

PRESS RELEASE

Banca Intesa awarded with prestigious Oscar recognition for special contribution to the development of card business in Serbia

Gift card the best in the year of 2008

Belgrade (28th April) - Maestro PayPass gift card of Banca Intesa was announced the best and most innovative card product in the year of 2008 at Technobank, the 9th international conference on banking technologies in Belgrade this month.

Among more than 40 competitor companies that nominated their top achievements in card business area, Banca Intesa has been awarded the prestigious Oscar recognition received by Mr Sejad Šehić, Head of Payment Cards, POS terminals and ATM Office.

In cooperation with MasterCard Company and Delta city shopping mall, Banca Intesa issued the first Maestro PayPass gift card for the Serbian market and Southeast European region last December, that apart from comfortable purchase provides its users a number of discounts and conveniences at more than 50 points of sale in Delta City shopping mall.

"Banca Intesa issued the first MasterCard card in Serbia, and as leaders it is our obligation to be innovative and to implement the latest technologies. In line with the afore mentioned, this time as well we are the first bank in the region to issue cards with PayPass technology. Partnership with Delta City and issuing of our common gift card is a great way to promote this technology and the start of its mass use", said Mr Dejan Tešić, EB member of Banca Intesa.

These prepaid gift cards are unique for having installed the state-of-the art contactless Maestro®PayPass technology that provides the fastest payment in a secure way. By simply placing the card on the reader with PayPass encryption, it is possible to pay sums in the amount of up to EUR 25 without entering the PIN code.

This card is ideal for small amount payments where the speed of transaction is important and it is still safe for use and accepted at millions of points of sale all over the world. Gift card has both a magnetic tape and a chip, so it may be used in the usual way for bigger amount payments as well as at those points of sale that do not have the PayPass Readers.

What makes this card so special is the fact that it is not personalized, which means that it does not have the user's name on it, but it has its own number and therefore is 'transferable' from one holder to another. The card is available to all adults in 40 branches of Banca Intesa in the biggest towns in

Serbia. The minimal amount to be placed when purchasing this card is RSD 2 000, but any amount can be placed on this card at 230 branches of Banka Intesa throughout Serbia.