

## **EUR 276 million available to the domestic economy through the initiative "UniCredit for CEE"**

**Belgrade, 20<sup>th</sup> March 2026** - UniCredit Bank announced the launch of the next phase of **"UniCredit for Serbia"**, through which as much as **276 million euros are available** to private and public domestic companies and local governments **until the end of 2028**. The initiative in Serbia continues with **"UniCredit for CEE"**, which is implemented by UniCredit Group with the aim of supporting micro, small and medium-sized enterprises throughout the region of Europe with financing in the amount of **2.6 billion euros by the end of 2027**.

"UniCredit for Serbia" is an initiative to support small and medium-sized businesses, so that they can properly face all market challenges and be more competitive. It includes a set of products and services covered through three segments: financing, account maintenance and advisory services, with the aim of their further strengthening and growth. Clients of UniCredit Bank have the possibility of using various credit lines and guarantee instruments, which can help them in the further development of their business. For domestic small and medium-sized enterprises, UniCredit Bank provided access to **14 financing programs**, in order to provide easier access to the financing of innovative and green technologies, investment in sustainable business practices, which are necessary for competitiveness in the market today.

**Nikola Vuletić, President of the Executive Board of UniCredit Bank Serbia, said:** *"The strength of the Serbian economy is reflected in the development of small and medium-sized enterprises and the entrepreneurial energy of people who have the courage to initiate new ideas and build sustainable businesses. Their contribution to the economy is manifold, from the creation of new jobs and the development of local communities, to encouraging innovation and strengthening the entrepreneurial spirit. Through the 'UniCredit for Serbia' initiative, we want to be a reliable partner to precisely those companies, providing them not only with financing, but also with the best knowledge, support and access practices from Europe. We continue to expand our offer and invest in projects that bring long-term value to the economy and society in Serbia."*

It is especially important for small and medium-sized enterprises that are improving their business models in the direction of sustainability to have timely information and clear direction when it comes to available sources of financing. This is precisely why advisory support is one of the key segments of the "UniCredit for Serbia" initiative. Through this segment, small and medium-sized companies have the opportunity to use the bank's expertise and receive concrete guidelines that can help them in further business development.

In a broader context "UniCredit for CEE" is the Group's initiative to provide financial, advisory and guaranteed solutions to micro, small and medium-sized enterprises throughout Central and Eastern Europe, supporting innovation, sustainability and inclusive growth. The expansion of the initiative is a clear indication of the strategic direction UniCredit is taking with its bold new phase, **UniCredit Unlimited**. It is defined by an unlimited ambition not only for the group but also for 20 million clients across Europe.

**Teodora Petkova, director for Central and Eastern Europe at UniCredit Group, said:** *"The new €2.6 billion funding, together with our European partnerships and improved distribution model, allows us to support thousands of entrepreneurs in their growth, innovation and green transition. This is fully aligned with our UniCredit Unlimited strategy, focused on accelerating quality growth, leveraging technology and empowering our people to deliver best-in-class solutions for our clients across Central and Eastern Europe."*

The new phase of the program uses 35 guarantee lines from the European Investment Fund, the European Investment Bank, the European Bank for Reconstruction and Development, together with national development programs, to accelerate access to more affordable financing for businesses in **Bulgaria, Croatia, the Czech Republic, Slovakia, Hungary, Romania, Serbia, Slovenia and Bosnia and Herzegovina.**

Among the tangible benefits for clients are lower security requirements, cost advantages, dedicated advisory programs and faster, simpler processes. "UniCredit for CEE" for Central and Eastern Europe will prioritize sustainability and energy efficiency, digitization and innovation, competitiveness of local supply chains and inclusive financing for farmers, entrepreneurs, including businesses led by women and youth.

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**About UniCredit**

*UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe. We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and two product factories, Corporate and Individual Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets. Digitalisation and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities and our people.*