

PRESS RELEASE

Banca Intesa selected the winners of the third student contest 'Prove yourself 100%!'

The best student loyalty program chosen

Belgrade, July 2, 2014 – Banca Intesa has declared the winners of the 3rd student contest 'Prove yourself 100%!', contest in creating projects from the field of customer satisfaction management, which is being realized in cooperation with parent Intesa Sanpaolo Group.

Bojana Bobar, student at the Faculty of Sciences, University of Novi Sad, and Strahinja Lazarević, student at the Faculty of Economics in Subotica, University of Novi Sad, are authors of the best project according to the expert committee, and the main criteria for the committee were innovativeness and feasibility of project implementation.

The winning team will present Serbia on the final contest of Intesa Sanpaolo International Subsidiary Banks Division, which is taking place in Italy. For the most successful contestants on the international level, Intesa Sanpaolo has provided internship in the seat of this international banking group, or scholarship in the amount of 1,500 euros per person. Also, Banca Intesa has awarded winners of the contest in Serbia with a scholarship worth 1,000 euros per team member and paid 3-month training in the bank.

The 2nd place in the contest 'Prove yourself 100%!' was won by the project of Rada Mašić, student of business studies at the Singidunum University and Zivan Marinkovic, student at the Faculty of Economics, University of Novi Sad. Members of the 2nd-ranked team were awarded by the bank with scholarships worth 700 euros each, while the remaining eight finalists won 300 euros each for remarkable achievements in the project.

This year's 'Prove yourself 100%' contest has been announced in early February, and the HR sector and Customer Satisfaction Management Department of Banca Intesa interviewed a total of 54 students out of all the candidates that applied, and chose 12 finalists for working on projects. Contest participants competed in creating the best loyalty program, divided into six rival teams, and the expert committee comprised of representatives of management of Banca Intesa, Intesa Sanpaolo International Subsidiary Banks Division and the Universities of Belgrade, Kragujevac, Nis and Singidunum University, selected the best projects.

The goal of the student contest 'Prove yourself 100%' is to encourage creativity of students in a special way, as well as their innovative approach in creating projects in the field of improving customer satisfaction, as well as to establish an annual student prize for the remarkable ideas that contribute to promoting and developing this area of business.

At a press conference on the occasion of announcing the winner of the contest on importance of cooperation of the business and academic sector, the speakers were: Prof Dr Vladimir Bumbasirevic, Rector of the Belgrade University, Draginja Đurić, President of Executive Board of Banca Intesa, and Laurence Aliquot, Head of the Customer Satisfaction Management Department in the Intesa Sanpaolo International Subsidiary Banks Division.