

**PRESS RELEASE**

*Euromoney magazine grants traditional Awards for Excellence*

**Banca Intesa the best in Serbia**

**Belgrade, July 7, 2017** – Renowned international financial magazine Euromoney granted Banca Intesa the Best Bank in Serbia 2017 award as part of its traditional Awards for Excellence contest.

This prominent award is granted based on a series of quantitative and qualitative parameters of operation, including market shares in total loans and deposits, market capitalization, asset quality, as well as capability to adapt to changes in market conditions and customer expectations. According to the editorial team, Banca Intesa stood out not only in the area of key performance indicators, but also in terms of a pro-active approach to innovation through continuous improvement of digital platforms and the launch of unique products in the Serbian market.


“We are very proud that Euromoney has recognized standards of excellence in banking in Banca Intesa’s operations for the fifth year now. In an environment of low interest rates, complex regulatory demands and intense competition, we have achieved excellent results and confirmed our leading market position, offering dynamic support to the economy and citizens. Our focus on their needs, together with the preservation the stability of the system and the adaptation of our business model through the continuation of digital transformation will be the main drivers of our further growth and improvements in our business,” stated Draginja Đurić, president of the Executive Board of Banca Intesa.

Banca Intesa, a member of international banking group Intesa Sanpaolo, holds the leading position in the market of Serbia, as measured by key performance indicators – total assets, capital, loans and customer deposits. The bank serves 1.43 million customers in the retail, entrepreneur, SME, large corporate and local government segments, with a network of 165 branches strategically located across the country.

The Euromoney Awards for Excellence, now in its 26<sup>th</sup> consecutive year, are awarded to financial institutions which provide the highest levels of service, innovation and expertise to their customers.

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*Banca Intesa ad Beograd, a member of **INTESA**  **SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.43 million customers, natural persons and legal entities. With a net balance sum of EUR 4.6 billion, EUR 3.1 billion in total deposits and EUR 2.4 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a developed business network comprised of 165 branches all over Serbia, the most developed network of ATMs and POS terminals, as well as a professional team of around 3,000 employees, the Bank achieves stable results in all areas of business by developing activities in the retail, corporate and local government sectors.*