

PRESS RELEASE

Banca Intesa opened second annual "Intesa Farmer" prize contest

Selection of the best agricultural producers

Belgrade, June 9, 2014 – Banca Intesa launched the second "Intesa Farmer" prize contest which involves selection of the best agricultural producers in four categories - vegetable growing, crop farming, fruit growing and cattle breeding.

The bank will reward the winners of this year's "Intesa Farmer" contest with a trip to Paris to the International Agricultural Fair SIA (Salon International de'l Agriculture) in February 2015, and with vouchers in the amount of RSD 100,000 for purchase of agricultural equipment or fodder at partner companies.

"Banca Intesa is working intensively on development of specialized financial solutions intended for agricultural producers, in order to offer them comprehensive support in every segment of production process. Aside from the fact that we placed more than €130 million in loans to agricultural sector, and that we cooperate with over 40,000 farmers, Banca Intesa is extremely dedicated to affirmation of the best examples of agricultural production, which is confirmed by the start of the new round of "Intesa Farmer" contest," stated Predrag Milenovic, Head of Small business Department at Banca Intesa Beograd.

All agricultural producers who are clients of Banca Intesa have the right to take part in this contest, and the contest is open from June 09 to July 18 this year. Applications can be submitted by filling in a questionnaire on the bank's website (www.bancaintesa.rs) or in any of almost 200 branch offices across the country.

General criteria on the basis of which the expert jury will select the winners of "Intesa Farmer" competition for year 2014 are: annual results achieved through agricultural production, the possession of facilities for storing, inclusion of household members in the production process and the loan taken from the bank with regularly repaid liabilities. Also, to compete for a title of Intesa Farmer, the farmer should use modern and efficient machinery which can save energy and provide better harvest of better quality whereas Intesa Fruit grower should possess an implemented irrigation system, protection against hail and certified seedlings. Extra criterion established in the category of Vegetable growing is the possibility to establish production in closed space which requires the possession of greenhouses or folium production and Intesa Cattle-Breeder is expected to grow purebred livestock.

The finalists will be declared mid-September 2014 and during November the expert jury composed of PhD Miladin M. Sevarlic, the President of the Serbian Association of Agricultural Economists, Jasmina Nikitovic Stojcic, the Editor of "Znanje imanje" TV program, Predrag Milenovic, Head of Small business Department Banca Intesa, Djordje Radulovic,



Head of Agriculture Office Banca Intesa, Aleksandar Stanisic, Banca Intesa's specialist for agricultural loans, and Vojislav Zivanovic, Banca Intesa's Marketing Expert, will declare the winners in all of four categories.

In 2013 Banca Intesa launched the "Intesa Farmer" project wishing to promote agriculture as an exceptionally important segment of local industry for future economic development of the country and to contribute to the strengthening of the competition in Serbian agricultural production. 165 farmers applied to the first annual "Intesa Farmer" competition and the winners in all four categories were awarded a trip to Berlin early this year and the visit to one of most respectable international fairs of agriculture "International Green Week Berlin 2014".

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