

## P r e s s   r e l e a s e

Belgrade, April 29<sup>th</sup> 2014

### **UniCredit Bank joined the celebration of International Girls' Day for the first time**

Thanks to the collaboration with Association of Business Women, UniCredit Bank joined, for the first time, the celebration of the **International Girls' Day**. The activities which were organized in regards to this day had the aim to empower girls, when choosing their future profession, and help them not to succumb to stereotypes, but to follow their personal interests and talents. UniCredit Bank hosted 12 girls of the seventh grade of elementary school "Vladislav Ribnikar" from Belgrade.

In the premises of the first branch in Serbia designed for women, "Lady Branch", guests had the opportunity to learn about some activities that work in the bank includes, to have an insight into how to work with clients in the branch, to find out which banking products and services exist, and to learn how ATMs and electronic banking operate. In addition to the practical work and the opportunity to gain practical experience, a virtual tour through the various departments within the bank was organized, in order to present the girls which different educational profiles are necessary to make such a complex system to function.

Impressions of visitors which are on the milestone of a very important life decision, decision on further education, as well as impressions of employees who had the opportunity to socialize with them, are more than positive. Therefore, UniCredit Bank will become a traditional partner of this event, which Association of Business Women of Serbia organized this year for the fourth consecutive time in more than 20 cities across Serbia and which involved more than 500 girls.

The International Girls' Day was established by the United Nations and it is celebrated every last Thursday in April. In Europe (Germany), since April of 2001, when the Girls' Day was celebrated for the first time, this event was attended by more than a million girls.

UniCredit Bank Serbia is a member of UniCredit Group, one of Europe's leading financial groups with a strong presence in 17 countries. Through its network of approximately 8,900 branches and more than 147,000 employees the Group is present in approximately 50 markets (according to the data of December 31st 2013). In Central and Eastern Europe, UniCredit operates the largest international banking network with nearly 3,600 branches. UniCredit operates in Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine.