

PRESS RELEASE

Banca Intesa launched the third annual Intesa Farmer contest at the 82nd International Agricultural Fair in Novi Sad

Visit to EXPO Milan 2015 and monetary prizes to the best farmers

Novi Sad, May 13, 2015 - Banca Intesa launched the third annual contest Intesa Farmer, the competition for the best agricultural producers in the following categories: vegetable growing, crop farming, fruit growing and cattle breeding, within its presentation at the 82nd International Agricultural Fair in Novi Sad. The most successful contestants are to win the trip to the international exhibition EXPO Milan 2015, dedicated to innovations and sustainable food production, and RSD 100,000 gift-vouchers for the purchase of fodder or raw materials at partner companies.

“In 2013, Banca Intesa established Intesa Farmer contest in order to award renowned individuals, and in the broad sense, to promote the importance of agriculture as strategically significant branch of the national economy. Agricultural production, food production in particular, has become one of the biggest challenges of the mankind nowadays. Having recognized the gravity of this problem, Banca Intesa’s parent group, Intesa Sanpaolo, became the official global partner of international exhibition EXPO Milan 2015. Being the member of Intesa Sanpaolo Group, we have an opportunity to bring the state-of-the-art world technologies and sustainable food production practices closer to the best agricultural producers in our country,” the member of Banca Intesa’s Executive Board and the Manager of Retail and Small Business Division Darko Popović said.

All registered agricultural producers who are the clients of Banca Intesa are eligible to take part in the contest, which is open from May 14 to June 30. Applications can be submitted in any of the bank’s branches across the country or via the bank’s website www.bancaintesa.rs.

The winners will be announced in September, 2015 based on the assessment of the expert jury composed of Prof. PhD Miladin M. Ševarlić, Chairman of the Serbian Association of Agricultural Economists, Uroš Davidović, editor of “Dobra zemlja” TV show, Predrag Milenović, Head of Small business Department at Banca Intesa Beograd, Đorđe Radulović, Head of Agriculture Office Banca Intesa, Dragan Cvetičanin, loan specialist at Agriculture Office Banca Intesa, and Vojislav Živanović, Banca Intesa’s Marketing Expert.

General criteria for Intesa Farmer competition are: annual results recorded through agricultural production, the possession of facilities for storing, the number of household members included in production process and established cooperation with the Bank. Also, in Intesa Crop Farmer category, extra criterion comprises that the farmer should use modern

and energy efficient machinery whereas Intesa Fruit Grower should possess an implemented irrigation system, protection against hail and certified seedlings. Special criterion established in Intesa Vegetable Grower category is the possibility to establish production in closed space which requires the possession of greenhouses or folium production. Extra criterion for Intesa Cattle Breeder involves growing purebred livestock.

Apart from presenting the new round of Intesa Farmer contest, Banca Intesa promoted at the 2015 International Agricultural Fair in Novi Sad the current offer intended for registered agricultural estates that involves loans with subsidized interest rates, loans from loan facilities granted by the European Fund for Southeast Europe (EFSE) and the German Development Bank (KfW), as well as loan products developed in cooperation with the Guarantee Fund of the AP Vojvodina and local governments.

Strategically committed to providing active loan support to agricultural producers by helping them utilize their full potential, increase competitiveness and modernize production, Banca Intesa has approved so far more than 29,000 loans worth over EUR 152 million to the registered agricultural estates. During first four months of the year, the bank disbursed approx. 2,400 loans in the amount of around EUR 8.5 million in total, which makes a 16% increase in the number and over 13% in the amount of loans year-on-year. As the result, Banca Intesa has increased its market share in agriculture category from 10.8% to 11.4% since early 2015.

In addition, the bank has approved over 65,150 loans worth EUR 264 million in total to its large companies, small and medium-sized enterprises and small business clients dealing with agricultural production and food industry branches. In Q1, the bank allocated over 200 loans totaling around EUR 13.5 million.

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Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.62 million clients, natural and legal entities. With net balance sheet amount of over 4 billion euros, total deposits of 2.5 billion euros and total placements of 2.3 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 178 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of 3,000 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in five directions: retail and small business operations, corporate banking, local self-government and investment banking.