

PRESS RELEASE

Intesa Oasis Party for friends of the Bank

Banca Intesa celebrated the end of a successful business year

Belgrade (17 December 2008) – In unusually designed setting of Expo Centre on Novi Beograd, Banca Intesa celebrated the end of business year that despite all negative happenings on the world financial market was successful for the bank, with a New Year's party named Intesa Oasis Party. Namely, in 2008 Banca Intesa confirmed and consolidated its leadership position in the Serbian banking sector based on the most significant business operations parameters and attracted over 100,000 new clients.

On this occasion, Banca Intesa gathered its business partners and friends in the oasis-styled setting with a wish to pass on its symbolic message that in Banca Intesa they can find all the reliability they expect from a bank. Addressing the present audience, Ms Draginja Đurić, President of the EB of Banca Intesa, said that although 2009 brings a lot of challenges, she believes that we will have both ability and the wisdom to answer them in the right way. *"Although Banca Intesa is a part of global financial system and inevitably feels the effects of the crisis, our strength and support of our Parent Group Intesa Sanpaolo enable us to continue the realization of the planned activities in the next year as well, reaffirming our leadership position on the Serbian market."*

Expressing her gratitude to the bank's clients for the shown trust, Ms Draginja Đurić reminded that despite the crisis it is, first of all, owing to their support and loyalty that Banca Intesa today operates without any problems. *"I believe that we, the banks, as much as the citizens need to equally bear the burden of financial crisis, because the crisis will pass, and the good-quality relationship we endeavour to build with our clients ought to be saved, regardless of all circumstances "* added Ms Draginja Đurić.

Celebration was enhanced by performances of ballet ensemble of the National Theatre and spectacular British pianist and vocalist Ms Lucciene Longa, DJ Live Act as well as by celebrated actors Mr Dragan Mićanović and Ms Dubravka Mijatović, this time in the role of programme presenters.