

PRESS RELEASE

Banca Intesa Mastercard® Platinum credit card - a symbol of first-class service

Belgrade, 10.08.2021. – Banca Intesa, a member of the Intesa Sanpaolo Group, in cooperation with its long-term partner Mastercard, has enriched its card portfolio with the Mastercard® Platinum credit card, the most exclusive payment card on the Serbian market.

Banca Intesa Mastercard Platinum credit card provides a range of special benefits, privileged treatment and personalized services of the highest level because it is created in a way to meet the most demanding needs of customers. Among them, the following stand out: personal concierge service which is available to card users 24 hours a day, 7 days a week to help solve a wide range of inquiries, flight delay pass for entering VIP lounges, internet access worldwide, deferred payments up to 24 installments without interest and special discounts and benefits. Especially for Banca Intesa Mastercard Platinum credit card users, for the first time we have enabled them to choose one of the special local privileges: FitPass membership fee for everyone who wants to recreate, Skipass ski pass for ski resorts on Kopaonik, as well as free access to the Arena Cloud TV channel package.

"In order to keep up with the needs and expectations of clients, as a long-term leader and bank that sets standards in doing business in the Serbian market, in cooperation with Mastercard we have offered our clients improved services and superior benefits that accompany their modern lifestyle. The Banca Intesa Mastercard Platinum credit card is designed to meet all customer requirements through a range of prestigious services, while providing them with simplicity, security and speed of a cashless lifestyle," said **Darko Popovic, a Member of the Executive Board of Banca Intesa.**

"Synonymous with Mastercard are invaluable experiences and I am glad that with our long-term partner, Banca Intesa, we have offered customers a prestigious and very practical solution for non-cash payments such as the Banca Intesa Mastercard Platinum card. In addition to access to invaluable experiences on the Priceless.com platform and numerous travel benefits, users of this card can also rely on Apple Pay mobile payments, so they have at their disposal a multifunctional product that best combines attractiveness, convenience and security and adapts it digital age", said **Jelena Ristic, Director for Markets of Serbia, Montenegro and Bosnia and Herzegovina at Mastercard.**



Banca Intesa Mastercard Platinum credit card is intended for users who travel frequently because they have the services of a concierge, a reliable team of professionals always ready to quickly and efficiently find a solution to inquiries related to everyday life, leisure, leisure and travel 24 hours a day. 7 days a week. In addition, in the event of a flight delay of more than 1 hour, access to over 1,100 VIP airport lounges worldwide is available for the cardholder and an additional three people traveling with the customer. With the Banca Intesa Mastercard Platinum credit card, customers have the possibility of unlimited Internet access to over one million hotspots in the world, as well as during selected flights for up to four devices. At any free time, in 30 cities across Serbia, all cardholders can try out in 70 different sports with a FitPass membership fee or use SkiPass passes for 3 days on weekends, in the period Friday - Sunday, during the individual ski season at the ski resort on Kopaonik. In addition, for all sports fans, there is an Arena Cloud - Gold package that allows the use of Arena Sport channels, as well as access to a large number of other TV channels and titles from the video club.

Users of this prestigious card will have until June 30, 2022, completely free use of two innovative digital services - PressReader, a digital kiosk through which users have access to many prestigious international magazines, and Digital Bodyguard, an application for security information and real-time alerts . In addition to all the above, there are also deferred payments, up to 24 installments without interest, but also special discounts and benefits.

With about 1.5 million payment cards issued and a share of over 15 percent, Banca Intesa is the leader in the domestic card market. The bank participates with 24.2 percent in the number of transactions and with 25.4 percent in the payment card transactions in the country, ie with 28.1 percent in the number of transactions and with 24.9 percent in the payment card transactions abroad.

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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.

Mastercard is a global technology company in the payment industry. Our mission is to connect and empower an inclusive, digital economy that benefits everyone and everywhere by making transactions secure, simple, smart and affordable. Through the use of secure data and networks, partnerships and relying on invaluable passions, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our coefficient of decency (DQ) is at the core of our business culture and everything we do inside and outside the company. With connections to over 210 markets and territories, we are building a sustainable world in which priceless opportunities are available to all. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.