

UniCredit wins the Best Private Bank for Use of Technology in CEE Award from Professional Wealth Management

UniCredit has been recognised as Best Private Bank for Use of Technology in Central Eastern Europe (CEE) for the fourth year running in Professional Wealth Management (PWM)'s prestigious Global Wealth Tech Awards 2021.

The awards, now in their fourth year, are based on the judgements of an expert panel, made up of 16 industry professionals based in North America, Asia, Europe and the Middle East, who evaluates institutions on their business growth, performance and product development.

Daniela Croitoru, Head of CEE Private Banking at UniCredit, said: "I am very pleased that UniCredit's digitalisation journey has been recognised with this prestigious award. Our priority across all of the CEE countries we service is for our teams to continue adopting and refining innovative approaches to maintain and improve our client relationships, even through difficult times."

The judges were impressed by UniCredit's continuous enhancement of its digital tools, which have enabled the bank to maintain proximity to its clients and advisers in each of the European countries it operates in during the pandemic.

Guided by clients' needs, the bank has recently focused on further strengthening its digital capabilities. This includes developing the Private Invest mobile application in Czech Republic, Slovakia and Hungary to make a wide range of investment services available to clients on their mobile and tablet devices, one of a number of innovative products that ensure clients can carry out their banking activities quickly, efficiently and remotely. The latter point, in particular, has proven essential as CEE emerges from the pandemic and requires flexibility in the new ways they manage finances.

UniCredit CEE Private Banking serves eight countries (Bulgaria, Czech Republic, Croatia, Hungary, Romania, Russia, Slovakia, and Slovenia) across Central and Eastern Europe, with a unique service model rooted in a holistic understanding of its clients, offering them digital solutions and following the UniCredit Global Private Banking Investment Strategy.

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About UniCredit

UniCredit is a simple successful pan-European Commercial Bank, with a fully plugged in CIB, delivering a unique Western, Central and Eastern European network to its extensive client franchise. UniCredit offers both local and international expertise to its clients, providing them with unparalleled access to leading banks in its 13 core markets through its European banking network: Italy, Germany, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Romania, Russia, Serbia, Slovakia and Slovenia. Leveraging on an international network of representative offices and branches, UniCredit serves clients in another 16 countries worldwide.