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**Press release**

# New Group strategy: Raiffeisen aims to significantly expand its investment and pension services and boost its corporate clients business

- **The Board of Directors of Raiffeisen Switzerland has approved the Raiffeisen Group's new strategy up to 2030**
- **Raiffeisen intends to establish itself as one of Switzerland's leading investment banks and increase investment volume to CHF 100 billion by the end of 2030**
- **The Group is expanding its expertise in pension and financial planning and boosting its personal advisory services**
- **For its corporate clients, Raiffeisen aims to evolve from financing partner to full-service bank**
- **Raiffeisen's range of simple, secure digital services complements the Group's close proximity to its clients**

*St.Gallen, 27 November 2026*. The Board of Directors of Raiffeisen Switzerland has approved the Raiffeisen Group's new strategy for the period up to the end of 2030. The strategy builds on Raiffeisen's strong position in the retail banking and mortgage business, with the focus on further diversifying income. Raiffeisen intends to establish itself as one of Switzerland's leading investment banks, expand its pension and financial planning services and achieve targeted growth in its corporate clients business. In the mortgage business, the Group remains focused on qualitative growth. Investments in personalised advisory services, the range of products and services and digital client channels will support the implementation of the strategy.

Speaking about the Group's ambitions, Dr Basil Heeb, Chairman of the Board of Directors of Raiffeisen Switzerland, said: "Over the past few decades, Raiffeisen has demonstrated that proximity to clients and regional ties are key factors for long-term success. Building on this, we have adopted a strategy that positions Raiffeisen for the future. It will broaden our earnings base, capitalise on our existing strengths and focus on the needs of our clients."

Dr Gabriel Brenna, Chairman of the Executive Board of Raiffeisen Switzerland, said: "Raiffeisen has enjoyed tremendous success in the mortgage business over the past 20 years. Our new Group strategy lays the foundations for replicating this success in the investment business. Expert advice, a comprehensive range of products and services and efficient client channels will be crucial in ensuring the successful implementation of our strategy. That's why we're investing in our expertise as a Group and expanding our range to meet the needs of our private and corporate clients."

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## Raiffeisen: a strong investment bank

Raiffeisen aims to achieve above-average growth in the investment business and establish itself as one of Switzerland's leading investment banks. The Group is systematically developing its product range, boosting employee skills and expanding its personalised advisory services. In enhancing its investment offering, Raiffeisen is focusing on simple, transparent products that offer good value for money. At the core are sought-after asset management mandates and the consistent availability of active and passive solutions across all product groups. Investment volume is projected to increase from around CHF 67 billion as at 30 June 2026 to CHF 100 billion by the end of 2030.

Raiffeisen sees particular growth potential among its existing clients and in the systematic integration of pension advice and wealth creation within a comprehensive approach to financial planning. To meet the growing demand in the pension business, the Group is pooling its expertise in financial planning, retirement and inheritance under the "Pension Plus" brand. At the same time, Raiffeisen is expanding its advisory capacities. Adding financial planners at the Raiffeisen banks and Raiffeisen Switzerland puts the Group in a better position to support clients in making important financial decisions when it comes to pensions. Raiffeisen combines the personal touch of regional banks with the expertise and stability of a Group that is active throughout Switzerland.

## From financing partner to full-service bank for corporate clients

Raiffeisen plans to continue growing in the corporate clients business. The aim is to become the bank of choice for Swiss SMEs, to achieve selective growth among mid-sized companies and to expand its market position among large companies in the long term.

Around a third of the roughly 600,000 companies in Switzerland are already Raiffeisen clients. The Group intends to deepen these relationships and provide companies with greater support in all financial matters. Raiffeisen already offers a wide range of services in these areas, including payments, foreign exchange, trading, corporate financing, leasing and capital market transactions. The aim is now to broaden the earnings base by providing more comprehensive support to corporate clients.

## Driving digitalisation – with simple, secure services

With over two million users, Raiffeisen already offers one of the most widely used and highly rated e-banking systems in Switzerland. Between now and 2030, Raiffeisen will continue to develop its technological infrastructure to deliver services more quickly, implement innovations sooner and integrate new technologies for the benefit of its clients. The aim is to provide digital services that are both simple and secure. To free up more time for clients, internal processes at the Raiffeisen banks are also being simplified, harmonised and automated.

## Building on client proximity and expanding main banking relationships

For Raiffeisen, long-term client relationships are key. The Group intends to become the preferred bank for more clients by offering attractive products and services. The aim is to develop targeted services for young people to establish client relationships early on and support clients over the long term. In the mortgage business, Raiffeisen remains focused on qualitative growth.

Clients benefit from Raiffeisen's proximity and local roots. The Group is concentrating its efforts where it can create the most value for clients – in advisory services, strong client relationships and personalised support.

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**Contact:** Raiffeisen Switzerland media office
071 225 84 84, medien@raiffeisen.ch

**Photos:** You can find photos of our experts as well as other images at your disposal at www.raiffeisen.ch/medien.

**Raiffeisen: second largest banking group in Switzerland**

Raiffeisen is the second-largest banking group in Switzerland and the Swiss retail bank with the closest proximity to its clients. It has over two million cooperative members and maintains more than three million client relationships, including more than 200,000 companies in Switzerland. The 208 legally independent Raiffeisen cooperative banks are locally anchored throughout Switzerland and are members of the Raiffeisen Switzerland Cooperative. The Raiffeisen Switzerland Cooperative assumes the strategic management and supervisory function for the entire Raiffeisen Group. The Raiffeisen Group offers private individuals and corporate clients a comprehensive range of products and services. The central business areas include, in particular, the mortgage business, wealth management and pensions planning and the corporate client business.

(All information per 30.06.2026)

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