

## **MEDIA RELEASE**

*The Most prestigious Payment Card in the Serbian Market*

### **Banca Intesa Introduces Visa Infinite debit card**

**Belgrade, June 13, 2018** – In cooperation with Visa, Banca Intesa has introduced Visa Infinite premium debit card in its portfolio, one of the most exclusive payment cards in the Serbian market and one of the most prestigious cards in the world.

Banca Intesa Visa Infinite card has been created with the intent to respond to the needs of the most demanding clients to whom it can provide a number of special benefits, privileged treatment and the highest level of personalized services. The most noteworthy service is the personal concierge, who is available to the cardholders 24/7 as an assistant in organizing travels, booking accommodation in luxurious hotels and tickets for the most popular culture and sports events, as well as in enabling access to stores outside of their open hours.


“As the leading bank in the Serbian market, we are always striving to meet the needs and expectations of our clients and develop our assortment in all segments, while aiming to fully adapt our services to their requests. With the expansion of available features for debit cards, I believe that we have demonstrated that they can be used not only as a means of payment, but also as a symbol of first-class service for clients whose lifestyle demands personalization and benefits of the highest level,” stated Draginja Đurić, President of Banca Intesa Executive Board.

Banca Intesa Visa Infinite card is intended for cardholders who spend a lot of time travelling, considering that it allows them unlimited access to VIP lounges at airports around the world, to priority lanes and priority check-in, a global travel insurance policy for the whole family, special benefits in the most elite hotels around the world, and coverage for unexpected expenses during the trip, all fee-free. In addition, this unique card covers the purchased product with property insurance from theft, loss or damage, extends the warranty period after the production warranty expires, and it provides its holders with legal consultations and emergency medical aid, and discounts in numerous points of sale in Serbia. Besides these functions, Banca Intesa also ensured additional benefits for Visa Infinite cardholders in the form of help on the road in Serbia and Europe, and different types of assistance in the household.

“Visa continually strives to surpass cash free lifestyle by enhancing its products, and services. On our Visa premium platforms, we provide standout services and privileges, both locally and abroad that look to perk up exclusive lifestyles of the most demanding consumers. We are pleased to launch Visa Infinite card in Serbia together with our longstanding partner – Banca Intesa. With its enhanced features, Infinite card will not only provide cardholders a safe and hassle-free alternative to cash; it will also delight the clients with its choice of premium lifestyle benefits. Designed to address the needs of affluent cardholders, Visa Infinite from Banca Intesa caters to a sophisticated experience filled with freedom, access and convenience, offering smart, secure and convenient way to pay and enjoy cash free everyday life,” said Vladimir Djordjevic, Country Manager Visa SEE

With about 1.5 million payment cards issued and a share of 21.5%, Banca Intesa is the leader in the local card market. The bank has a share of 24.9% in the number of transactions and a share of 27.9% in payment card turnover in Serbia. Abroad, it has a share of 35.5% and 27.9% in the number of transaction and payment card turnover, respectively. <sup>1</sup>

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**Banca Intesa ad Beograd**, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.32 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.

**Visa Inc. (NYSE:V)** is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit [usa.visa.com/about-visa.rs](http://usa.visa.com/about-visa.rs), [Visa.com](http://Visa.com), i [facebook.com/VisaSerbia](https://facebook.com/VisaSerbia)

<sup>1</sup> Provided by Banca Intesa data