

PRESS RELEASE

Renowned financial magazine Euromoney presents traditional awards

Banca Intesa – Bank Number One in Serbia

Belgrade (July 8th) – According to a traditional research conducted by Euromoney, a leading global magazine in the field of finance and banking, 2010 bank number one in Serbia is Banca Intesa. The criteria based on which this prestigious award has been assigned to Banca Intesa for the second time already include recorded business results, quality of services, professionalism and innovation in all business segments. At the annual ceremony, Draginja Đurić, CEO of Banca Intesa, received the Award for Excellence on behalf of Banca Intesa.

„This acknowledgment is another proof of the fact that if you found your business strategy on extremely high standards of service quality, innovation and professionalism, it is possible to have good results and enhance your leading position even in very complex market conditions. Last year, sharing the fate of the entire Serbian banking sector, Banca Intesa faced numerous challenges, out of which the most complex one was certainly to create a good balance between the need to meet clients' expectations and maintain dynamic credit activities. I am convinced that we stand out on the market due to excellent understanding of clients and support to economic development, as well as maintenance of high-quality credit portfolio“, stated Draginja Đurić, CEO of Banca Intesa, at the award ceremony in London.

Banca Intesa has the largest market share in all significant segments of banking. With a balance sum of 3.7 billion euros, total deposits of 2 billion euros and total investments of 2.6 billion euros, Banca Intesa tops the list of the most powerful banks in Serbia. At the very beginning of the economic crisis, Banca Intesa was among the first banks to join the state's programme of subsidised loans and it has been the most active participant for the whole time, as it has granted even one fourth of the overall loans.



Intesa Sanpaolo is among the top banking groups in the euro zone and leader in Italy in all business areas (retail, corporate and wealth management). Thanks to a network of approximately 5,700 branches capillary and well distributed throughout the country, with market shares above 15% in most Italian regions, the Group offers its services to about 11 million customers.

Intesa Sanpaolo has a selected presence in Central-Eastern Europe and Middle Eastern and North African countries with a network of more than 1,700 branches and 8.3 million customers of subsidiaries operating in retail and commercial banking in 13 countries. Moreover, the international network specialised in supporting corporate customers is present in 29 countries, in particular the Middle Eastern and North African area and those areas where Italian companies are most active, such as the United States, Russia, China and India.

Euromoney Awards for Excellence have been traditionally assigned since 1992. Every year, an expert jury thoroughly analyses the operations of banks and insurance companies in nearly 100 countries of the world. The common denominators of the awards assigned to the most successful institutions are strong management vision, innovation and specificity by which they are recognised on the market.

