange

1969

The start of international expansion

1973

One hundredth anniversary of BSI.
BSI opens the St. Moritz branch

1975

BSI's business expands to the French-speaking areas of Switzerland

1976

BSI opens its first representative office in South America - in Caracas, Venezuela

1981

Opening of a representative office in Hong Kong

1988

BSI opens in Monte Carlo, Principality of Monaco

1998

Assicurazioni Generali, Trieste, becomes the sole shareholder

2000

From 1 January, Banca della Svizzera Italiana is officially called BSI AG. BSI opens the Lausanne branch

2005

Opens BSI Bank Ltd in Singapore

2006

BSI acquires Banca Unione di Credito

2008

BSI acquires Banca del Gottardo and opens a representative office in Bahrain

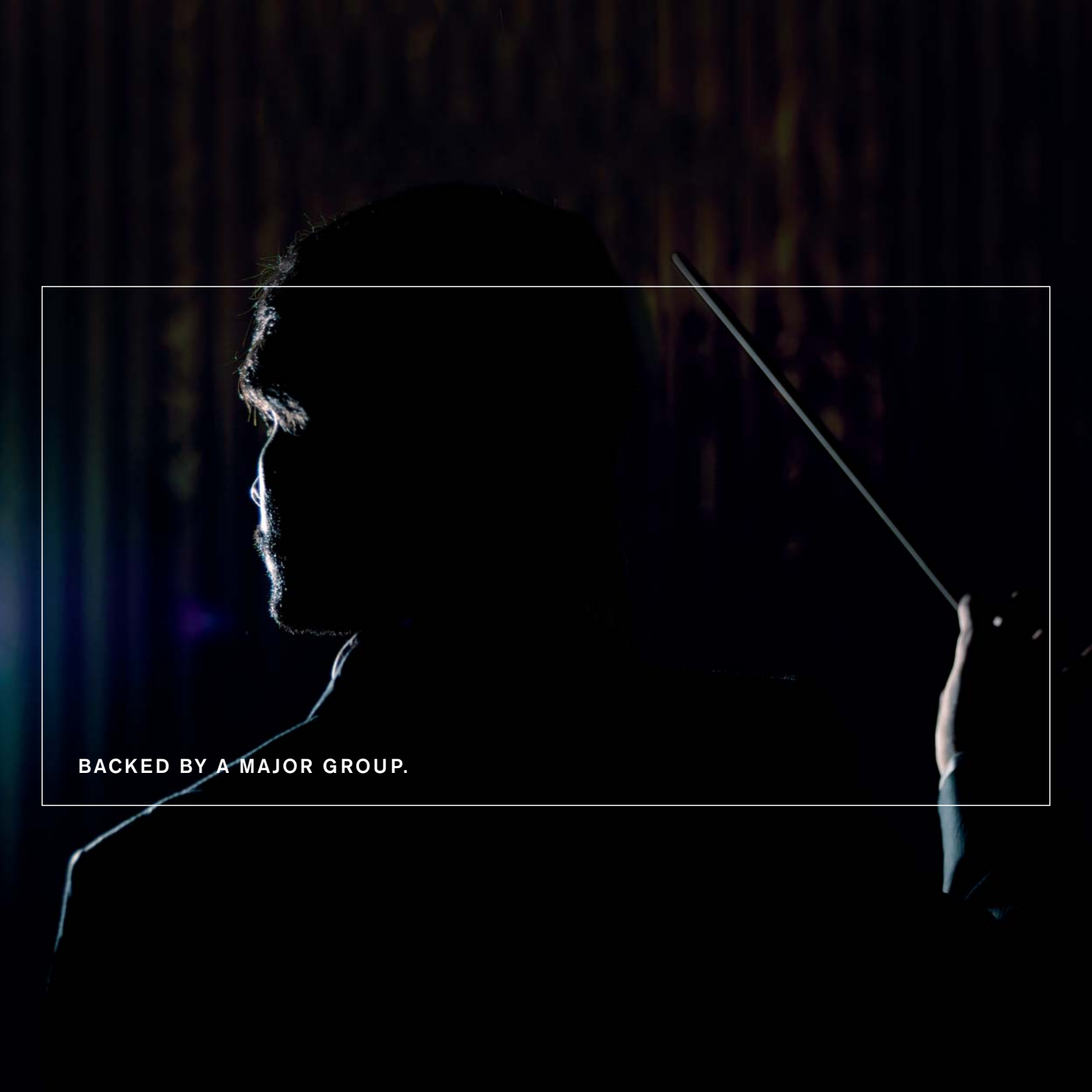
2011

BSI expands in Asia and obtains a banking license to open a branch in Hong Kong



WHEN DETAILS ARE NOT JUST DETAILS, BUT A SHOW OF EXPERIENCE AND PROFESSIONALISM, BSI TAKES THE STAGE.





