

## **PRESS RELEASE**

Banca Intesa presented its business results realized in 2007, its plans for this year, as well as its new visual identity

### **Absolute leadership position**

**Belgrade (9 April)** – Banca Intesa recorded excellent business results and according to the main banking success indicators, such as total assets, total deposits and placements, it is the first-placed on the national banking market. According to the data of the National Bank of Serbia till 31 December 2007 inclusive, Banca Intesa Beograd is the leader among the biggest banks in Serbia with total assets amounting EUR 2.5 billion, total deposits amounting EUR 1.9 billion and total placements of EUR 1.2 billion.

Banca Intesa business operations in the previous year were marked by the successful integration of Panonska bank. Upon merging Panonska bank, Banca Intesa operates with a network of 224 branches covering the territory of the whole country. Banca Intesa is a reliable partner to more than 1 263 000 natural and legal entities. In the course of 2007 total client base was increased for 172,000 clients whereof 160 000 are natural entities and 12 000 corporate subjects.

In 2007 Banca Intesa continued with dynamic crediting of the national economy, increasing the total placements by 31%, to the amount of EUR 839 million. In 2007, the Bank confirmed its leadership position in the segment of corporate deposits. Total corporate deposits increased by 32% in 2007, reaching the amount of EUR 854 million. The Bank has the leadership position on the market with regard to domestic and international payments, and in the last quarter of 2007, it also started to do factoring business.

The total retail savings level in 2007 recorded high growth rate with an increase of EUR 263 million i.e. by 52% and thereby Banca Intesa with EUR 772 million of retail deposits, has 14.5% share of the total retail savings in Serbia. Out of the total retail FX savings increase in the country during 2007, 16.4% refers to Banca Intesa clients. Retail placements noted record growth of 83% and they amount EUR 405 million, and the Bank consolidated its leadership position on the loan market by achieving faster growth

in relation to the market average amounting 48.2%,The portfolio quality was considerably improved in 2007, in the sense of housing loans' share increase in the total retail placements.Housing loans achieved nominal growth of EUR 72 million, whereas the cash loans were increased for EUR 34 million.

In 2007 one of the basic generators of excellent business success of the Bank is presented by the achieved results in small business operations, where total placements increased by 226% and deposits by 46%.Total placements reached EUR 75 million, whereas the small business and entrepreneurs' deposits reached EUR 109 million.In order to round off its product and service range intended for small enterprises and entrepreneurs, in the course of the last year Banca Intesa offered to this market segment a revolving credit line as well as particularly attractive short and long-term agricultural loans with grace period of up to 24 months and possibility of repayment in monthly, quarterly and semi-annual installments.

Banca Intesa maintained its leadership position in the payment cards operations as well, with the total number of 1,007,696 issued payment cards, whereof 182,390 cards were issued just in 2007.As the absolute leader in e-banking and payment card segment, Banca Intesa is still the only bank in domestic market to have all three world's most famous payment card brands in its portfolio: MasterCard, American Express and Visa. In the course of last year, Banca Intesa enriched its offer with a new American Express Blue credit card, as well as MasterCard mc<sup>2</sup> credit card. Aiming at strengthening its leadership position in card operations, Banca Intesa is constantly enhancing its offer and introducing new products with numerous conveniences, with more than 15,000 points of sale in Serbia that perform payment card transactions through Banca Intesa POS terminals.

Banca Intesa is the only bank on the domestic market that enabled domestic merchants to sell their products and services via Internet by introducing e-commerce service in 2007, and currently this service is being used by 17 active merchants.Through E-commerce service Banca Intesa enabled all legal entities to sell goods and services via Internet through accepting Visa, MasterCard and Maestro cards, regardless whether issued by domestic or foreign banks, whereas the implementation of American Express

cards is in progress. In cooperation with "JP Putevi Srbije" and Pexim CardInfo, Banca Intesa enabled road toll payment by payment cards in September 2007.

### **New visual identity of Banca Intesa**

Like all the other banks operating within the Intesa Sanpaolo Group, Banca Intesa will get the new visual identity in the first half of 2008, with the aim of creating a unique and internationally recognizable brand of this Group. Banca Intesa will only change the logo, whereas the name of the bank remains unchanged.

In the course of 2008, all bank members of the Group will get the new visual identity, and the project of brand unification will enable the banks to be recognized even at first sight as a part of a large international banking group, which emphasizes their mutual identity as well as belonging to Intesa Sanpaolo Group.

Although the brand will be harmonized on the Group level, the names of the bank members of the group will remain unchanged due to respect for the tradition of the local markets, whereas only the colours and type of letters will be changed and the logo will be the same for all. This will lead towards creation of the new visual identity, the aim of which is to increase and enhance the image of individual bank members of the group.

### **Plans for 2008**

Despite a number of challenges set by the growing competition, increased restrictive monetary policy, as well as the crisis on the global financial market, Banca Intesa is planning to consolidate its leadership position in all segments of business operations, through introduction of innovative products, improvement of the existing offer, enhancement of service quality and development of business network by opening 14 new branches.

Business operations development in 2008 will be directed towards establishing the so-called asset management companies, development of factoring, strengthening of

leasing activities, development of private banking as well as widening the range of services in the field of investment banking.