



BNP Paribas Announces Strategic Expansion into the Nordic Wealth Management Market

- Appointment of **Stina Norrhede** as **Head of BNP Paribas Wealth Management for the Nordic region**
- BNP Paribas, a leading global bank and the largest bank in Europe, today announces its strategic entry into the Wealth Management market for Nordic clients.
- This expansion marks a **significant milestone in the Group's ambition** to strengthen its presence in the Nordic region, with a particular focus on serving **Ultra-High-Net-Worth (UHNW) individuals, entrepreneurs and Family Offices**.

Paris and Stockholm, October 1st 2026 - Building on BNP Paribas' strong momentum in the Nordics, this strategic development combines the Group's well-established Corporate & Institutional Banking franchise with its leading global Wealth Management platform. This integrated model allows BNP Paribas to provide entrepreneurs, sophisticated investors & family offices with a seamless combination of investment banking and bespoke wealth advisory services.

To lead this new chapter, BNP Paribas is pleased to announce the appointment of **Stina Norrhede** as Head of Wealth Management for the Nordic region. Stina joins BNP Paribas from SEB, where she most recently served as Head of Professional Family Office. In her new role she will be responsible for defining the regional strategy, building the local team, and driving business development and client acquisition across the Nordic markets.

« The Nordic region has a unique and highly sophisticated ecosystem of wealth creation driven by a proven culture of innovation and entrepreneurship. With a growing population of billionaires and UHNW individuals¹, there is increasing demand for specialized support for family-led businesses. We are delighted to welcome Stina to BNP Paribas. Her deep expertise and longstanding relationships will be instrumental as we expand our wealth management presence across the region »

Eirik Winter, CEO of BNP Paribas Group in the Nordic region

« We are delighted to bring our global Wealth Management platform to the Nordic markets, further strengthening our position among Entrepreneurs & Families across Europe. As clients' needs become increasingly complex, particularly in areas such as private markets, sophisticated financing solutions and multi-generational planning, our model is designed to provide tailored and holistic support. By bringing our full range of Wealth Management capabilities to the Nordics, we combine world-class investment expertise and exclusive offerings. »

Pierre Ramadier, CEO of BNP Paribas Wealth Management for International Markets

¹ Approximately 75 USD billionaires and 10,000 UHNW individuals. Figures based on data from the Knight Frank Wealth Report regarding billionaire and UHNW populations in the Nordic region.

About BNP Paribas Wealth Management

BNP Paribas Wealth Management is a leading global private bank and the largest private bank in the Eurozone with more than €533 billion worth of assets under management as of June 2026. Present in three hubs in Europe, Asia and the Middle East, it employs nearly 7,000 professionals who support High-Net-Worth and Ultra-High-Net-Worth individuals, families and entrepreneurs in protecting, growing and transmitting their assets. It offers bespoke solutions to its customers to help them build their investment strategy based on their individual needs, and to protect the future of their wealth, both private and professional. The bank aims at building a sustainable future by combining its deep expertise and reach with its clients' influence and desire for impact.

<https://wealthmanagement.bnpparibas/en.html>

About BNP Paribas in the Nordics

BNP Paribas is the best-established international bank in the Nordic region. With more than 900 employees based locally, BNP Paribas offers its clients a broad range of services through its various business lines: Corporate & Institutional Banking, Arval, Asset Management (including BNP Paribas Asset Management, Alfred Berg and IWC), BNP Paribas Cardif, BNP Paribas Factor, BNP Paribas Leasing Solutions and BNP Paribas Personal Finance.

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