

## P r e s s   r e l e a s e

Novi Sad, December 26th 2014.

### **UniCredit Bank opened the most modern branch in Novi Sad**

Keeping pace with global trends, UniCredit Bank has opened today the doors of its most modern branch in Novi Sad. Its design and functionality are in accordance with the results of research carried out at the level of the entire UniCredit Group, which have sought to identify the values that are most important for the clients of a bank. Based on these results, the created premises are not standard, and they were intended for both private individuals and small and medium-sized enterprises. The service model in the branch is fully adapted to the clients and aims to accelerate their maximum satisfaction and shorten the time from their entry to exit from the branch. New branch of UniCredit Bank is located at Katolička porta 2.

What makes this branch special is certainly a service model that allows clients to perform all banking operations, whether it concerns, for example, domestic or international payments, applying for cash or mortgage loan, reissuing credit cards, or any other banking transaction, with one employee, without transition from pillar to post. In this branch clients will have direct contact with their advisers, which means that all physical barriers were eliminated, such as glass on the counters or yellow lines that indicate the extent to which the client can approach.

Nikola Vuletić, Head of Retail Division of UniCredit Bank stated on this occasion: "I am very proud that we have opened today in Novi Sad a branch which spreads on over 340 square meters. This is also one of the largest branches in Serbia, and it will represent the center of our bank's business in Vojvodina. I would like to point out that for us the introduction of a new banking concept is extremely important, because it is intended to contribute to the further enhancement and strengthening of relationships with clients, which is our imperative - that clients are satisfied with the services and products of UniCredit Bank. "

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.