

## P r e s s   r e l e a s e

Belgrade, December 23<sup>rd</sup> 2015

### **UniCredit Serbia's new web platform**

UniCredit Bank launched for Serbian market a completely new web platform designed to fully match needs of our clients as well as standards of digital era in which we live. The customer experience of the new website is designed around the user needs. Calculators and other interactive tools help customers and prospects to find the product that best fits their needs in a friendly and transparent way. Products are presented in plain language, making always terms and conditions clear. For example, one of the most important features of the new fully sales oriented website is that Retail clients will have the opportunity to apply for any loan thanks to calculators which immediately provide monthly installments and all related costs, as well as that they will be able to send online requests or to schedule an appointment. In addition, clients will have the opportunity to select by themselves those products and services they really use and pre-calculate the monthly fee for their Selector current account. New features and services will follow in the next few months, also leveraging the voice of the customers. The address of the website is left unchanged: thus it is still accessible at [www.unicreditbank.rs](http://www.unicreditbank.rs)

UniCredit Bank has announced the development of digital communication channels as an important part of its long-term business strategy. The first remarkable stage of this process was the launch of completely new website – from content and technological point of view - which fits the current online trends. The new website enables visitors to get the information quickly through a user-friendly and easy-to-use interface, as well as to submit their requests for the selected products right after reaching information required.

In addition to all this, new website offers the possibility of easily search for UniCredit's ATMs and branches, not only in Serbia but throughout Europe. Among the different advantages, there is possibility for the customer to review the exchange rates for last 12 months, not only for current day.

UniCredit Bank dedicated special attention to the youngest clients, students, who will have the opportunity to, via new micro site, receive reviews of student loans and scholarships. Similarly, we used this opportunity to redesign UniCredit Leasing web site, which now as a micro site is linked to new Bank's site, since we would like to be recognized together as part of UniCredit Group.

Furthermore, its technology enables customers to visit the website from different devices of different sizes, making sure the content remains clear and informative even on smaller mobile displays; another way of adapting to today's altered internet usage and banking habits.