

PRESS RELEASE

Banca Intesa recipient of corporate social responsibility award

My Choice 2015 to Banca Intesa

Belgrade, December 29, 2015 - Banca Intesa has received for the third consecutive time “My Choice” corporate social responsibility prize, awarded by non-profit civil association “My Serbia”, with support of the Belgrade Chamber of Commerce and the City of Belgrade. This time, Banca Intesa won the award in local community development category, after being granted awards for investing in humanitarian projects and awards for activities conducted with the aim to preserve our cultural heritage.

An expert jury consisted of representatives of renowned Serbian organizations and institutions awarded the bank the prize for its contribution to local community development that included 3,400 hours of volunteer activities realized within a more comprehensive corporate volunteering programme “Intesa from the Heart”, as well as the bank’s RSD 23 million financial support to health, social and educational institutions, as well as non-profit and humanitarian organizations, all carried out throughout 2015.

“Being the leading bank on the Serbian market, we do realize we have extra responsibility to take tackle requirements of the society with special attention. This award, which has a special meaning for it comes from a civil association, is the confirmation of the bank’s continual efforts to take an active part in the life of the community and help resolving its problems,” said Rajka Šinik Vulić, Head of PR and CSR of Banca Intesa.

Throughout 2015, within its corporate volunteering programme “Intesa from the Heart”, the bank carried out a number of activities in which reconstruction of retirement homes in four cities in Serbia, preparing nearly 1,000 New Year’s gifts for children without parental care and kids with disabilities, as well as participation in “Our Belgrade 2015” volunteering campaign single out. Also, the bank employees shared their finances and management knowledge with women entrepreneurs across the country as part of the Women in Business programme of support for the development of female entrepreneurship in Serbia, carried out in cooperation with the EBRD.

Since 2011, civil association “My Serbia” has been awarding “My Choice” social responsibility prizes aimed at encouraging economic entities doing business in Serbia to invest in the environment protection, development of the community they are operating in, as well as to continually contribute to the improvement of lives of their employees, their families and the society in general.

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deposits of 2.7 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 170 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 retail and small business operations, corporate banking and local self-government operations.