

**PRESS RELEASE**

*Banca Intesa creates special offer for students*

**Student Hit account**

**Belgrade, February 5, 2016** - Banca Intesa has created a special offer for students – Student Hit account that involves fee-free dinar and foreign exchange account opening, reception of money from the country and abroad, as well as free text messages about cash payments. Also, during the first year of the account package use, students will not be charged monthly account maintenance fee and will be able to use Visa Inspire payment card for free. Moreover, having in mind the habits and needs of young people – to conduct as many of their obligations as possible online – Student Hit account also enables the use of mobile and internet banking for free.

“Although regarded as one of the best times in life, studying at the university brings many changes and new responsibilities in the lives of young people, and it is often the first step towards financial independence. In order to support students on that path, we have created an offer that meets their everyday financial needs in a simple way. In addition, we want to encourage them to start using advanced banking services and educate them about the importance of responsible management of finances, whether they have already started to earn money themselves or are still relying on their parents’ support,” said Niksa Ilovic, Head of Banca Intesa Individuals Segment Management Department.

Visa Inspire international debit card allows Student Hit account holders to make free cash withdrawals at Banca Intesa ATMs in Serbia and ATMs belonging to Intesa Sanpaolo group in 11 countries of the region, make fee-free shopping payments in the country and abroad and safe online purchases. Also, the card can be linked to a PayPal account and used to make contactless payments at points of sale that accept payWave transactions.

Furthermore, Banca Intesa’s e-banking services – Intesa Mobi and Intesa On-line – that are available 24 hours a day, 365 days a year, offer Student Hit account holders fee-free payment of first three bills in a month, regardless of the bill amount, as well as the possibility to buy the euro at a preferential rate via EUR NET option, check the balance on their account and card. Another benefit is the option to search the location of Banca Intesa’s branch offices and ATMs.

All students from the territory of Serbia can apply for Student Hit account at Banca Intesa’s official Facebook page (<https://www.facebook.com/bancaintesa.rs/>) or at any of the bank’s branch office in Serbia.

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**Banca Intesa ad Beograd**, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.67 million clients, natural and legal entities. With net balance sheet amount of over 4.3 billion euros, total deposits of 2.8 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.