

**PRESS RELEASE**

*Paralympic Committee of Serbia awards special recognition to Banca Intesa*

**The largest corporate donor to Paralympic sport**

**Belgrade, March 30, 2016** – Banca Intesa has received a special recognition from the Paralympic Committee of Serbia for contributing to the development and popularization of Paralympic sports in our country.

According to the Paralympic Committee of Serbia, owing to the Banca Intesa Visa Classic Paralympic donor program, the bank has provided significant financial support to the Committee and its foundation, thus becoming the largest corporate donor to Paralympic sport in Serbia. The funds donated by Banca Intesa and its clients have been a crucial contribution to the operational sustainability of the Paralympic Committee of Serbia, which is a unique example among sports organizations, not only in the country, but also abroad.

“We are honoured that we have created a stable and independent mechanism of financing Paralympic sport in Serbia by launching the Visa Classic Paralympic donor program and to improve the position of our top athletes with disabilities, but also to raise awareness of citizens about their achievements and needs. That is supported by the fact that Banca Intesa supporting the work of the Paralympic Committee of Serbia with over RSD 21 million so far by renouncing part of fees for memberships and transactions conducted by Visa Paralympic cards. I am especially happy that we helped these great athletes, fearless fighters in life and in sport, achieve great results and show us that willpower and hard work can overcome any obstacle”, said Darko Popović, Member of the Executive Board and Head of Retail Division at Banca Intesa at a ceremony at the Belgrade City Assembly.

In order to provide long-term contribution to the development of Paralympic sport in the country, Banca Intesa introduced the Visa Classic Paralympic credit card on the market in 2008, which is the first donor card in Serbia. The bank renounces 30% of fees for monthly memberships and 0.45% of each transaction conducted by the Visa Classic Paralympic card in the country and abroad, and deposits the funds in the account of the foundation of the Paralympic Committee of Serbia, which uses it to finance athletes with disabilities.

By confirming its strategic partnership with the Paralympic Committee of Serbia, Banca Intesa plans to encourage as many citizens as possible through additional activities to join the bank in promoting Paralympic sport ahead of the upcoming Paralympic Games in Rio de Janeiro, contribute and help Serbian Paralympic athletes to continue achieving top results.

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**Banca Intesa ad Beograd**, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.55 million clients, natural and legal entities. With net assets of over 4.3 billion euros, total deposits of 2.7 billion euros and total loans of 2.3 billion euros, Banca Intesa Belgrade is leading the list of the most successful banks in Serbia. Owing to a developed business network of around 170 branches across Serbia, the most developed network of ATMs and POS terminals and a professional team of about 3,000 employees, the bank is



*achieving considerable growth in all business segments while developing its business activities in retail and small business operations, corporate banking and local self-government operations.*