

PRESS RELEASE

Banca Intesa and MasterCard launch campaign to help deal with flood consequences

Be a part of a good deed

Belgrade, July 4, 2014 - Banca Intesa and MasterCard launched the „Be a part of a good deed“ humanitarian campaign in order to contribute additionally to dealing with consequences of the devastating floods that hit our country recently. For every payment with Banca Intesa Maestro and MasterCard payment cards in the country and abroad, in the period from July 1 to 31 this year, Banca Intesa and MasterCard will donate RSD 10 as support to the families hit by the floods. It is estimated, based on an average number of transactions made with these cards in the past period, it is estimated that the total amount of Banca Intesa's and MasterCard's financial support will exceed RSD 10 million.

„Users of Banca Intesa Maestro and MasterCard payment cards, make around one million payment transactions per month. We hope that during this campaign, when their transactions have an additional, humanitarian value, also, the citizens will resort to payment cards more often than to cash and thus help us achieve or even exceed the expected amount of the donation. The cooperation of Banca Intesa and MasterCard is the latest among the initiatives that we are carrying out in order to express understanding and solidarity toward the citizens from flooded areas“, said Darko Popović, Member of Banca Intesa Executive Board and Head of the bank's Retail Division.

Banca Intesa has so far donated total of RSD 15.5 million to help the citizens of flood-hit municipalities and to contribute to dealing with flood-caused consequences. Immediately after the state of emergency was declared, the Bank transferred the amount of RSD 6 million to the specific-purpose account of the Government, donated 50,000 litres of bottled water and 4 tons of food worth RSD 5 million and it set aside RSD 3 million for assistance to its employees in flood-hit areas. Also, a special donation account was opened through which the employees of the bank have so far collected over RSD 1.5 million for support to the citizens from flood-hit areas, and, besides cancelling charging fees on donations to specific-purpose humanitarian accounts, the Bank also prepared a special set of benefits for all clients from flood-hit municipalities, whether they are natural or legal entities.

In order to provide support when it comes to dealing with consequences of floods in the Balkans, MasterCard donated around RSD 11.6 billion to the Red Cross for Serbia and Bosnia and Herzegovina. Moreover, MasterCard also enabled its employees to take part in providing support to dealing with the consequences of floods in the Balkans through its internal „Equal donations“ program, within which, for every donation amounting to \$25 or more, the company donates that same amount to the Red Cross and thus doubles the donations of its employees. Concerning the humanitarian campaign carried out in partnership

with Banca Intesa, Arthur Turemka, Master Card General Manager for the Balkan Region said: „The solidarity with others that we express in difficult situations is decisive for recovery and we believe that the initiatives that promote the solidarity spirit are precious. As a company that has operated in Serbia for years, we find it very important to to help in all ways we can. It is with that goal that, together with our long-standing partner, we launch a campaign through which, while making their everyday payments with their cards, the citizens will do good to their compatriots who need help.“

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Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.66 million clients, natural and legal entities. With net balance sheet amount of nearly 4 billion euros, total deposits of 2.5 billion euros and total placements of 2.5 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 191 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 four directions: retail and small business operations, corporate banking, local self-government and investment banking.

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments business. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, or join us in the discussion on our Cashless Pioneers Blog and subscribe for the most recent news at Engagement Bureau.