

PRESS RELEASE

A trip to Disneyland Paris for Banca Intesa Mastercard® credit card holders

Winners of competition “My Trip to Disneyland” awarded

Belgrade, November 09, 2016 – Banca Intesa has declared the winners of the competition “My Trip to Disneyland” who have been awarded with a weekend trip to Disneyland Paris for two adults and two children of up to 14 years of age, as well as with 18 vouchers worth 10, 15 and 20 thousand dinars to buy Disney products in Dexy Co Kids shops.

The prize competition was opened for all holders of Banca Intesa Mastercard® credit cards who by means of the card paid a bill worth at least RSD 4,000 in any outlet in the country in period from September 23 throughout October 25, 2016 and posted a video on the topic “My Trip to Disneyland” at the following website www.carolijapretponocnogbala.rs

More than 100 applications were submitted to the competition and a three-member jury consisting of an actress Borka Tomović, Mastercard Sales Director for Serbia, Montenegro and Bosnia and Herzegovina Jelena Ristić and Banca Intesa Head of the PR and CSR Office and the acting head of the PR and Marketing Communications Department Rajka Šinik Vulić selected the winners by applying the criteria of originality and creativity of video materials.

Winners of the main prize are Aleksandar Radosavljević i Nina Andrejević, who will enjoy the trip with their families from December 9 to December 11, 2016 that includes accommodation in Disney New York Hotel, vouchers for purchase in shops within the Disneyland Park, presence at the *Magic Before Midnight Ball* and ball costumes for children.

Disneyland Complex in Paris is one of the leading tourist attractions in Europe, spreading on 2,000 hectares and consisting of Disneyland Park, Walt Disney Studio Park and Disney Village encompassing hotels, shops and restaurants. The Park is divided into thematic zones – *Adventureland*, *Frontierland*, *Fantasyland* and *Discoverland*, each of which including their own restaurants and shops.

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is achieving considerable growth in all business areas, developing its business activities in retail and small business operations, corporate banking and local self-government operations

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