

MEDIA INFORMATION

Banca Intesa has started a promotional campaign on the occasion of the new school year

Back to school

Belgrade, August 28th, 2015 – Banca Intesa has started the traditional promotional campaign ahead of the new school year in order to reward the users of MasterCard and Maestro payment cards for natural persons.

Within the prize contest called “Back to school”, Banca Intesa will award presents for each payment done via MasterCard and Maestro payment cards on points of sale in the country amounting at RSD 3,500 and more. The bank will reward payments done in the period from August 24th to September 19th this year, while purchasing online, withdrawals at ATMs in Serbia and abroad, as well as card payments outside the country will not participate in the promotional campaign.

Starting on August 28th, presents will be taken every Friday and Saturday during the campaign on promotional stands of the bank in Belgrade (Ušće and Delta City shopping malls), Novi Sad (BIG shopping mall), Kragujevac (Plaza shopping mall) and Niš (Forum shopping mall).

When taking the presents, the sales slip and the payment card used for paying need to be shown, and receipts cannot be added up in order to reach the amount needed for getting the prize. The promotion runs while supplies last, until September 19 at the latest.

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Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leader in domestic market, reliable partner for 1.64 million clients, natural and legal entities. With net balance sheet amount of over 4 billion euros, total deposits of 2.7 billion euros and total placements of 2.2 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 175 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of 3,000 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in five directions: retail and small business operations, corporate banking, local self-government and investment banking.

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MILANO 2015

Banca Intesa ad Beograd

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