

PRESS RELEASE

Banca Intesa launches Intesa Farmer 2019 contest

Banca Intesa rewarding the most successful farmers again this year

Belgrade, May 15, 2019 - Banca Intesa has launched the 7th Intesa Farmer contest, looking to reward the best agricultural manufacturers. The prize fund is RSD 2.4 million, and rewards will be presented in the categories of Intesa Farmer of the Year, Intesa Farmer Innovator and Intesa Young Farmer.

This competition was organized as part of a panel discussion on the topic of “Future of agriculture in Serbia”, organized by Banca Intesa on the margins of the International Agricultural Fair in Novi Sad. Banca Intesa executives took part in the panel alongside other panellists, including: Nenad Katanić, Deputy Minister of Agriculture, Forestry and Water Management, Veljko Jovanović, Director of Agriculture Sector at the Serbian Chamber of Commerce and Industry, Nikola Mihailović, President of the Cooperative Union of Serbia, and Alpar Kišimre, farmer, Banca Intesa client.

“Recognizing the importance of agriculture for the economic growth of our country, last year, we supported registered agricultural holdings with more than 10,000 loans totalling around EUR 57 million, with a 6% lending growth year on year. This success is a result of a very competitive pricing policy, quality offer, and numerous initiatives we have taken, including a special offer for seasonal investments, taking part in the government-subsidised loan programme, and also improving our service model through the introduction of Intesa Farmer Centre for big clients. Additionally, I would point out that after our excellent results in 2018, when we were the number one bank in terms of disbursement of subsidized loans in cooperation with the Ministry of Agriculture, we continued the project in this year as well. In only 3 business days, we had over 50 loan requests in an amount totalling over RSD 50 million”, said **Darko Popović, member of the Executive Board and Head of Retail Division at Banca Intesa.**

An expert panel will choose the winners of Intesa Farmer 2019 contest, based on a series of criteria including annual results, realized investments, application of innovative solutions in production and placement as well as processing and distribution of goods with geographical indication.



All registered agricultural producers, clients of Banca Intesa, can apply for the contest between May 21 and September 20, 2019 in all branch offices of the bank, across the country, via email IntesaFarmerGodine@bancaintesa.rs or via website www.bancaintesa.rs.

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*Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leading bank on the local market, a reliable partner of 1.38 million clients, natural persons and legal entities. With a net balance sum of EUR 5.1 billion, EUR 3.5 billion in total client deposits and EUR 3 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization of business processes and a network of 154 branches all over Serbia, as well as constant focus on the needs of citizens and businesses, innovative products and state-of-the-art service, the Bank has been achieving stable results in all areas of business.*