

PRESS RELEASE

New services within Intesa Hit current account

Belgrade (24 April 2008) – Banca Intesa has increased the number of services it renders to holders of Intesa Hit current account, so in addition to overdraft, debit and credit cards, e-banking service, possibility to exchange dinars in euros at a more favourable exchange rate, standing order, extra health insurance and loans at more favourable terms, holders of this account now have at their disposal service for Stock Exchange operations through the account at the lowest commission, phone-banking services and stimulating interest rates for saving.

Owing to the introduction of brokerage service, Intesa Hit users can through their account sell shares and bonds in a fast and simply way at the lowest commission of only 0.1%. Also, clients who wish to do Stock Exchange operations can receive free information on all current events on Stock Exchange from our advisors in most Banca Intesa branch offices.

Within Hit savings campaign lasting till 30 June, Banca Intesa is offering exceptionally favourable interest rates increased by 15% to all holders of Intesa Hit current account who term their new EUR saving deposits to the period of 6 months. Interest rates for this time deposit period provided for all users of Intesa Hit depending on the deposited amount range from 5.18% to 6.10%.

With objective to further improve the service quality, Banca Intesa introduced a new service that enables Intesa Hit account holdersto make transactions, pay the bills, sell and buy foreign currency and check the balance on their account and payment cards by telephone. By introducing the phone and internet banking service, the Bank has considerably reduced the need of clients to come to the Bank. Procedure for using the services of telephone banking is simple and lasts a few minutes, demanding only one call to the call centre of the bank, and in conversation with the agent the user receives precise instructions on how to perform the desired service.

One Euro more is a unique service on our market, which implies the possibility to exchange dinar into euro currency at a more favourable exchange rate compared to exchange offices without any commission, both at the cash desk or through Internet. Intesa Hit current account consists of dinar and euro segment, so the clients can give an order to the bank to convert a certain amount in dinar currency into euros at a privileged exchange rate every month or to define a maximal dinar amount on commissions at the cash desk or through current account, so that all inflows exceeding that amount would be automatically converted in euro currency. Depending on a client's wish, the funds in euro currency may remain on the current account or be deposited on the foreign currency savings account.

Along with the current account, clients receive Maestro debit card and MasterCard credit card, without any additional membership fee. Credit card enables flexible payments in 3 to 12 installments at more than 1 200 points of sale, 100 days of deferred payment without interest in Maxi, Pekabeta and C market and up to 40 days at all other points of sale as well as payment through revolving loan service with only 5 % of monthly repayment.

Ever since 2006 when it launched Intesa Hit, as a unique concept of our market that unifies a series of banking products disposable with the current account, Banca Intesa has attempted to provide its holders with as many advantages and new services as possible. Untill now 317 280 Intesa Hit current accounts have been opened in Banca Intesa. With 198 dinar monthly maintenance fee, clients have the possibility to use a whole line of up-to-date banking products.