

PRESS RELEASE

Banca Intesa awards holders of its Visa payment cards

“Step into the world of Frendi gifts”


Belgrade, December 19, 2014 – Ahead of the upcoming holidays, Banca Intesa started a campaign named 'Step into the world of Frendi gifts' so as to award the holders of its Visa debit and credit payment cards for natural entities.

The bank will give a gift for each payment in the amount of 3,500 dinars and more, made by December 27 using Banca Intesa Visa payment cards on points of sale in the country. The promotion does not include payments made abroad, online purchases and ATM transactions.

Gift take-over can be done every Friday and Saturday during the promotional period in shopping malls in Belgrade (TC Ušće), Novi Sad (TC Big), Niš (TC Forum) and Kragujevac (TC Plaza), and it is necessary to show the confirmation on payment realised with a card (slip) and the card used for the transaction.

Transactions cannot be added together for achieving the amount necessary to get the gifts, and the promotion lasts until the stocks are spent, or until December 27, 2014, at the latest.

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*Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner to 1.73 million clients, natural and legal entities. With net balance sheet amount of over 4 billion euros, total deposits of 2.4 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 179 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.*