

Banca Intesa wins My Choice award for corporate social responsibility

Recognition for The Place I Love project

Belgrade, September 24, 2012 – For a third year in a row, Banca Intesa won the My Choice (Moj Izbor) award granted by citizen association My Serbia (Moja Srbija), in cooperation with the Belgrade Chamber of Commerce. The recognition for corporate social responsibility was awarded to the Place I Love project in the category of cultural heritage preservation.

“We are proud of the fact that despite difficult business conditions and adverse economic trends Banca Intesa continued to strengthen its commitment to corporate social responsibility by launching such an extensive and significant project as The Place I Love. The recognition we received is a confirmation of the great success and importance of this unique project for the preservation of Serbia’s cultural and historical heritage, but also of our overall contribution to community and our active investment in positive values of society”, said Marco Capellini, Deputy Chairman of Banca Intesa Executive Board, who received the award on behalf of the Bank.

The Place I Love project was launched with the aim of creating a list of sites that hold special sentimental value for the citizens of Serbia, restoring at least three sites selected by popular vote, and reminding the public of Serbia’s rich cultural and historical heritage and of the need to preserve it. After citizens nominated 1,290 sites for reconstruction, an expert committee made a list of 10 final nominees, from among which three winners were chosen. Around 200,220 votes decided that 30 million dinars will be donated for the reconstruction of Belgrade Gate at Petrovaradin, Town Ramparts in Novi Pazar and the Remains of the National Library at Kosancicev Venac in Belgrade.

The My Choice award has been handed since 2010 for most favorite brands and products. The award for corporate social responsibility was established in 2012. The previous two years, Banca Intesa won My Choice recognition for the most favorite brand in the category of banks and insurance companies.