BACKED BY A MAJOR GROUP.

THE STRENGTH OF A GREAT BANK
ALSO LIES IN THE LARGE GROUP BEHIND IT.
GENERALI.

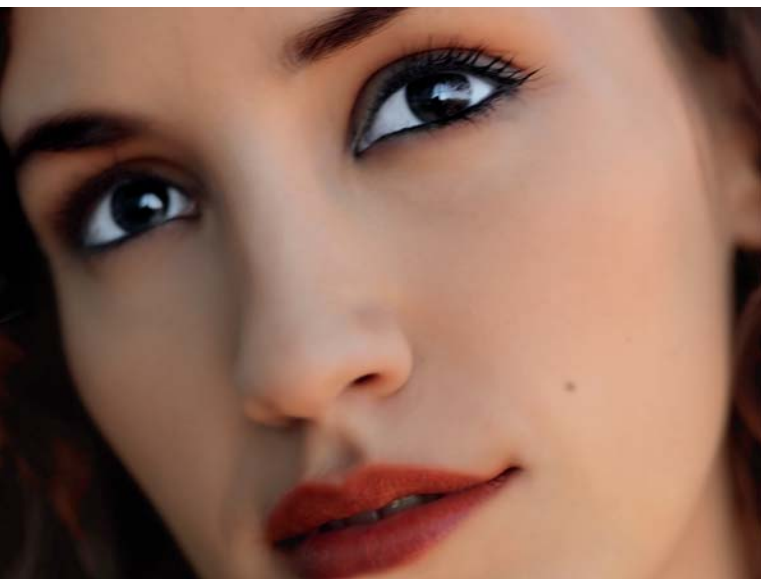
In 1998, BSI became part of the Generali Group, one of the world's biggest insurance companies. With a strong international presence via offices in 40 countries, the Generali Group offers financial solidity, global vision and privileged access to specialist competencies.

Within the Generali Group today, BSI is the reference point for private banking and wealth management services. In choosing BSI, you have selected one of the key players in the world of international finance.





**A SIMPLE GESTURE OR A LOOK SUFFICE TO MAKE ONESELF UNDERSTOOD,
BUT IT TAKES YEARS OF EXPERIENCE TO BUILD LASTING RELATIONSHIPS.**





OUR PRODUCTS AND SERVICES. PERFORMING JUST FOR YOU.

AN EXCEPTIONAL INSTRUMENT IN YOUR HANDS: OUR PROFESSIONALISM.

BSI is about you, your wealth, your peace of mind. Relieve yourself of the burden of wealth management by entrusting it to our advisors: reliable and experienced professionals, always up-to-date on market performance, who will analyse and realise your objectives.

Private banking is an exclusive relationship under whose care you can grow your wealth in an ethical and discreet manner based on passion and empathy.



Management mandate

We manage your wealth as if it were our own. In order to ensure that the assets accumulated throughout your life are properly protected and valued, BSI offers a professional, ethical and transparent advisory service, demonstrating our passion for our clients and for our work.

Personalised mandate

When you need an exclusive asset management service, BSI can put a team of experts at your complete disposal, who not only provide advisory services but act as a close-knit team, working together with you to ensure that you have a diversified and personalised portfolio. Teamwork, strategy and passion, all in a single service.

Advisory services

For those who prefer to have full management of their capital and to take advantage of specialised advice, there are many services available. From simple advice to a more proactive role, BSI is always there with passion and efficiency.

Fund-based accumulation plans

Growing on a daily basis, and accumulating to match your hopes of a more secure future. We recognise the needs of today and the requirements of tomorrow. We therefore offer our clients the opportunity of investing flexibly in funds, with the option of managing the funds on your account yourself.

BSI investment funds

Money market, bond, equity, strategic or alternative – BSI offers a vast range of funds to satisfy all your investment needs. BSI funds have one objective: the growth of your wealth by means of professional management.

Selection of third-party funds

Analysis and selection of investment fund managers is another way of achieving a personalised and diversified portfolio. We conduct quantitative and qualitative analysis before selecting the best funds and monitoring them on your behalf. With great passion.

Alternative investments

Hedge funds and private equity funds are alternative investment solutions that offer a more sophisticated way of saving. BSI has tried-and-tested multi-manager solutions that offer clients highly professional management.

Structured products

For those who do not want to invest directly in the markets, BSI offers a range of structured products as an alternative with full or partial capital protection, and a risk profile suited to your individual needs.

Securities trading and currencies

BSI accepts transaction orders for buying or selling securities and foreign currencies on all financial markets.

