

## **PRESS RELEASE**

### **PBZ launches “Bank on the Right Advice” the new brand positioning that underlines Intesa Sanpaolo’s commitment to supporting clients in making financial decisions**

Zagreb, 19 March 2026 – **Privredna banka Zagreb (PBZ)**, part of the Intesa Sanpaolo Group, announces the launch of the new brand positioning “**Bank on the Right Advice**” campaign, which will be rolled out across all the Group’s International Banks operating in Central and Eastern Europe and Egypt.

The new brand positioning reflects Intesa Sanpaolo’s recognized leadership in Europe in Wealth Management and Protection. The Group’s 2026–2029 Business Plan identifies the development of the International Banks Division as a key driver of sustainable growth, with the expansion of advisory capabilities as a central element of the strategy.

A detailed roadmap sets out the expansion of advisory networks across the Group’s International Banks in Croatia, Slovakia, Slovenia, Serbia, Hungary, Romania, Albania, Bosnia and Herzegovina, Moldova, Ukraine, the Czech Republic and Egypt, supporting the development of Wealth Management and Protection in these markets.

Within this framework, PBZ strengthens its commitment to the development of high-quality financial advice to Retail and Corporate clients in Croatia, combining digital innovation with human expertise.

The creative concept of “Bank on the Right Advice” plays on the cultural phenomenon of “advice overload” — the constant flow of unsolicited, often unreliable recommendations people encounter daily — positioning the Bank’s professional guidance as a trusted alternative.

*“Our role is to support our clients in their financial decisions as a reliable financial partner providing clear, responsible and tailored advice within a long-term relationship. Our aim is to create value for our clients by leveraging the Group’s internationally recognized advisory expertise”,* said **Vilijana Belas**, Executive Director for External Communications.

The integrated communication campaign supporting the Bank’s positioning was developed centrally by the Group in collaboration with the creative agency **LePub Italy**, part of **Publicis Groupe**. The campaign will be rolled out across all 12 countries progressively starting from March 16<sup>th</sup>.

In Croatia, the campaign will run across TV, radio, online media, social media to ensure broad reach and strong visibility. At the heart of the campaign is a high-quality TV production that includes a brand positioning commercial alongside five product-focused adaptations, enabling PBZ to connect the broader positioning to specific customer solutions.

**Privredna banka Zagreb (PBZ)** is part of the Intesa Sanpaolo Group, one of the largest banking groups in Europe. PBZ is the second-largest bank and financial group in Croatia by assets, with a market share of around 20 per cent in various operating segments, continuously developing innovative products and services for retail, corporate and SME clients. PBZ is also a centre of excellence for many areas of banking within the International Banks Division of Intesa Sanpaolo. It, therefore, became a regional banking hub following the acquisition of the majority stakes of Intesa Sanpaolo banks in Bosnia and Herzegovina and Slovenia.

### **Intesa Sanpaolo**

Intesa Sanpaolo, with €425 billion in loans and more than €1.5 trillion in customer financial assets at the end of December 2025, is the largest banking group in Italy, with a significant international presence.

It is a European leader in wealth management, and operates an integrated Wealth Management, Protection and Advisory platform, built on fully owned product factories and distribution networks working under full strategic control.

With a world-class position in social impact, Intesa Sanpaolo is also committed to decarbonization and to supporting clients in the sustainable transition.

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

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