

PRESS RELEASE

Banca Intesa further improves its offer by introducing the most prestigious service model so far

Intesa MAGNIFICA – personalized service of the highest standard

Belgrade (October 20) – In an effort to further reinforce its leadership position in the market and award and validate its clients' confidence through continuous introduction of innovative products and services and improvement of standards, Banca Intesa has created a unique concept of VIP client services called Intesa MAGNIFICA. Thanks to its personalized approach, the bank's most prestigious set of products and services so far will provide Banca Intesa clients with a personalized service in all branches all over Serbia with always available assistance in all financial matters, dedicated cash-management service, a set of specially designed banking products, attractive commercial terms and maximum time saving service. In 20 selected branches a dedicated personal consultant will welcome the Intesa Magnifica customers in a discrete separate office.

Every member of the Intesa MAGNIFICA service will get a dedicated current account, the American Express Gold credit card with a 50% discount on annual membership and a special Intesa MAGNIFICA credit line. The Intesa MAGNIFICA current account comes with a comprehensive set of banking products and services including a Visa Electron debit card, a current account overdraft, a wallet insurance policy, the most favourable exchange rates offered by the bank and Intesa Mobi and Intesa On-line services with special conditions.

Apart from banking advice, personal consultants will provide users of the Intesa MAGNIFICA package with necessary assistance in insurance, asset management, leasing and authorized broker services. Also, the consultants will offer advice and expertise to the clients wishing to invest money in buying investment units of Eurizon Balanced Fund managed by Eurizon Capital, a member of Intesa Sanpaolo Group, which is one of the biggest European asset management companies.

“The Intesa MAGNIFICA comprehensive set of financial products and services is a result of Banca Intesa's dedication to constantly improve its offer, upgrade standards and listen intently to its client needs“, says Riccardo Parasporo, a member of Banca Intesa's Executive Board and Head of Retail Division. “This modern, personalized concept of the highest quality products and services aims to fully meet the requests of clients who have the highest financial standing, but also the most complex needs“, Parasporo adds.