Custodian services

We offer both valuation and protection services. BSI will hold your assets in safe keeping, be they securities, documents, jewellery or works of art.



WEALTH MANAGEMENT SERVICES. OUR MASTERPIECE.

We rehearse extensively to better orchestrate your future. Your current wealth, medium and long-term expectations, personal and professional circumstances - the service we provide you is guided by your opportunities and constraints. From complex wealth management to a specific type of investment, every client has their own unique situation, history and future to be written, starting now, assisted by the competency, prompt action and forward-looking vision of BSI. Our advisory service is what sets us apart – it is our masterpiece work.



Financial Planning

We create your financial future through long-term planning, giving you concrete answers and solving problems related to the preservation and growth of your wealth. A team of specialists will provide you with a complete analysis of your overall position and advise you on personal, professional and business opportunities.

- Fiscal planning
- Estate planning
- Retirement planning
- Fiduciary operations
- Corporate services
for institutional clients

Corporate Finance

We will be happy to assist you in all aspects of your life, even with business matters, through our specific advisory services for special financial situations. Our advisors will guide you step-by-step through the most complex of financial transactions.

- Mergers & Acquisitions (M&A)
- Capital markets
- Valuations

Lending activities

Are you looking to purchase property, or do you need a personal loan? BSI analyses your personal situation and suggests the financing which is best suited to your needs. Our lending activities also stem from careful personalised and professional management. With its in-depth understanding of clients' hopes and dreams, BSI can help to make them a reality.



**STRONG COMMITMENT, STRONG RESULTS, A STRONG BANK.
CREATING SUCCESS FOR YOU AND FOR US – BSI.**





**THERE ARE VALUES THAT ARE MEASURED BY QUALITY, NOT QUANTITY.
PEOPLE'S VALUES.**

PASSION, COMMITMENT, RESULTS.

THE ESSENCE OF BSI.

At the heart of BSI there is a world of passion and expertise. Our intellectual openness and attitude to business allow us to overcome problems thanks to new solutions and renewed energy.

To manage our work effectively, we know how to take decisions and resolve issues that need consideration, and we use our knowledge to harmonise the many elements involved. Above all, it is important to be able to work with people - not only focusing on clients, but also managing and encouraging the growth of one's own team, to find a consensus together. All of this is BSI: passion and dedication in everything we do.



THERE ARE PASSIONS THAT LAST A LIFETIME. OUR VALUES.



A blurred night scene of a city street. The foreground is filled with dark, textured cobblestones. In the background, warm yellow and orange lights from buildings and street lamps are out of focus, creating a bokeh effect. The overall atmosphere is warm and atmospheric.

BSI MOMENTS. A WORLD OF HIGH CULTURE.

A WORLD OF PASSION THAT EXTENDS BEYOND THE BANK.

Art, music, culture. Simply BSI promotes exclusive events to share a world of passion that extends beyond banking. These are BSI Moments; projects to support cultural endeavours such as the BSI Art Collection, the Fondazione del Centenario prize, the BSI Gamma Foundation conferences and the BSI Swiss Architectural Award.

Because next to our clients, our one great passion is culture. We want to cultivate it together – exploring new languages, including the language of finance, valuing works of art, rewarding those who merit it the most, and supporting the territory in which the bank operates.



BSI Gamma Foundation

Founded in 1998 on the occasion of the bank's 125th anniversary, the BSI Gamma Foundation promotes theoretical and empirical research in the realm of wealth management and the financial markets. It aims to bridge the past with the future, translating studies and theories into practical use. It promotes conferences and shares the results of internal research conducted through competitions that involve researchers from around the globe.

BSI Art Foundation

The BSI Art Foundation promotes the arts and culture in all of their forms. It organises events, exhibitions and displays in collaboration with other institutions, associations of individual artists and world-class national museums. It publishes brochures, books and catalogues about art and artistic endeavours. The Foundation grants scholarships to talented young artists. For established artists, it sets up funds and contributes to developing the artists' potential.

BSI Architectural Foundation

Since December 2006 the BSI Architectural Foundation has fostered the dissemination of values in the field of architecture. The BSI Swiss Architectural Award brings to the attention of the public and the media architects who have made a significant contribution to contemporary architecture through their work. To qualify, the architects' work must demonstrate an awareness of environmental responsibility and they may not be older than 50 years of age.

Fondazione del Centenario

Founded in 1973 to commemorate the first one hundred years of BSI, the Fondazione del Centenario aims to promote Italo-Swiss relations, by recognising people or organisations whose activities and dedication have contributed to improving cooperation between these two peoples. The Foundation rewards works and publications that enhance understanding, experience sharing and important cooperation between Italy and Switzerland.



www.bsibank.com

