

PRESS RELEASE

Banca Intesa recipient of “My Choice 2014” award

Award for investing in charity projects

Belgrade, September 30, 2014 – Banca Intesa has won its second “My Choice 2014” prize for corporate responsibility, awarded by non-profit, non-governmental civil society organization “My Serbia”. This time, the Bank received the award in investment in charity projects category.

Expert jury, comprising representatives of renowned local organizations and associations, have awarded Banca Intesa for its series of charity activities carried out to provide aid to citizens from flood-affected regions and to support the flood damage repair. Moreover, the bank has won the award for other projects it carried out to help affected low income citizens in the past 12 months.

Banca Intesa has donated 29.8 million dinars in various ways for repair of the flood damage. Right after this natural disaster emerged, the Bank paid 7 million dinars in the donation account of the Government of the Republic of Serbia. Moreover, via Red Cross Serbia, the Bank donated 5 million dinars worth of goods to municipalities struck by the flood. Initially, the bank donated 3 million dinars aid to its employees from flooded areas who were forced to leave their homes. Also, in order to make collection of contributions possible, a donation account was opened in which employees were able to donate funds. Owing to a joint 4.25 million dinar donation from the Bank and its employees, expenses of the employees’ homes reconstruction were recovered in full. Moreover, Banca Intesa and the MasterCard Company carried out in July “Be Part of a Good Deed” campaign, within which the two companies donated 10 dinars aid for flood affected families for every payment made with Banca Intesa Maestro and MasterCard payment cards. The total amount of donated funds hit 10.55 million dinars.

Apart from investing in charity initiatives in order to raise aid for flood victims, expert jury of “My Choice” award took into consideration the fact that Banca Intesa had implemented in the past 12 months its traditional New Year presents collection campaign for children without parental care and children with special needs “Wrap a Gift and Make a Child Smile”, and donated humanitarian aid packages to users of pensioners’ clubs in Novi Sad, Kragujevac and Kamenica in November, 2013.

Since 20013, “My Choice” award has been awarded by “My Serbia” association, under the auspices of the City of Belgrade, and with support of the Belgrade Chamber of Commerce and the Office of a Deputy Speaker of the National Assembly of the Republic of Serbia.