

PRESS RELEASE

"Tea Party Thursdays at 5pm" - writers read for you on social media

Banca Intesa and Laguna invited you #stayathome


Belgrade, 28.04.2020. - Banca Intesa, in collaboration with its longtime partner, **Laguna** publishing house, has designed a unique online socializing concept with renowned local writers called **"Tea Party Thursdays at 5pm"** to make the stay at home for citizens as enjoyable and interesting as possible.

Within **"Tea Party Thursdays at 5pm"**, numerous Banca Intesa followers on social networks over the past two weeks have had the opportunity to enjoy the most interesting parts of the novel **"Everything You Know About Me"** and **"Tomorrow Announce Final Cheer"**, which are just read about them by our famous writers **Mirjana Bobic Mojsilovic** and **Branko Rosic**.

With the invitation **#stayathome**, prepare a cup of your favorite beverage, stay in your homes comfortably and enjoy Banca Intesa's Facebook, Instagram and LinkedIn profiles every Thursday from 5pm with your favorite writers: Jelena Bacic Alimpic, Nele Karajlic and Vanja Bulic who will read you in the scheduled time.

"Tea Party Thursdays at 5pm" is an online version of **"It's Time for a Book,"** one of a series of initiatives implemented by Banca Intesa as part of its parent group Intesa Sanpaolo's **"Its time for sharing time"** project. The project aims to bring clients closer to its branches through various events and contents, and in the event of a state of emergency, it is tailored to the needs of citizens.

* * *

Banca Intesa ad Beograd, a Member of **INTESA  SANPAOLO**, is a leading bank in the domestic market, a reliable partner for 1.34 million clients, individuals and legal entities. With a net balance sheet total of EUR 5.7 billion, total customer deposits of EUR 4.1 billion and total placements of EUR 3.3 billion, Banca Intesa leads the list of the most successful banks in Serbia. Thanks to the unique combination of digitalisation of business processes and developed network of 155 branches throughout Serbia, as well as constant focus on the needs of citizens and economy, innovative products and service of the highest quality, the bank achieves stable results in all areas of business.