

**PRESS RELEASE****No cash at "Kalenić", "Đerma" and "Palilulska pijaca" –  
Pilot project of digitalization of markets**

**Belgrade, 29.09.2021.** - Significant innovations were introduced in three Belgrade markets. For the first time in Serbia, customers are able to pay for purchased fruits, vegetables and other products, faster and easier, with payment cards and mobile phones, without prior visit to the ATM. **"Kalenić", "Đeram" and "Palilulska"** market are the first "digitized markets" in the capital, where a total of 50 POS terminals are being installed, which enable contactless payment with payment cards or via mobile wallet applications for Android and IOS platforms. The pilot project of digitalization of markets is jointly implemented by JKP "Gradske pijace", the Serbian Chamber of Commerce, the companies Mastercard, Banca Intesa, Payten and Chipcard, with the support of the City of Belgrade.

**The Deputy Mayor of Belgrade, Goran Vesić**, visited the "Kalenić Market" today and pointed out that digitalization and fiscalization are also reaching the Belgrade markets. "Considering that due to the crown and everything that happened in the past few years, more and more of our fellow citizens use online banking services, it was time to make it possible for them at the Belgrade markets as well." In this way, we meet the needs of tenants who can sell their goods more easily, we help customers to be able to buy goods without cash, and we show that this way of selling is equal to every other, "said Vesić.

The modernization and digitalization of payments on the markets was initiated by the Serbian Chamber of Commerce. **Katarina Ocokoljic, secretary of the Association of Financial Institutions of PKS**, points out that this is only the first step and expects that, after the positive experience of other Belgrade and markets throughout Serbia, she will introduce cashless payment - a novelty that represents the gold standard of modern trade. A recent MasterIndex 2021 survey found that every third customer in the market wants to pay by card because it's easier, faster and more convenient for them. A commercial location such as the market, which is traditionally associated exclusively with cash, has opened the first chapter of the digital transformation, which is another proof that the Serbian market is being modernized at every step and in accordance with the needs of its citizens, Ocokoljic reminds.

"The strategy of JKP Gradske pijace is aimed at improving market services and raising the efficiency of the company, at the same time taking care not to disturb the traditional way of selling, points out **Bojan Bajagić, director of JKP Gradske pijace**. Meeting the needs of modern consumers, "Gradske pijace" supported the initiative of the Serbian

Chamber of Commerce to introduce POS terminals for non-cash payments, which allows products purchased at market stalls and refrigerated display cases to be paid non-cash. "Palilula" has already installed the first 32 terminals, and the expectations are that the non-cash payment will be extended to other city markets. The tenants of the market stalls have been trained to use POS terminals, in order to get acquainted in more detail with the advantages of non-cash payment," Bajagić added. "By introducing non-cash payments on the markets, we hope to attract a part of the younger population." "Experiences of tenants from Belgrade markets show that the need to pay with cards is great, especially by tourists and foreigners who live and work in Belgrade, and are happy to visit the markets."

"A modern way of life supported by modern technological solutions has contributed to the creation of new habits and expectations of our clients, who, among other things, want to make their purchase everywhere simply, by cashless payment using cards or mobile phones. With about 1.5 million payment cards issued, Banca Intesa is a leader in the domestic card market, so we considered ourselves responsible to take part in this strategically important project of digitalization of markets, which will undoubtedly support further overall improvement of comfort and user experience of citizens in our country.", said **Zeljko Petrovic, Deputy Head of Retail, Banca Intesa.**

"I am glad that Mastercard is the chosen partner of the public and private sector that ensures that every payment with a physical payment card or mobile wallet is secure, simple and fast, just as citizens expect, and I am convinced that the benefits of non-cash payments will soon be felt. markets, that is, card acceptance will become a standard option in markets in Belgrade and throughout Serbia.", said **Jelena Ristic, Director for Markets of Serbia, Montenegro and Bosnia and Herzegovina at Mastercard.**

All tenants who have agreed to be part of the pilot project "digitalization of markets", for the next 12 months will be exempt from all costs related to the use of POS terminals, and project partners have provided additional benefits - each month, 5 retailers who have the largest number of cashless payments will be exempt from paying the rent of the counter next month.