

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

Belgrade, 17 October 2014

### **The UEFA Champions League Trophy Tour presented by UniCredit in Belgrade**

- Final station of this year's UEFA Champions Leagues presented by UniCredit is Belgrade and the ambassadors for this event in Serbia's capital are Michel Salgado and Dejan Stankovic
- Over three days, from 17 until 19 October, the iconic trophy will be exhibited on the Republic Square and all visitors will have the opportunity to experience the unique atmosphere of the UEFA Champions League

After kicking off in Bratislava, the UEFA Champions League Trophy Tour presented by UniCredit has arrived at its final destination, Belgrade, today. Until Sunday, football is the name of the game on the Republic Square where the big eared trophy will be on display on the balcony of UniCredit tent, along with other memorabilia and numerous interactive installations in the Tour's own exhibition, the UniCredit Walk of Champions. Each day, football fans can have their personal snapshots taken with the UEFA Champions League Trophy and what's more they can also create a personalized virtual Panini Sticker and share it with their friends via their social media channels. Michel Salgado, Official UEFA Champions League Trophy Tour Ambassador and Dejan Stankovic the Official UniCredit Ambassador for the UEFA Champions League Trophy Tour, will join the event.

This extraordinary event started with the press conference where the trophy was presented to the journalists. Afterwards the ambassadors of this year's Trophy Tour opened UniCredit's tent for visitors. Namely, by placing the trophy on the podium, official ambassadors, followed by Mayor of City of Belgrade, Sinisa Mali and president of the Management Board of UniCredit Bank Serbia, Claudio Cesario at 1 PM officially opened the UEFA Champions League Trophy Tour presented by UniCredit in Belgrade.

Claudio Cesario, president of the Executive Board of UniCredit Bank Serbia stated: "As the Official Bank of the UEFA Champions League, UniCredit is delighted to have the opportunity to welcome the trophy again on its journey through Serbia and to give football fans in Serbia the chance to get closer to it. Thanks to this event, UniCredit has a unique opportunity to connect with football fans across the country while at the same time to enabling them to feel the atmosphere of the most prestigious European club football competition and to take a picture with original trophy. "

Guy-Laurent Epstein, UEFA Events SA Marketing Director: "We are delighted to be teaming up with UniCredit for a sixth consecutive year of the UEFA Champions League Trophy Tour in Europe, and to have the opportunity to bring football fans closer to the greatness of the world's most prestigious club football competition and its iconic piece of silverware."

One of the best Serbian football players and winner of the most wanted trophy in Europe, Official UniCredit Ambassador for the UEFA Champions League Trophy Tour, Dejan Stanković stated: "I'm always happy to return to my hometown. I have many fond memories of the place I was born and where I first began to play the sport I love. Another great moment in my life was when I lifted that trophy, so being able to come back and share the incredible feeling of being close to the UEFA Champions League trophy with all the football fans here is fantastic. It is a wonderful way of saying "thank you" to everyone that supported me over all these years!"

Thanks to the UEFA Champions League Trophy Tour, in the next three days visitors will have the opportunity to experience the free of charge UniCredit Walk of Champions exhibition. Original memorabilia, jerseys and gear of some of the most important European clubs and players are on display and enable visitors to relive some of the most important moments in the history of the UEFA Champions League. In order to get a Fast Pass and a personalised RFID Trophy Tour Card at the entrance which will allow visitors to participate in entertaining games and quizzes, win attractive prizes and see detailed views of the exhibits they can register in advance through the one of the following links:

Another innovation at this year's Tour is the Panini Sticker Tool. After the successful presentation of the UEFA Champions League 2013-14 Panini Virtual Sticker Collection by UniCredit in October 2013, this innovative new instrument will be used to attract even more visitors this year. Using their RFID card, visitors can secure stickers for their own Virtual Collection and even better: be the star of their own Virtual Panini Sticker which they can share via their social network. The UEFA Champions League Trophy Tour exhibition is free of charge and the Trophy Tour card can be taken home as a souvenir afterwards.

Besides the unique experience which the UEFA Champions League Trophy ensures all fans, UniCredit Bank, in cooperation with adidas and Nissan, are organising the "Mini super league", a competition for future football champions, which will be held in Knez Mihailova street, close to the UniCredit tent at Republic Square on 18 October starting at 10.30 AM.

The most sought trophy has started its journey through Europe on 26 September and on its Tour has visited Bratislava, Vienna and Zagreb, where more than 20,000 fans had the opportunity to stand

next to the original trophy of Europe's most prestigious club football competition and create their own memory. In its final destination, Serbia, it arrived on 14 October and visited Novi Sad on that day. On 15 October it continued on to Nis where delighted countless fans.

During the last five years the UEFA Champions League Trophy Tour presented by UniCredit visited 66 cities in 14 different European countries. More than 500,000 fans visited the exhibition and posed for over 146,000 pictures with the iconic trophy.

UniCredit Bank Serbia is a member of UniCredit, one of Europe's leading financial groups with a strong presence in 17 countries. Through a network of approximately 7,750 branches and more than 130,000 employees, the Group is present in about 50 markets. In central and eastern Europe, UniCredit operates the largest international banking network with nearly 2,500 branches. The Group is present in Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Romania, Russia, Serbia, the Slovak Republic, Slovenia, Turkey and Ukraine. On the Baltic, it is present through its Leasing company.