

MEDIA RELEASE

RSD 2,400,000 for the most successful agricultural producers

Banca Intesa launches the 6th advanced annual cycle of the Intesa Farmer contest

Belgrade, May 31, 2018 – Banca Intesa is opening the 6th annual cycle of the Intesa Farmer prize competition for the most successful agricultural producers who are going to be awarded in three categories: Intesa Farmer of the Year, Intesa Innovator Farmer and Intesa Young Farmer.

“By improving all types of support we provide to the agrarian sector, we have additionally developed our established contest this year, introducing new categories and cash prizes with which we want to encourage farmers to be more innovative in managing their farm households. Owing to the product quality, attractive interest rates and continuous improvement of operational processes we remained their stable partner in 2017 as well, with the total placement amount of more than EUR 47 million, nearly 34% higher compared to 2016. We continued our strong support in 2018, too, which is indicated by more than EUR 20 million of new loans we have placed since January,” said Darko Popović, member of the Executive Board and the Head of Retail Division at Banca Intesa.

The best farmers are going to be selected by a jury of experts including Maja Andonov, Head Small Business Department at Banca Intesa, Đorđe Radulović, Head of the Office for Managing Sales to Registered Farming Households at Banca Intesa, Vojislav Živanović, Manager for Sponsorships, Donations and Events at Banca Intesa, Milan Prostran, Milan Prostran, agro-economic analyst, and Goran Đaković, editor-in-chief of the Agrobiznis magazine.

Winner of the Intesa Farmer of the Year category is going to be selected based on the accomplished annual results in agricultural production, investments realized, ownership of personal storage spaces, machinery, croplands, involvement of family members in the production process and other, and in case the farm household also incorporates livestock production, then one of the key requirements is growing registered breed cattle. Intesa Farmer Innovator is going to be selected based on accomplished annual




results, implementation of innovative solutions in the production and placement, implementation of online sale of personal products, use of apps for managing the farm household and production, and on processing and placement of products of geographical indication. Intesa Young Farmer needs to be up to 40 years of age and to have been independent owner of the farm household for at least three years, and accomplished annual results are certainly going to be taken into consideration.

Registered agricultural producers, clients of Banca Intesa, can apply for the contest in the period between June 1 and August 31 in all bank branch offices across Serbia, via e-mail IntesaFarmerGodine@bancaintesa.rs, or on the website www.bancaintesa.rs.

The most successful contestants in all categories are going to be announced in autumn and awarded with valuable cash prizes – Intesa Farmer of the Year will get RSD 1,200,000, Intesa Innovator Farmer will get RSD 600,000, and Intesa Young Farmer will also get RSD 600,000.

* * *

Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.5 million clients, natural and legal entities. With net balance sheet amount of close to 5 billion euros, total deposits of 3.3 billion euros and total placements of 2.7 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 158 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of around 2,900 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in retail and small business operations, corporate banking and local self-government operations.