

PRESS RELEASE

Banca Intesa offers additional facilities to credit card holders

Holiday shopping with deferred payment or in installments with no interest

Belgrade (December 3) - Banca Intesa enabled all its clients from the retail segment using MasterCard or Visa credit card, a deferred payment up to two months or in installments with no interest, in the period from December 10, 2009 till January 31, 2010. This facility refers to the consumption in the country; this way our citizens will start to repay the goods paid with a card in December 2009, only from February 10, and those paid in January will start to repay from March 10, 2010. Also, only Banca Intesa credit card holders will have the possibility to pay in maximum 12 installments at 1500 points of sales throughout Serbia, with no interest charged.

“Our Bank’s leading position, as well as our dedication to offer our clients solutions at any occasion to easily manage their personal finance on a daily basis, what is specially important under aggravated economic circumstances, resulted this year as well with an campaign aiming at enabling our citizens a more flexible cost repayment in new year shopping“, said Miloš Nedeljković, Banca Intesa head of Payment cards and direct channels Department.

The advantage of Visa and MasterCard credit cards of Banca Intesa is that it enables the purchase of consumer goods with deferred payment from 70 to 100 days, with no interest in Maxi, Pekabeta and C market. Additionally, with Banca Intesa credit cards, our clients will receive as a gift a health insurance card with assistance and support in traveling provided by Europe Assistance.

According to the number of issued cards, number and volume of executed transactions as well as innovative approach in development of products and services, Banca Intesa is a leader on the Serbian market in the field of payment card operations. By the end-November 2009, our Bank issued 1.023.000 payment cards, and in the portfolio structure Master cards reached the top place, with 80% of share, then Visa card with 10 %, followed by Dina and American Express cards.