

PRESS RELEASE

Support for the development of internet commerce in Serbia

Banca Intesa and Visa offer a free e-commerce service for small retailers

Belgrade, 18.08.2020. – Banca Intesa and Visa offer a free e-commerce service for accepting Visa payment card payments to all micro and small companies that want to start an online business and offer their products and services to customers via the Internet.

The first 100 companies that apply for the Banca Intesa e-commerce service will receive free creation and maintenance of an online point of sale during the first six months of using the service. In the same period, clients will not pay for the monthly maintenance of the e-commerce service, and they will be provided with special conditions for accepting Visa payment cards. After three months of using the e-commerce platform, merchants will be able to include payment acceptance with other cards.

"Although internet trade in Serbia has been recording a trend of organic growth for many years, the global pandemic has encouraged many companies to accelerate the development of their online business, reduce business costs and find a new way to reach customers. Following the needs of retailers in the changed market circumstances, but also changes in the habits of consumers who are increasingly opting for online shopping, we want to provide additional support to the accelerated development of online commerce and the overall economic recovery of our country," said Darko Popovic, Member of Executive Board Banca Intesa.

"Small and medium enterprises are the foundation of any economy and employ a large number of people, so it is important that they get back on their feet as soon as possible and regain some lost income. To help them along the way, we launched an initiative with Banca Intesa and gave entrepreneurs the opportunity to start our online business and offer our products and services online. Our mission is to enable individuals, businesses and economies to grow and develop, and with this initiative we provide them with the tools for such an endeavor," said Vladimir Djordjevic, CEO of Visa Southeastern Europe.

Banca Intesa is a leading bank in the segment of e-commerce operations on the Serbian market. Banca Intesa's e-commerce platform is used by over 800 retailers, which in the first half of 2020 achieved a turnover of 9.8 billion dinars and 3.1 million transactions via e-commerce, which represents a growth of 49 percent in the amount of turnover and 78 percent in the number of transactions compared to the same period last year.

* * *



Banca Intesa ad Beograd, a member of **INTESA**  **SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.34 million clients, natural persons and legal entities. With a net balance sum of EUR 5.7 billion, EUR 4.1 billion in total deposits and EUR 3.3 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization and a developed network of 155 branch offices across Serbia, as well as its constant commitment to the needs of households and the economy, innovative products and top-quality service, the bank is recording stable results in all segments of operation.

O Visa Inc.

Visa Inc. (NYSE: V) is a world leader in digital payments. Our mission is to connect the world with an innovative, secure and secure payment network - enabling individuals, economies and economies to grow. Our advanced global data processing network, VisaNet, provides secure and secure payments worldwide, and enables the processing of more than 65,000 transactional messages per second. The company's constant focus on innovation is the catalyst for the development of cashless payment methods via connected devices, for everyone and everywhere in the world. As the world moves from analog to digital, so Visa adapts its brand, people, network and thus strives to reshape the future of commerce. For more information, visit usa.visa.com/about-visa.rs. Visa.com, and facebook.com/VisaSerbia