

P r e s s r e l e a s e

Belgrade, June 10th 2014

UniCredit Leasing realized the most valuable transaction on the Serbian leasing market so far in 2014

At the beginning of the second quarter of 2014, UniCredit Leasing Serbia and company SBB signed a financial leasing contract in the overall amount of EUR 5 million. The respective transaction is a result of long-term collaboration of UniCredit Leasing and companies SBB and Cisco, which are recognized as leaders in their respective areas of business. At the same time, this is the most valuable transaction so far in 2014 for entire leasing market in Serbia. This financing enabled SBB to acquire the most modern Cisco equipment which will be installed in households of SBB clients. These Set-top box and home gateway devices will enable SBB users to watch television programs via digital signals and to connect to the Internet in a quicker and easier manner.

Emiliano Steinfl, CEO of UniCredit Leasing Serbia stated: "I am very proud that our leasing house, by financing the most modern equipment for our long-time client SBB, took part in this very important project of further modernization of their services. In this transaction, all the benefits of cross-border cooperation and advantages of UniCredit's wide global network have been reflected. Thanks to our international expertise and understanding of local market UniCredit Leasing, which is present in Serbia for 10 years, is continuously managing to offer its customers innovative services created according to their needs, therefore positioning itself as one of the leaders in Serbia."

UniCredit Leasing Ltd.

UniCredit Leasing is one of the leading companies in Europe with strong presence in 19 countries and over 3,000 employees. As part of leading financial institution UniCredit Group, it operates in: Italy, Austria, Germany, Czech Republic, Poland, Slovakia, Estonia, Hungary, Romania, Latvia, Lithuania, Russia, Serbia, Slovenia, Bosnia and Herzegovina, Croatia, Bulgaria, Turkey and Ukraine.

SBB

SBB is the largest operator of digital and analog cable television and broadband internet in Serbia and since 2002 operator of fixed telephony. It is the most important operator of satellite television in the region, present in six countries, with its Total TV platform. Cooperation of UniCredit Leasing and SBB lasts since 2007 and this is just another successful deal concluded by the two companies.

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