

PRESS RELEASE

Prestigious financial magazine Euromoney presented traditional awards

Banca Intesa – The Bank of the Year in Serbia

Beograd (July 9th) - Euromoney, world's leading newspaper for finances and banking proclaimed Banca Intesa Beograd, at its annual reception Awards for Excellence "The Best Bank in Serbia" in 2009. This prestigious award is presented based on the business results but also on general impression on the quality of services, professional and innovative corporate approach.

„I am proud for Banca Intesa being presented this prestigious award for the first time, the importance of which is bigger if we have in mind the changed business ambience which marked the previous year. As Serbia's leading bank, Banca Intesa adapted very quickly to new conditions on the market, dictated by the world economic crisis, choosing a strategy to put all its potential at disposal of its clients in order to overcome the difficulties as easy as possible. „The Excellence Award“ is another evidence that we have chosen the right path, but it also confirms our long-term determination to be professional and dedicated to the maximum in achieving the set goals and dealing with every business challenge“, Banca Intesa CEO Draginja Đurić, who received the award in London on behalf of the bank.

For the third consecutive year. Banca Intesa is a leading bank on the Serbian market per banking results. With the balance sum of 3.4n billion euros, total deposits in amount of 1.75 billion euros and total placement of over 2 billion euros, Banca Intesa tops the list of the strongest banks in Serbia. From the beginning of the economic crisis, Banca Intesa was among the first to join the state program of subsidised loans, granting as much as one third of the total number of loans granted through this program.

Banca Intesa is a member of Intesa Sanpaolo, which is among the top banking groups in the Euro zone and the leading player in Italy in the retail, corporate and wealth management business areas. Thanks to a well-spread network of 5,900 branches it offers a wide range of services to about 11.3 million customers in Italy. Intesa Sanpaolo's international activities are focused in Central-Eastern Europe and

in the Mediterranean basin, where it operates in 13 countries through retail and commercial banks with approximately 1,850 branches and 8.5 million customers. Moreover, an international network is present in 34 countries to support corporate customers.

Euromoney „Excellence Award“ is traditionally presented since 1992. Every year, an expert jury analyses in detail the banks' and insurance companies' in nearly 100 world countries. Common denominator of all awards presented to the most successful institutions is a strong managing vision, innovation and specific features which make them recognisable on the market.