

PRESS RELEASE

Banca Intesa awarded gift cards to the luckiest participants of the prize contest 'With the right cards there are no wrong awards'

Banca Intesa awarded 4 million dinars

Belgrade, February 7, 2014 – Banca Intesa presented awards to the luckiest winners of the third, final round of the prize contest 'With the right cards there are no wrong awards', thus bringing the process of awarding all the 124 winners to a close. Winner of the main prize, gift card with a limit of 1,000,000 dinars, was announced in the last round. The winner is Vesna Neborišević Nešić from Smederevo.

Besides the main prize, Banca Intesa awarded a total of 123 gift cards within the prize contest. Three of the cards had a limit of 200,000 dinars each, 30 with 50,000 dinars each and 90 gift cards with 10,000 dinars each. Amount of the total awarding fund was 4 million dinars.

Nearly 200,000 of the Bank's clients, holders of payment cards for natural entities, took part in the contest, having made over 820,000 payment transactions. Out of the total number of transactions that were eligible for winning one of the valuable prizes, most of them (over 50%) were done in the area of Belgrade, nearly 24% in Vojvodina, about 13% in the territory of Central and Western Serbia, while 11% were from South Serbia.

The prize contest named 'With the right cards there are no wrong awards' lasted from December 13, 2013 until January 8 this year. All the holders of Banca Intesa payment cards for natural entities, who made payment transactions in the amount of 1,000 dinars or over, at any point of sale in the country, had the right to participate. Withdrawing money at ATMs in the country and abroad, as well as paying at POS terminals outside of Serbia, was not included in the contest.

The prize contest was developed within Intesa Frendi program of discounts and benefits that Banca Intesa continually expands and puts at disposal of its payment card holders. Some of the best-known benefits available within this program are the possibility of contactless payments in up to 12 monthly instalments at over 4,500 points of sale across the country, as well as interest-free deferred payment for up to 40 days in all the stores in the country.

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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 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 192 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.