



PRESS RELEASE

Banca Intesa issues a jubilee Visa card, organizes exhibition

One millionth Visa card in Banca Intesa's portfolio

Belgrade, January 14, 2016. – Banca Intesa has issued its one millionth Visa payment card since the start of its cooperation with company Visa. This jubilee was marked with the exhibition of all Visa cards in the bank's portfolio within which the holder of the millionth card, Mrs Jasmina Mišić, was presented with a trip to Milan for two people.

Banca Intesa has a total of 10 types of Visa payment cards in its portfolio, including credit cards Visa Classic and Visa Gold, debit cards Visa Internet, Visa Electron and Visa Inspire, as well as Visa Classic Paralympic, the first charity payment card in the market made with the goal of creating a stable mechanism for financing Paralympic sports in the country.

As the leading bank in the domestic market and leader in the card segment and use of advanced technologies, Banca Intesa, in cooperation with company Visa, has brought many innovations in the Serbian market, such as payment cards with chip technology, the service of payments via mobile phones based on the modern Host Card Emulation (HCE) architecture, as well as the possibility of paying in interest-free instalments by using cards.

Banca Intesa is the leading bank in Serbia's card market with over 1.4 million payment cards issued. In the total number of cards issued, this bank has the market share of 18% and a 23% share in the number of transactions in the country, as well as a 25% share in the total turnover. Also, the bank has a 23% share in the number of transactions abroad and a 33% share in their total turnover.

Visa cards comprise 75% of the total number of payment cards in Banca Intesa's portfolio. In 2015, Visa cards participated in 75% of the total number of transactions with Banca Intesa cards in the country and in 77% of the total turnover.

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