

Press release

Belgrade, February 25th 2014

UniCredit Bank presented a new, more modern banking model

Keeping pace with the global trends, on Monday, February 24th UniCredit Bank opened the doors of its most modern branch in Serbia. Its design and functionality are in line with the results of research carried out at the level of the entire UniCredit Group, which had the aim to identify those values that are the most important to bank's clients. On the basis of these results an extraordinary space, intended for both private individuals and small and medium enterprises, was created. The service model in the branch is fully adapted to the clients and aims to maximally enhance their satisfaction and shorten the time they spend in the branch, from the moment they enter, until they go out of the branch. New UniCredit Bank's branch is located in Spanskih boraca 3.

Claudio Cesario, CEO of UniCredit Bank Serbia on this occasion stated: "I am very proud to say that today in Belgrade, just two weeks after UniCredit Group opened a new branch in Milan, based on a similar concept, we as well are introducing a completely new, modern model of banking. Our new branch is only the first step towards the full implementation of the vision of our mother Group, which plans to change completely, in the next three years the minds of clients when it comes to banking. "

What makes this branch particular is certainly a service model that allows clients to perform all banking operations, whether it is for example domestic or international payments, applying for cash or a mortgage loan, the re-issuing of a credit card or any other banking transaction, at only one employee, without going from one desk to another. In this branch clients have direct contact with their advisers which mean that all physical barriers are eliminated, such as glass counters or yellow lines that indicate the extent to which the client can approach the counter. In addition to superior interior design, branch is equipped with the most modern devices that allow clients to perform quickly and easily certain banking transactions.

QMS System was introduced in order to eliminate the possibility of creating queues and waiting in line. The branch includes also multifunctional ATM and tablet device that allows customers to connect to their e-banking account, check their balance, inform on products and services of the bank, or just entertain themselves, by reading the news. In addition, this branch is also provided by internet connectivity, so clients can connect their devices to a Wi-Fi network.



UniCredit Bank Serbia is a member of UniCredit Group, one of Europe's leading financial groups with a strong presence in 20 countries. Through its network of approximately 9,080 branches and more than 150,000 employees the Group is present in approximately 50 markets (according to the data of June 30th 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, Estonia, Germany, Hungary, Italy, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine.