

PRESS RELEASE**Banca Intesa and Stefan Milenković announce partnership on
“Bank at your fingertips” project**

Belgrade, May 26, 2022 - In accordance with our commitment to continuously improve the user experience for our clients with the aim of improving their overall satisfaction with the Bank's services, within the “Bank at your fingertips” project, Banca Intesa presented a brand ambassador for new digital banking, world-famous violinist: Stefan Milenković.

Through cooperation which represents a mix of traditional and modern, classical and innovative, with constant persistence and drive to improve, the Bank and Stefan will together introduce the new digital banking app to the clients, and present to them a series of innovative features which will improve their experience during everyday transactions, without the need to visit a branch.

“I am glad that I am able to say that commitment to digitalisation over the last few years has truly given a great contribution to changing the habits of users in favour of new technologies. This is further evidenced by the fact that half a million of our clients in total have gone digital, and that on average, every second client interacts with the bank via their mobile phone. With this information, and with the importance of digital technology for our operations in mind, we were unanimous in deciding that the new digital banking deserves a recognisable name and face, whose career illustrates the values which we build and nurture at the Bank as well. With an artist like Stefan Milenković, who is a true ambassador of our country, and who, thanks to his work, academic experience and virtuosity, has fans all over the world, I believe that we can introduce to clients, in a direct, modern and creative ways, the features and new elements which will enable them an even more advanced digital experience,” stated Darko Popović, President of the Executive Board of Banca Intesa.

Brand ambassador for new digital banking Stefan Milenković points out that he sees his own role as an opportunity to provide personal support for promoting modern digital solutions, which simplify daily transactions for users.

“Our cooperation is a synonym for the synergy of values we share and benefits aimed at clients. It makes me glad to think that our project will show that there are no impossible combinations, and that good communication and a mutual goal are the basis for success,” Stefan added.

In order to enable even simpler access to its services for clients, last year, Banca Intesa introduced a new digital banking app, which enables the use of a series of innovative functions with the aim of improving user experience. Among other things, with the new Banca Intesa Mobi app, the clients can transfer funds without entering the recipient's account number, withdraw cash from ATMs with a mobile phone with #withCASH, check their PIN, pay bills even easier and quicker using the IPS Scan option, as well as get cash loans only using their mobile device. The fact that the share of Banca Intesa's transactions via digital channels is constantly on the rise is evidence of the fact that improvement of the app and the introduction of new features are the correct response to the real needs of the clients.



Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leading bank on the local market, a reliable partner of 1.37 million clients, natural persons and legal entities. With a net balance sum of EUR 6.6 billion, EUR 4.9 billion in total client deposits and EUR 3.9 billion in total loans, Banca Intesa is at the top of the list of the most successful banks in Serbia. Owing to a unique combination of digitalisation of business processes and a network of 147 branches all over Serbia, as well as constant focus on the needs of citizens and businesses, innovative products and state-of-the-art service, the Bank has been achieving stable results in all areas of business.

About Intesa Sanpaolo Group

Intesa Sanpaolo is a leading banking group in Italy - serving families, companies and the real economy - with a significant international presence. The unique business model of Intesa Sanpaolo Group makes it a European leader in wealth management, asset protection and advisory services, with a strong focus on the digital sphere and financial technologies. As an efficient and resilient bank, it has the advantage of having its own wholly-owned product factories in the field of asset management and insurance. The group's strong commitment to ESG includes providing € 115 billion in impact loans to communities and for the green transition by 2025, and € 500 million to support the people most in need, making Intesa Sanpaolo a world leader in social impact. Intesa Sanpaolo is committed to achieving zero net emissions by 2030 in terms of its own emissions, and by 2050 for its loan and investment portfolio. As a committed patron of Italian culture, Intesa Sanpaolo has created its own network of museums, called the Gallerie d'Italia, which preserves the bank's artistic heritage and serves as a location for prestigious cultural projects.

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