

> Delen Private Bank:

Perfectly Combining a Personal Touch with the Latest in Digital Technology

The Belgian bank specialises in private wealth management and has managed to combine what many other banks are finding impossible: keeping a personal touch while introducing the latest technology.

Delen is not afraid to go against the flow. While other banks are replacing staff with robots capable of answering basic queries, Delen continues to put priority on the personal touch. As other banks close branches, Delen has been opening new regional offices across Belgium in recent years. In addition to Antwerp (where it has its headquarters), Brussels, Ghent, Hasselt, Liège and Roeselare, the bank now has offices in Namur, Kempen area, Knokke and Leuven.

"We are committed to keeping and even growing our local roots, to ensure we keep the personal touch with our clients," says CEO Paul De Winter. "Being able to meet a client close to their home or office is a prerequisite, preferably without unnecessary traffic woes."

In Belgium the bank has 360 employees; it also has offices in Luxembourg, Switzerland, the United Kingdom and the Netherlands.

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Paul De Winter

Running parallel with this commitment to the personal touch is a drive to introduce the latest technology. While private banking has long been considered rather slow-moving in its embrace of the digital era, Delen Private Bank once again swims against the flow. It's been recognised as a trailblazer in harnessing the power of IT to

deliver a superior private banking product, with the attendant excellence in client services.

Delen Private Bank's front office, including its Delen app for mobile devices, stands out from the generic platform most users have to contend with. Account holders enjoy real-time access to their portfolio's performance data, as well as to the world's markets. The Delen app was key to the bank winning the CFI.co 2017 Best Digital Private Bank (Belgium) Award. And by continuing to define best practice for the sector, in 2018 Delen Bank has received this honour for the second consecutive year.

Established by André Delen in 1936, Delen Private Bank initially operated as an exchange office. The bank has grown steadily since then, acquiring various private banks and asset managers. "Their teams are still part of the Delen Investments group today," adds De Winter, "since continuity is key to the bank's growth strategy."



Thomas Detry



Thomas Pieters



Delen Bank offices

In 1975 the founder passed the management of the company to his sons. Delen Private Bank is now part of the holding company Finaxis, which is mainly controlled by Ackermans and van Haaren, and Promofi. The Finaxis portfolio also comprises Bank J. van Breda and Co., which caters mainly to entrepreneurs and professionals.

In 2011 Delen acquired a 74% (today 81%) majority stake in UK brokerage JM Finn and Co. In July 2015, it reached an agreement to acquire Oyens and Van Eeghen, a transaction which marked the company's debut on the Dutch market.

Delen Private Bank is a credit institution under the supervision of the NBB (National Bank of Belgium) and the FSMA (the Belgian Financial Services and Markets Authority). All but a few of the shares of Delen Private Bank are held by Delen Investments.

Delen Private Bank has no corporate finance, hardly any loans, a sound financial base and a highly stable and healthy balance sheet. At the end of 2017 this was summarised as an equity capital of €678.8 million thanks to a Tier 1 capital ratio of 29.3%; and a cost/income ratio of 53.7%.

Delen Private Bank prides itself on the simplicity of its overall approach, which covers discretionary asset management and Estate Planning, and enables client assets to grow in a balanced and sustainable manner.

Clients can leave the financial management of their portfolio (Discretionary Asset Management) to a team of financial experts who closely follow the markets. They act proactively, always from a long-term perspective. For the financial planning of clients' property (Estate Planning) the bank's lawyers and tax consultants provide detailed and personal advice. They are experts in all matters

concerning succession, donations and business transfer, and follow the current fiscal and legal affairs.

Art and interior design are among Delen's passions. This is reflected in the selection and design of the bank's various offices, as well as in its involvement with artistic events. The bank partners with BRAFA, the Brussels Art Fair (created in 1956). BRAFA has become one of the world's most prestigious art fairs, famous for fine art, antiques, modern and contemporary art and design. In 2018, BRAFA and Delen Private Bank celebrated their 12th year of co-operation.

Delen Private Bank also has a great sporting passion, and is a proud partner of young Belgian golf talents Thomas Pieters and Thomas Detry. "It's a partnership that fits snugly with the bank's long-term vision," explains De Winter. "In golf, as in banking, integrity, fair play and ethics are paramount." ❀