

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

Belgrade, April 11th 2014

UniCredit Bank Serbia and Bassilichi CEE continue to improve their collaboration by introduction of POS terminals in vehicles of Taxi Association “Naxis”

The project gains the Technobank 2014 Award for the best technology in banking

In the last three and a half years, no matter the challenging conditions on the global market, UniCredit Bank Serbia has continuously managed to build up its co-operation with Bassilichi CEE, an important Europe wide player in the field of POS business. Through this period of time, these two companies have not only succeeded to grow their existing business, but also to develop new models of collaboration. Namely, besides regular placement of POS terminals in retailer premises, UniCredit Bank and Bassilichi CEE managed to expand their POS network by entering an unexploited part of the market.

At Technobank 2014, Bassilichi CEE and UniCredit Bank Serbia presented the first results of their important project – introduction of POS terminals in vehicles of Serbian Taxi Association “Naxis”. This approach which targets non-standard customers is considered innovative not only in this country, but also in the entire region. More than 240 POS terminals were installed in vehicles of “Naxis” taxi and the mere witness of this successful project is continuous increase in number of transactions. Namely, from September 2013 to February this year, the number of payments of taxi services via cards increased by 4 times. For this state of the art project, Bassilichi CEE and UniCredit Bank Serbia, were awarded at Technobank 2014 for the implementation of the best technological solution in banking.

Roberto Lorenzon, Head of GTB Department of UniCredit Bank Serbia stated: “We are proud of our cooperation with Bassilichi CEE, cooperation which is creating benefits for various customer segments. We entered the market of POS acquiring in 2010. Up until now we managed to position ourselves among market leaders. When number of POS terminals is concerned our market share grew from 3.62% in 2011 to 8.4% in 2013, while market share in terms of number of transactions increased from 3 % (2011) to 5.59% (2013). On the other hand, in the same period turnover via POS terminals almost doubled.”

“We decided to export our technologies and know how in Serbia because we want this Country to become the platform to expand our business in Central and Eastern Europe” said Danilo Rivalta,

Head of International Operations at Basilichi Group. " The strong and successful partnership with UniCredit Bank Serbia allows us to better achieve our goals, while contributing to the fast development of the digital payments market in the entire Balkans Region, as demonstrate the results of project we are presenting at Technobank".

UniCredit Bank Serbia JSC

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.

For more information, please visit the company's website under www.unicreditbank.rs.

The Basilichi Group

The Basilichi Group is one of Italy's major players in the Business Process Outsourcing (BPO) sector. It is positioned as the reference partner for Banks, Enterprises and PA institutions, offering solutions in three areas: E-money, Back Office and Security. The parent company of the Group is Basilichi S.p.A., founded in Florence in 1957. The group, consisting of ABS Technology S.p.A., Bassmart S.r.l., Consorzio Triveneto S.p.A., Krene S.r.l., SecurB S.r.l., Basilichi CEE, Fruendo srl has two main offices in Florence and Siena; it is also present in Abbiategrasso (Mi), Bologna, Cagliari, Lecce, Mantova, Milan, Padua, Palermo, Pisa, Rome, Sassari and Turin. In the Balkans Region Basilichi Group has offices in Belgrade, Banja Luka and Podgorica

In Italy Basilichi provides a wide-ranging offer of e-money products and services, which vary from the outsourced management of over 15,000 ATMs and more than 235,000 POS units nationwide to Corporate Banking and to e-commerce. In addition, Basilichi can provide a series of innovative and functional Value Added Services like Fuel Receipt, Money Transfer, Gift Card, Fidelity programs, Electronic Wallet, Food Voucher Collection Accounting Management, Home Banking.

For more information, please visit the company's website under www.basilichi.it