

PRESS RELEASE

Knowledge quiz in Savings Week

Win an investment unit with Banca Intesa

Belgrade, 10.11.2020. – On the occasion of the Savings Week, which is traditionally celebrated in the first week of November, Banca Intesa, in cooperation with its parent group Intesa Sanpaolo and the Association of Serbian Banks, organized a knowledge quiz for visitors to the bank's online channel. The best and fastest participants had the opportunity to win unique prizes - individual vouchers of investment units worth 3,000 dinars each.

In addition to the fun, the online competition also had an educational character in order to raise awareness about the importance of saving and investment opportunities. The quiz lasted for three days on Banca Intesa social networks, where for the first 10 competitors who were the fastest and who achieved the largest number of correct answers, prizes were prepared - energy-saving light bulbs. The best three competitors, winners of daily quizzes, were awarded vouchers of investment units worth 3,000 dinars each, which was awarded by the investment fund management company - Intesa Invest, for their demonstrated knowledge in the field of finance. The winners have two investment models at their disposal - Intesa Invest Cash Dinar and Intesa Invest Comfort Euro, for which they can excel. The Banca Intesa initiative met with a great response from social network users who showed enviable financial literacy. The online quiz also confirmed the great interest of clients to invest their free funds in alternative forms of savings in order to achieve a stable profit with minimal risks.

The European Money Quiz, as a project within the European Money Week, has been organized since 2018 by the European Banking Federation and its members, from about thirty European countries. In the same year, the Association of Serbian Banks, with the support of the Ministry of Education, Science and Technological Development, enabled the realization of this project in Serbia.

* * *

Banca Intesa ad Beograd, a member of **INTESA  SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.36 million clients, natural persons and legal entities. With a net balance sum of EUR 6.0 billion, EUR 4.4 billion in total deposits and EUR 3.7 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization and a developed network of 155 branch offices across Serbia, as well as its constant commitment to the needs of households and the economy, innovative products and top-quality service, the bank is recording stable results in all segments of operation.

Intesa Invest ad Belgrade is an investment fund management company established as a closed joint stock company that performs the activities of organizing and managing open-end investment funds, establishing and managing closed-end investment funds, as well as managing private investment funds. The Company's mission is to constantly generate value for investors, anticipate their needs and create investment products and alternative forms of investment that will best meet their needs and expectations, with reduced investment risk, lower investment costs, professional asset management and investment liquidity.