

PRESS RELEASE

Banca Intesa started a big prize game for its payment card holders

WITH THE RIGHT CARDS, THERE ARE NO WRONG PRIZES!

Belgrade, December 17, 2013 – Banca Intesa started a prize game named 'With the right cards, there are no wrong prizes', within which it will award 124 of holders of its Visa, MasterCard, American Express and DINA payment cards for natural entities with monetary prizes of 1,000,000, 200,000, 50,000 or 10,000 dinars.

The prize game lasts until January 8, 2014. All the Banca Intesa clients who make purchases worth 1,000 dinars and more with these cards on POS terminals in the country and on online points of sale of domestic vendors are eligible to participate in the prize game. Money withdrawals on ATMs in the country and abroad, as well as purchases on points of sale outside of Serbia will not be included in the prize game.

The main prize, gift payment card with a limit of 1 million dinars, will be handed to one winner, while Banca Intesa will award 3 holders of its payment cards for natural entities with cards with the amount of 200,000 dinars. Also, the prize game includes drawing 30 winners of gift payment cards with a limit of 50,000 dinars, while 90 clients of the Bank will get payment cards with the limit of 10,000 dinars.

Drawing of awards will be done in the Bank's offices on three occasions, on December 25 and 30 this year, while the last round, where the main prize winner will be drawn, is scheduled for January 10, 2014. Over 1,300,000 Banca Intesa payment cards for natural entities will participate in the prize game 'With the right cards, there are no wrong prizes'.

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Banca Intesa ad Belgrade, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.66 million clients, natural and legal entities. With net balance sheet amount of nearly 4 billion euros, total deposits of 2.5 billion euros and total placements of 2.5 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 191 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of over 3,000 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in four directions: retail and small business operations, corporate banking, local self-government and investment banking