

## PRESS RELEASE

### FIDEURAM'S DIGITAL WEALTH MANAGEMENT EXPANDS IN EUROPE

- **Fideuram Direct launches in Belgium and Luxembourg**
- **The initiative builds on BlackRock's global investment expertise and tech capabilities**

*Milan, Brussels, Luxembourg, 7 November 2025* – Fideuram - Intesa Sanpaolo Private Banking, Italy's leading private bank and one of Europe's foremost wealth management providers, continues its international expansion with **the launch of Fideuram Direct in Belgium and Luxembourg, in collaboration with BlackRock**. The service offers investment and banking solutions for a dynamic and knowledgeable clientele through a newly dedicated mobile app. This builds on the agreement announced in 2024 to accelerate Fideuram Intesa Sanpaolo Private Banking's Digital Wealth Management offering in Europe, in collaboration with BlackRock.

First launched **in Italy** in 2022, the digital platform offers a simple, intuitive and secure way to manage personal wealth. **In just over two years, it has reached 81,000 clients and €3.3 billion in assets under management<sup>1</sup>.**

**Fideuram Direct represents an innovative service model that makes savings and investment solutions more accessible.** It includes a **curated selection of Exchange Traded Funds (ETFs)** from iShares by BlackRock— Europe's leading ETF provider<sup>2</sup> -**along with other ETF issuers, as well as offering the ability to set up regular investment plans.** The offering will be progressively enhanced with new features and investment options, starting with **model portfolio asset management**, developed with Fideuram – Intesa Sanpaolo Private Banking's in-depth knowledge of the financial markets – and its Investment Centre, through to the introduction of a **hybrid human-digital model**. The latter will allow customers to benefit from the ongoing support of **qualified advisors**, available remotely by appointment and reachable via digital communication channels.

**The initiative** is a strategic component of the Intesa Sanpaolo Group's 2022–2025 Business Plan and **strengthens the Private Banking Division's presence in the Belgian and Luxembourg markets**, where it already operates through Intesa Sanpaolo Wealth Management.

**In Belgium, the use of digital platforms for banking and investment services continues to grow significantly:** over 80% of citizens access banking services via apps at least once a month, and 26% report increased use of digital channels compared to the previous year<sup>3</sup>. According to BlackRock's People and Money Survey 2025, Belgium has shown exceptional momentum in ETF adoption since 2022, representing 43% relative growth, with an average of 13% annualized<sup>4</sup>. **Luxembourg, meanwhile, stands out as an international financial hub with a client**

<sup>1</sup> Data as at 30 September 2025

<sup>2</sup> BBG Intelligence, ETF Issuers Are More Selective Over Launches, Product Strategies, September 2025

<sup>3</sup> Survey conducted by iVox and commissioned by Febelfin

<sup>4</sup> People & Money 2025 research by BlackRock in partnership with YouGov

**base particularly inclined towards advanced digital platforms.** In this context, solutions such as Fideuram Direct find an ideal environment, supported by digitally mature markets with strong development potential.

*"With Fideuram Direct - commented **Tommaso Corcos, Head of Wealth Management Divisions, Intesa Sanpaolo** - we are bringing to Europe a digital banking model that combines the strength of the Intesa Sanpaolo Group, the expertise of BlackRock, and an innovative approach to saving. Our goals are many: to make investing accessible to a broader audience, to use simple and transparent tools that suit everyday life, and to guide clients on a journey from simple saving to a more conscious and structured approach to managing their wealth."*

**Rachel Lord, Head of BlackRock International**, said: "We are proud to support the launch of Fideuram Direct's innovative digital offering in Belgium and Luxembourg. This marks a significant step forward in advancing Fideuram - Intesa Sanpaolo Private Banking's ambitions to deliver a digital investing experience that puts investors' priorities first. By leveraging BlackRock's deep investment expertise and cutting-edge technology, we are making investing simpler, more intuitive and accessible for more Europeans."

**The Fideuram Direct platform and app were developed with the technological support of Alpiantech**, a fintech specialised in digital platform development. BlackRock contributes by offering a curated selection of "iShares by BlackRock" ETFs for the Fideuram Direct platform to make available to its clients, enabling investors to build efficient and diversified portfolios. In addition, the Fideuram Direct platform is enhanced with BlackRock's Aladdin technology capabilities, helping Fideuram Direct clients understand portfolio risks and exposures, and support future evolutions of the investment offering.

More information available at: [www.fideuramdirect.be](http://www.fideuramdirect.be); [www.fideuramdirect.lu](http://www.fideuramdirect.lu).

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#### **Intesa Sanpaolo**

Intesa Sanpaolo, with €421 billion in loans and more than €1.4 trillion in customer financial assets at the end of September 2025, is the largest banking group in Italy, with a significant international presence.

It is a European leader in wealth management, with a strong focus on digital and fintech. Intesa Sanpaolo has developed a large-scale Artificial Intelligence program, currently involving around 150 use cases and delivering strong benefits for the Group.

By 2025, the Group will provide €115 billion of Impact lending to support communities and the green transition, together with a €1.5 billion program (2023–2027) to help people in need.

The Bank's network of museums, the Gallerie d'Italia, hosts its owned artistic heritage and cultural projects of recognized value.

News: [group.intesasnanpaolo.com/en/newsroom](http://group.intesasnanpaolo.com/en/newsroom)

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