

Banca Intesa officially opens first branch office according to new standards

Presented a new product at level of Intesa Sanpaolo group

Belgrade (Sept. 22) – Banca Intesa today officially opened the first branch office in Serbia designed according to the new standards of the Intesa Sanpaolo Group, which are being implemented in all member countries. The exclusive space of nearly 430 square meters in downtown Belgrade has been designed to make everyday banking services completely accessible to clients. Apart from the usual section of the branch office meant for retail banking and the Transaction Zone, small enterprises will also have a specialized Business Zone at their disposal. Zone 24h, separate space near the entrance, which allows credit and debit card users to take money from the ATM, now also boasts an exchange office. The branch office also includes several thousand safes with the most up to date discreet rooms.

Banca Intesa is the leading bank in Serbia in the field of retail banking, which granted over 32,000 loans worth about 75 million euros to citizens in the first eight months of 2009 alone. At the same time, entrepreneurs were granted more than 10,000 loans totaling 120 million euros. Thanks to an extensive offer and a broad network, the bank managed to attract more than 55,000 new clients in the first eight months.

“In line with its strategic decision to enable our clients to satisfy their financial needs under acceptable and fair conditions even during the economic crisis, Banca Intesa has become actively involved in the state program of subsidized crediting and granted nearly half of all approved loans in the entire banking sector,” said Dejan Tesic, member of the Banca Intesa Executive Board and head of the Retail Division.

The constant search for new solutions that will offer clients the most suitable products in a given situation is best illustrated by the new savings model, developed at the level of the whole Intesa Sanpaolo Group – Intesa Uno. It is a joint project at group level, which gives clients maximum security. This way, along with Banca Intesa and the Agency for Savings Deposit Insurance, Intesa Sanpaolo – one of the biggest banking groups in Europe, to which 19 million clients have entrusted over 1,000 billion euros of savings – also vouches for savings deposits in Serbia.

"Intesa Sanpaolo is investing and actively supporting the business development of all its Subsidiaries. Intesa Uno is the latest result of a cross-country cooperation and it is the symbol of our effort to gain trust of our clients day by day.

With Intesa UNO all the clients of ISP Group, including Banca Intesa Beograd clients, will have the chance not only to invest in a one year term deposit guaranteed by Intesa Sanpaolo, but also to obtain interesting yields", declared Adriana Saitta, Head of Business Development & Marketing at the Foreign Banks Division.