

*MEDIA ANNOUNCEMENT*

***Banca Intesa Improved its Electronic Banking Offer***

**Financial Transactions without Going to the Bank**

**Belgrade (6<sup>th</sup> October)** – Being responsive to the needs of clients to save their free time and their money as much as possible, Banca Intesa has improved its existing offer of electronic services and has introduced the unique Intesa Mobi service. We are dealing with an innovative service on the Serbian market owing to which clients can, starting from now, perform financial transactions such as: paying monthly and other bills, checking the balance and transfer regarding all accounts and credit cards, checking the exchange rate list and performing exchange operations, checking the date of expiry of current account overdraft etc. also via their mobile phone. It is possible to submit the request for using the Intesa Mobi service in any branch of Banca Intesa and the only condition clients are to fulfil, apart from the open current account, is to own a mobile phone. During the promotion period, until the end of the current year, the use of the Intesa Mobi service will be free, and after this period the monthly fee will amount to 50 dinars and will be charged through the current account.

Online and telephone banking services, SMS standing order, SMS notification as well as sending monthly credit card statements to the email addresses of users are at the disposal of the clients who prefer other channels of communication.

The number of active users of internet banking services in the individuals segment in Banca Intesa is constantly on the rise and is at over 70,000 at the moment, and over 1.2 million calls have been processed with the aid of the telephone banking service during last year only. Apart from this, over 830,000 clients are using the SMS banking services. In the legal entities segment over 6 million e-banking transactions in the value greater than 785 billion dinars have been performed in the first half of the year.

“By continuously surveying the needs and requests of clients, Banca Intesa is constantly improving its products and services in an effort to apply the most up-to-date trends in banking to the Serbian market. Bearing in mind that in Serbia, as well

as in the developed countries, a rise in the need of clients to perform banking transactions without going to the bank has been perceived, and bearing in mind the data of the Statistical Office of the Republic of Serbia, according to which the number of internet users in Serbia has increased by 25 percent in 2010, the development of alternative electronic banking channels is one of the strategic priorities of Banca Intesa“, stated Miloš Nedeljković, Head of the Payment Cards and Direct Channels Department of Banca Intesa.