



PRESS RELEASE

Italian football legend Andrea Pirlo launching the 2022 edition of Italian Soccer Camp in Belgrade

BANCA INTESA and Generali Osiguranje Srbija first time together on project Italian Soccer Camp for children

Belgrade, June 2- 2022 – The Italian Soccer Camp for children, organized by Banca Intesa, part of Intesa Sanpaolo Group in partnership with Generali Osiguranje Srbija, company of Generali Group, will take place from June 27th to July 1st 2022 in Belgrade for the seventh time in a row. This sport event is designed for children aged 7 to 14, who will have the unique opportunity to master the skills and secrets of soccer working with the best Italian coaches.

The initiative has been presented at the Banca Intesa headquarter in Belgrade by: **H.E. Carlo Lo Cascio**, Ambassador of the Republic of Italy to Serbia, **Vanja Udovičić**, Minister of Youth and Sports, **Luigi Fuzio**, Head of Retail and Wealth Management of the International Subsidiary Banks Division, **Darko Popović**, President of the Executive Board of Banca Intesa, **Gianluca Colocci**, Chief Development Officer of Generali CEE Holding, **Dragan Filipović**, President of the Executive Board and CEO of Generali Osiguranje Srbija, **Marco Schembri**, CEO of World Camp International Srl, the Italian company organizing the Camp and **Andrea Pirlo**, the legendary Italian football player and former World Cup winner in 2006. The press conference was moderated by the famous Serbian journalist and sports commentator **Aleksandar Stojanović**.

“With this initiatives announced today, Intesa Sanpaolo Group is confirming its commitment to Serbia and its involvement in the local community both as a primary economic player, and as agent actively involved in its society”, stated **Luigi Fuzio**, Head of Retail and Wealth Management of Intesa Sanpaolo International Subsidiary Banks. “In its last business plan the Group confirmed to commit in period 2022-2025 with funds for communities and green transition. All these projects have the specific task of contributing to improve our daily life and to leave a better world for future generations. Accordingly, our strong commitment to each local market where we are present, including Serbia where we are the leader bank in terms of market share. Of huge relevance today, is also our fruitful partnership with the Generali Group, indeed two leading European players are joining forces for socially impacting initiatives, as well as to enhance the opportunities for protection that will be given to all our customers, including individuals, families and enterprises thanks to products that are being released over the next months. ”



“Following the principles of its parent group Intesa Sanpaolo, Banca Intesa, as a market leader, has been dedicated to extending its support to the local economy and citizens, while also trying to contribute to the local community in which it has been doing business for the last 17 years. It is with great enthusiasm that we would like to fortify the culture of diversity and inclusion by supporting children with disability on the occasion of organizing seventh Italian soccer camp in Serbia, and the first one in partnership with Generali. I would also like to invite young people to hang on to true values, nurture sports spirit and diligence in whatever they do, looking up to role-models, such as Andrea Pirlo.”, **Darko Popović, President of the Executive Board of Banca Intesa** stated on this occasion.

„With its participation in the Soccer Camp, the Generali Group continues its tradition and commitment to support initiatives that promote a culture of solidarity and social inclusion. We are twofold proud to strengthen the bond with local communities unlocking the people potential through the programs run by our foundation, The Human Safety Net and to reinforce our existing partnership with Intesa Sanpaolo Group in Serbia as well as our market position. Our strategic goal is to become Lifetime partner of our customers offering tailor-made and we are proud to be offering also to Intesa customers flexible solutions to meet their evolving life-cycle needs and further protect individuals, families and companies“ **said Gianluca Colocci**, Chief Development Officer of Generali CEE Holding.

"I'm proud that we are supporting another life-changing initiative for children in Serbia. I fully believe that sports generate better youth by providing a comprehensive framework for learning values and developing soft skills needed for the future responsible citizen. This is another important step in our cooperation with Banca Intesa and together we aim to support more our clients and the local economy.”, said **Dragan Filipović**, President of the Executive Board and CEO of Generali Insurance Serbia, company of the Generali Group.

“It is a great honor that, as a guest of Belgrade, I have the opportunity to announce a large and important project such as the Italian Football Camp, which gives talented children the opportunity to develop their football skills. I am glad that they will also have an opportunity to be evaluated and recognized by top football experts, as well as to be rewarded for their talents and efforts.”, said Andrea Pirlo, the official promoter of the Camp, who was a valuable asset of Juventus, Milan and Inter, a member of the Italian football Hall of fame, the best assistant and the best player of the World Cup finals, which he won in 2006 with the Italian national team.

“I would like to thank Banca Intesa Beograd for making it possible once again for young Serbian footballers to develop their talents while enjoying unforgettable experiences. Although we speak different languages, football – wherever we live in the world – brings us all together.”, underlines **Marco Schembri, CEO of World Camp International**.




Once again this year, the three most talented camp participants will get an opportunity to visit Italy and attend the Italia Soccer Camp Day, together with kids from other countries. Young football players will get to hang out for three days at the Coverciano Academy training ground, and boys and girls who get selected will not only get to enjoy the trainings, matches, special courses, visiting the Italian Football Museum and a Serie A match, but they will also get to experience other interesting content, through which they will learn the secrets of football, receive practical advice and acquire numerous skills that make real football superstars.

The camp will take place from June 27th to July 1st 2022, at the football courts in FK Vozdovac Stadium, and it will include technical, physical and tactical trainings. The Italian Soccer Camp, recognized among the public for its educational and fun character, is a project which gathers former Italian national football team members. This year as many as five top-level Italian coaches work with the young football players, teaching them the secrets of the art of football.

Andrea Pirlo, one of Italy's most famous footballers, an assist and free kick specialist and a player known for his ability to cover several offensive positions, won the award for the best Italian footballer in Serie A for seasons 2012, 2013 and 2014. He is a six-time title winner of the champion of Italy, which he won with Juventus and Milan, with whom he also won two Champions League titles. He started his career as a first team player in Serie A at the age of 16 in Brescia. At the age of 19 he went to Inter where spent three seasons, after which he moved to Milan, with which he won numerous titles during the first decade of the 21st century. He continues his fruitful playing career at Juventus, where he started coaching career during 2020/2021 season. Pirlo scored the highest number of free kicks in Serie A, alongside with Siniša Mihajlović.

During 116 appearances for the Italian national team, he competed in three European and three World cups, and in addition to the title of world champion from 2006, he also won a bronze medal at the 2004 Olympic Games.

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Banca Intesa ad Beograd, a member of **INTESA  SANPAOLO**, is the leading bank in the domestic 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 deposits and EUR 3.9 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization and a developed network of 147 branch offices across Serbia, as well as its constant commitment to the needs of households and the economy, innovative products and top-quality service, the bank is recording stable results in all segments of operation.



About Intesa Sanpaolo Group

Intesa Sanpaolo is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500 million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the Gallerie d'Italia, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

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Generali Osiguranje Srbija

[Generali Osiguranje Serbia is the largest insurance company in the domestic market with foreign capital and the leader in life and health and insurance. The company is a member of the Generali Group, one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of € 75.8 billion in 2021. With more than 75,000 employees serving 67 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society. In Austria, Central and Eastern Europe the Group operates through its Austria, CEE Regional Office \(Prague\) in 12 countries being one of the top three insurers in the Region.](#)