

PRESS RELEASE

Italian football legend Alessandro Del Piero launching the 2021 edition of Italia Soccer Camp in Belgrade

BANCA INTESA and DDOR osiguranje announce Italia Soccer Camp for kids is back in Belgrade

Belgrade, July 15, 2021 – After a break on 2020 Italia Soccer Camp is back in Serbia! This sport event is intended for children aged 7 to 14 years and Banca Intesa, as a member of Intesa Sanpaolo Group, is the main partner of this project together with traditional partner DDOR osiguranje, member of Unipol Group. The camp will provide for the 16th time its participants with a unique opportunity to learn about the skills and secrets of this sport by working with the best Italian coaches.

A press conference was organized at the Banca Intesa HO to announce the sixth Italian Soccer Camp, with speakers such as: **Vanja Udovičić**, Minister for sport and youth in the Government of Serbia, **H.E. Carlo Lo Cascio**, Ambassador of the Republic of Italy to Serbia, **Marco Elio Rottigni**, Chief of International Subsidiary Banks Division, **Draginja Đurić**, President of the Executive Board of Banca Intesa, **Giorgio Marchegiani**, President of the Executive Board of DDOR Novi Sad, **Marco Schembri**, CEO of World Camp International Srl, the Italian company organizing the Camp and **Alessandro Del Piero** himself, the legendary Italian football player, while the conference was moderated by famous Serbian journalist and sports commentator Aleksandar Stojanović.

"Being a bank of general (social) interest in a country means supporting the economy, but also a long-term commitment to corporate social responsibility," **said Marco Rottigni, Chief of the International Subsidiary Banks Division**. "Intesa Sanpaolo Group, one of Europe's leading banks, has been present in Serbia since 2005 with Banca Intesa Belgrade, the first bank on the market. Thanks to such a position, we are able to offer our clients financial services in accordance with the highest international standards, for families, individuals, as well as companies and large companies.", **Rottigni** stated.

"As part of the Italian banking group Intesa Sanpaolo and a long-term leader in the domestic market, Banca Intesa is committed to the promotion and exchange of Italian and local values in the field of culture, art and sports. This is the sixth time that we support the organization of the Italian football camp for children and in that way contribute to the affirmation of new generations of future athletes. It is my great pleasure that this year we have the opportunity to add a socially responsible note to the whole project and start cooperation with the Children's Village in Sremska Kamenica, which I hope will result in a long-term partnership and better living conditions for the residents of this village. ", **said Draginja Đurić, President of the Executive Board of Banca Intesa**.

"Sport generates better youth, better youth is key to push forward the country. As part of the Unipol Group, a leader among insurance companies in Italy and Europe that recognizes the importance and traditionally supports sports, we at DDOR Insurance are proud to be part of a project that allows children in Serbia to participate in an Italian, European and world football camp with an international legend such is Alessandro Del Piero ", said **Giorgio Marchegiani**, CEO of DDOR osiguranje, member of the Unipol Group and added: "I am glad that some children from the Children's Village will participate in the Camp because we as an institution have been helping and supporting their work for years."

"It's my pleasure to be here to launch this event which gives talented guys the chance to be awarded and maybe discovered as the future Serbian champions" said **Alessandro Del Piero**, the official testimonial of the project and legendary footballer who was the flag and captain of FC Juventus football club and who is the second best scorer in the history of Italian soccer players and the fourth best scorer in Italian National Team.

"After the last difficult year we perceive Italia Soccer Camp as a significant investment into children way back to normal life. Thanks to BANCA INTESA and DDOR osiguranje that believed in this project and gave their support, the event will be free of charge for all the participants", 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 23th to 27th August 2021, at the football courts in FK Vozdovac Stadium, and it will include technical, physical and tactical trainings. The Italia 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 will hang out with the young football prospects, teaching them the secrets of the art of football.

Alessandro Del Piero, one of the most iconic soccer players of all times, mainly played as a deep-lying forward, although he was capable of playing in several offensive positions. A technically gifted and creative supporting forward who was also a free-kick specialist, Del Piero is widely regarded as one of the greatest players of his generation and as one of the best Italian players of all time, winning the Serie A Italian Footballer of

the Year award in 1998 and 2008. He is currently the second highest all-time Italian top-scorer in all competitions, with 346 goals, behind only Silvio Piola, with 390 goals. He began his career with Italian club Padova in Serie B in 1991 and then moved to Juventus in 1993, where he played for 19 seasons (11 as captain) and holds the club records for most goals (290) and appearances (705). During his time at the club, he won six Serie A titles, the Coppa Italia, four Supercoppa Italiana titles, the UEFA Champions League, the UEFA Super Cup, the UEFA Intertoto Cup, and the Intercontinental Cup. Del Piero has also represented the Italian national team at three FIFA World Cups and four UEFA European Football Championships, most notably winning the 2006 FIFA World Cup, and reaching the final of UEFA Euro 2000 with Italy.

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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 1.36 million clients, natural persons and legal entities. With a net balance sum of EUR 6.1 billion, EUR 4.4 billion in total 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 and a developed network of 154 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.

DDOR osiguranje has been operating on the territory of Serbia for more than 7 decades. Since 2012, it has been part of the strong Italian Unipol Group with EUR 12.2 billion in invoiced premiums in 2020, serving more than 17 million customers. It is the leader in the domestic insurance market with growth in well-structured premiums over the past years. DDOR osiguranje in Serbia, with its team of 1,400 employees, with its strong and extensive network of more than 105 internal and 640 external points of sale, serves over half a million clients with an insurance premium of 13 billion dinars. As a socially responsible company, it invests significant funds in sports, culture, art as well as in traffic safety. DDOR osiguranje is official insurance company of the Olympic team of Serbia and the Olympic Committee of Serbia.