

PRESS RELEASE

“It’s time for a book”: New Year magic for the youngest at Banca Intesa

Banca Intesa and Laguna reading to children

Belgrade, 30th December, 2019 – Banca Intesa, in cooperation with Laguna publisher, organized an event for children at its branch at 9 Bore Stankovića Street in Vračar, featuring Uroš Petrović, one of the most popular contemporary writers of literature for children and youth.

Uroš Petrović read the most interesting excerpts from his novel “Mystery quest” and signed copies of the book, and the children, together with their parents, enjoyed the adventures and solved riddles and brain teasers from the novel. Children’s laughter and a holiday atmosphere turned the branch into a place where children meet the wondrous world of art which will create an unforgettable childhood memory. The spirit of play and holiday magic was completed by New Year gifts for the youngest and taking photos with Santa Claus.

“It’s time for a book” is another manifestation in the series of initiatives Banca Intesa carried out as a part of the project “Its time for sharing time” of its mother company Intesa Sanpaolo, which aims to familiarize the clients with the banks’ branches through different events and content.

The branch at 9 Bore Stankovića is one of the most exclusive ones in the Banca Intesa business network, and the latest one to open in Belgrade. This branch was designed in accordance with the latest standards of Intesa Sanpaolo, and its concept and business hours are entirely adapted to the lifestyle and the needs of clients.

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Banca Intesa JSC Belgrade, member of **INTESA**  **SANPAOLO**, Banca Intesa JSC Belgrade, member of , group is a leading bank in the domestic market, a reliable partner of 1.33 million clients, natural persons and legal entities. With a net balance sum of EUR 5 billion, EUR 3.7 billion in total 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 developed business network comprised of 156 branches all over Serbia, as well as a constant focus on the needs of individuals and businesses, with innovative products and highest level services, the bank is achieving stable results in all fields of operation.