

## PUBLIC ANNOUNCEMENT

Banca Intesa has improved its offer of investment loans for entrepreneurs

### Incentive to the New Investment Cycle

**Belgrade (12th May)**– The demand of entrepreneurs for investment loans is 15 percent higher in the first quarter of 2010 compared to the same period last year, which points to a gradual normalization of market conditions. Following the market trends and being responsive to client needs, Banca Intesa has introduced new models and has improved its current offer of investment loans. The Bank has lowered interest rates for loans from its own portfolio, signed the contract with the European Fund for Southeast Europe (EFSE) and in this way has provided new sources of financing, but has also continued with its active participation in the subsidized loans state programme.

Investment loans of Banca Intesa are intended for development and investment projects financing or the refinancing of other loans or obligations, the procurement of durable working assets. Also, in this way it is possible to finance the purchase or refurbishment of business premises, equipment procurement, expanding of capacities, as well as securing the fixed assets or durable working assets. Depending on the model and purpose, investment loans are approved in the amount of up to 500,000 euros, with the term of repayment of up to 10 years and the effective interest rate of 5.24 percent.

“The stabilization of corporate activities noted at the beginning of 2010 and a consequential increase in interest for investment loans give us reasons to believe that the Serbian economy is on the way of overcoming recession. Considering that the small and middle enterprises sector employs between 65 and 70 percent of the total number of employed persons in our country, I expect that the new investment cycles in the entrepreneurial sector will certainly affect the entire economy, and therefore the quality of life of your citizens”, Danijela Tomašević, Head of Retail Sales Management Department of Banca Intesa stated.

By using the expertise of the Parent group Intesa Sanpaolo, which has a rich experience in the cooperation with the small and medium enterprises sector, which is one of the main starters of the entire economy in Italy, Banca Intesa has, on its arrival on the Serbian market strived to develop its offer to entrepreneurs in the spirit of strengthening the entire economy. Apart from that, the strategic orientation of the Bank to encourage and invest in the development of the entrepreneurial spirit has resulted in its positioning among the leading banks on the Serbian market in the small business segment.

Banca Intesa was given confidence by around 80,000 clients from the small and medium enterprises and small business segment, to whom throughout 2009 1.1 billion euros was placed, out of which 225 million euros was with subsidized interest rates. The Bank has continued to support this strategically significant segment of the economy in this year as well, with a total sum of around 200 million euros realized in the first four months of 2010.