

PRESS RELEASE

## **Banca Intesa launches Tech the Bank competition and awards the most creative digital solutions**

**Belgrade, 15 March, 2022** – Banca Intesa, part of Intesa Sanpaolo Group in cooperation with its partner in this project Visa, is launching a competition titled “**Tech the Bank**”, with the aim to contribute to the development of a digital community in our country, cooperation of start-ups and banks, as well as to help the profiling of young programmers by awarding the best solutions in the field of digital banking, and potentially applying them in its operations.

*“In the process of reshaping the banking sector with technological innovations, market players will have to make a decision whether they will be leaders in change, or they will be the ones following the change. We live in times of digital transformation which fosters new challenges every day and redefines market expectations and customer’s habits. This has been reflected in the fact that nowadays more than 1,800,000 transactions are carried out on a monthly level solely via digital platform of Banca Intesa, instead of coming to the branch. **Banca Intesa Tech the Bank** competition is tailored for all those who think outside the box, who have skills, know-how, creativity, and who can, with the support of the Bank, use their experiences to directly bring the user experience to a higher level, and thus contribute to establishing the banking for the new age”,* said **Darko Popović, president of Executive Board of Banca Intesa** and member of the jury for the competition.

*“For a number of years, Banca Intesa and Visa have been successfully developing digital payment solutions and financial services. At this point, by offering support to our partner, we want to provide added value so we can promote the local IT community together. The global pandemic has evidently expedited the investments in payment infrastructure, as well as the need for new, digital solutions. And we are very dedicated to strengthening this trend in Serbia. Visa is a global network which connects millions of people via e-payments on a daily basis, so we wanted to use this project to connect with a large number of innovators – those who support the development of the financial sector and respond to clients’ new needs. Finally, I would like to thank you for the invitation and say that it is my honour to be a member of the jury at this year’s Tech the Bank competition”,* said **Vladimir Đorđević, General Manager at Visa, Serbia.**

**Banca Intesa Tech the Bank** competition will be held in two stages - the first one opens today, **from 15 March to 29 April, 2022**. During this stage, all interested applicants will be invited to submit their ideas in the form of a five minute video, after which they will be evaluated by the jury. The most creative ideas in the jury's opinion will progress to the second stage, in which competitors will have the opportunity to develop their solutions to the level of a business plan, and present it to the jury. Based on the presentation of the developed idea, the jury will select three winning solutions, which Banca Intesa will award **with a prize of 10,000 euros** and an educational trip to Intesa Sanpaolo’s Innovation Center in Turin or Tel Aviv, with the option of developing the awarded solution into a specific product/application in cooperation with the bank, in line with the business plans of the Bank.

The topics of the competition are: **Banking as a service** (new, fresh ideas and how the Bank can be used as a payment and/or credit platform in the non-banking sector), **Super App** (non-banking services and functionalities which may be integrated and used on the mobile app of the Bank) and **Smart data** (how to use data to improve the user experience and provide comprehensive services for users).

The jury of Tech the Bank competition will include:

- Darko Popović, President of the Executive Board, Banca Intesa
- Vladimir Đorđević, General Manager for South East Europe, Visa
- Marko Čadež, President, Chamber of Commerce of Serbia
- Jelena Drakulić Petrović, General Manager, Ringier Axel Springer LLC
- Prof. Dr Mihailo Jovanović, Director, Office for IT and eGovernment, Government of the Republic of Serbia
- Prof. Dr Miroslav Marić, tenured professor at the Faculty of Mathematics and president of the Serbian Mathematical Society

#### PROPOSALS FOR THE COMPETITION:

All individuals, teams, companies, start-ups, exclusively from Serbia, have the right to participate in the Tech the Bank competition.

The deadline for application and submission of ideas in the first stage is end of day 29 April, 2022.

It is possible to participate in one, two or all three topics of the competition:

- 1) **Banking as a service**
- 2) **Super App** (added value)
- 3) **Smart data**

All ideas submitted by the given deadline which comply with the rules of the competition will be evaluated by the jury based on a five minute video in which the applicants will present their idea and respond to all requirements from the competition rule book. After the ideas for the second round are selected by the jury, participants who have made it to the second stage will complete their proposals with the basics of a business plan, and after that will present the ideas to the jury in a live grand finale, which will be held in the middle of the year.

Three winning projects will receive a prize of 10,000 euros, and a trip for three members of the team to Intesa Sanpaolo's Innovation Center in Turin or Tel Aviv, with the option of developing the winning solution into a specific product together with the Bank, in line with the Bank's business plan.

Detailed information about the competition, all conditions and necessary documentation for participating can be found on the official internet webpage at [www.bancaintesa.rs](http://www.bancaintesa.rs).

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**Banca Intesa ad Beograd**, member of **INTESA  SANPAOLO**, is the leading bank on the local market, a reliable partner of 1.36 million clients, natural persons and legal entities. With a net balance sum of EUR 6.1 billion, EUR 4.4 billion in total client deposits and EUR 3.6 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 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.*