

By opening a new branch office, Banca Intesa presented an improved service model

A new era of banking

Belgrade, March 14, 2016 – In accordance with the new standards of Intesa Sanpaolo Group, which follow the latest world trends, Banca Intesa opened a new branch office at 36b Jurija Gagarina Street in New Belgrade. In the exclusive branch office, Bank's clients will be able to experience an entirely different kind of banking services.

In 520sqm, there is a much more comfortable area for conducting all transactions, furnished to resemble a living room in which clients can drink coffee and use free WiFi. For the first time on the Serbian market, sitting cash desks are introduced for even greater comfort and better communication, as well as a digital info corner, where clients will be able to learn more about e-banking services with help from professional staff, and that way save more time. In that corner, users can expect the Online demo app, Intesa Mobi app for testing and training, as well as an internet browser that enables them to surf the Internet.

A special part of the branch office will be intended for counselling services for natural persons, entrepreneurs and small enterprises. The working hours of the new branch office will be from 8 am to 8 pm on workdays, and from 9 am to 2 pm on Saturdays. Clients also have the 24h Zone at their disposal – a separate space in the entrance area of the branch office, which contains ATMs and information terminals intended for natural persons and legal entities to pay bills, check the account balance and print bank statements.

Improving user experience and modernizing branch offices are part of the business strategy of Banca Intesa, based on which the Bank intends to fulfil the needs of clients as much as possible, and to provide a different and better user experience.

Banca Intesa has been the leader on the Serbian market for nine years. Measured by the key indicators of business success, it has the most developed network of POS terminals and ATMs, as well as a business network containing more than 170 branch offices in Serbia.

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Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.67 million clients, natural and legal entities. With net balance sheet amount of over 4.3 billion euros, total deposits of 2.8 billion euros and total placements of 2.3 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 170 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of over 3,000 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.