

PRESS RELEASE

Results in Saving Week

Belgrade (8 November 2007) - In the course of Saving Week, from 31 October to 7 November 2007, 12,500 saving accounts were opened in Banca Intesa, with total of EUR 117.2 million termed on them. The highest percentage of deposits, over 80%, were termed for a period of one year, whereas average amount of deposits placed reach approximately EUR 9,500. A part of the newly – termed savings migrated from the existing RSD and FX accounts at sight, and the other part is newly–collected saving, thus the total retail savings in Banca Intesa now amounts EUR 650 million.

In the previous week Banca Intesa generated savings growth above its expectations, which is best proved by the fact that average number of opened saving accounts within one week ranges between 1,000 and 1,500 and the average amount of savings collected within one week reaches approximately EUR 5 million.

Commenting on the exceptional results achieved by Banca Intesa in the savings segment in the previous seven days, Mr Dejan Tešić, the EB member of Banca Intesa said: "On the occasion of the Savings Day, the National Bank of Serbia made a decision to reduce the rate of mandatory bank reserves on RSD and FX retail savings in the first week of November, that within this period created further opportunity to offer considerably more attractive interest rates of 9% for all EUR deposits termed for the period of at least one year. In case the NBS approves special stimulants in terms of decrease or total abolition of mandatory reserves on retail deposits in future as well, it would automatically enable business banks permanent enhancement of savings conditions. Also, on the occasion of the Saving holiday, Banca Intesa launched a campaign "Save, life is full of surprises" in order to divert the citizens' attention to the fact that it is a good idea to give up on a part of one's present income for the sake of saving, not only for one's personal safety, but also because of the possibility to take up future good opportunities through one's saving".

Let's remember, on the occasion of World's Saving Day, last year Banca Intesa offered stimulating interest rates that varied depending on the deposit amount and terming period from 3 to 6 %. This campaign lasted one month, from 1 November to 30 November 2006 and within this period total of EUR 59.5 million was termed.

From 8 November 2007, the previous interest rates will become effective again, but the campaign "Savings plus insurance" will continue until the end of the year, during which with every termed deposit higher than EUR 1,000 citizens will receive free household insurance or liability insurance, according to their preference.