

PRESS RELEASE

Conveniences for new users of mc² MasterCard® during the Belgrade Design Week

Belgrade (8 May 2008) – Banca Intesa MasterCard mc², payment card with unique design and functionality, will be promoted during the Belgrade Design Week, Advertising and Branding supported by Banca Intesa and MasterCard.

All those who apply for the issuance of this payment card during the Belgrade Design Week, from 8 -11 May, will be exempted from paying membership fee during its whole validity period.

Banca Intesa MasterCard mc² enables flexible payment in installments with only 5% debt settling of the consumption from the previous month, whereas to the remaining debt interest of 2% for RSD consumption i.e. 1.2% for FX consumption is calculated. At over 500 points of sale across Serbia that have an agreed business cooperation with Banca Intesa, it is possible to pay in 3 -12 installments without interest, whereas in the supermarket chains Maxi, Pekabeta and C market this card enables deferred payment of up to 100 days without interest.

Banca Intesa MasterCard mc² credit card has installed chip technology which provides maximum security of electronic transactions as well as simpler and faster means of payment. Applications for the issuance of this card may be submitted at any of the 225 branches of Banca Intesa in Serbia.

“Banca Intesa is the leading bank in the area of payment card operations on our market, in both business and technological sense. In the last 6 years over 6 million payment cards were issued, whereof most of them were from MasterCard programme. We expect the Banca Intesa MasterCard mc² to be as equally popular as the cards from the standard MasterCard programme, and especially favoured by people who are fond of contemporary design and wish to be different”, said Mr Dejan Tešić, the EB member of Banca Intesa.

“Apart from following the leading global trends in the design of payment cards, MasterCard mc² has characteristics of standard MasterCard cards, including the most up-to-date chip technology, that provides maximum security of transactions”, said Mr Manuel Alex, Vice President of MasterCard company for the Balkans.