

## **MEDIA RELEASE**

*Supporting entrepreneurship and digital transformation*

### **Banca Intesa e-commerce service available to small merchants free of charge**

**Belgrade, September 18, 2018.** – Banca Intesa will provide e-commerce service free of charge for small merchants wishing to sell their products and services via the Internet for payments made by national Dina payment card.

First 1,000 merchants to apply for e-commerce service by December 31, 2018 will get web shop implementation free of charge, web shop and e-commerce maintenance service free of charge during the first three months, as well as acceptance of Dina card transactions without commission during the first six months of service use. After the first three months, other payment card brands can be accepted as well.

„Keeping up with the upward trend of online shopping in our country, we would like to support small merchants wishing to market their products and services via the Internet and thus help them start a new business or improve the existing one, cut down on operating costs and find an easier way to their buyers. In this way we not only support the development of entrepreneurship, but also contribute to the strengthening of the domestic payment card and the overall digital transformation of the Serbian economy“, said Draginja Djuric, president of Banca Intesa Executive Board.

Banca Intesa is the leading bank in Serbia in the segment of e-commerce services, which it introduced in 2007. The bank cooperates with around 400 merchants who recorded e-commerce turnover of 3.63 billion dinars in the first half of 2018, up 48 percent year-on-year, and nearly 874,000 e-commerce transactions, up 66 percent year-on-year.

\* \* \*

**Banca Intesa ad Beograd**, a member of **INTESA**  **SANPAOLO** group, is the leading bank in the domestic market, a reliable partner for 1.34 million clients in the retail and corporate segments. With net assets of close to 5 billion euros, total deposits of 3.5 billion euros and total loans of 2.9 billion euros, Banca Intesa is leading the list of the most successful banks in Serbia. Owing to a developed business network of 158 branches across Serbia, the most developed network of ATMs and POS terminals and a professional team of around 2,977 employees, the bank is recording stable results in all segments of operation while working with private individuals, small businesses, corporates and local governments.