

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

Belgrade, April 22nd 2015

UniCredit Bank awarded for the Best foreign Bank in Serbia in 2014

Magazine EMEA Finance voted UniCredit Best Bank for the Best foreign Bank in Serbia in 2014. The EMEA Finance Europe Banking Awards recognize the best commercial and investment banks across Europe, considering various performance and structural factors, such as market share, growth in important product classes, profitability, and corporate strategy.

CEO of UniCredit Bank Serbia, Cludio Cesario, in this respect has stated: “Despite all the challenges on the market, we have achieved excellent financial results. We managed to over perform the market when numerous important parameters, such as cost/income ratio, capital adequacy ratio and return on equity are concerned. But, what is more important is that, despite an overall negative trend on the market, we increased the number of employees. Furthermore we continued with process of increasing reputation on the local market through our socially responsible business, as well as the level of customer satisfaction through implementation of new service model which envisions completely new concept of performing banking. We are very pleased that EMEA finance, a renowned magazine, has recognised all these efforts. This award obliges us to continue in the same direction“.

The International finance magazine EMEA Finance voted UniCredit Best Bank in Italy, in the CEE & CIS region and in three countries of the region: Bosnia Herzegovina, Bulgaria and Croatia. In addition, the Group was awarded by the magazine Best Investment Bank in the Czech Republic and in Slovakia and Best Foreign Bank in Hungary, Serbia and Slovenia. Bank Pekao in Poland received the prestigious recognition of most innovative bank in the country. UniCredit was also voted Best project finance house in CEE.

"Our geographical distribution and business model is confirming to be resilient also in time where geopolitical tensions and unfavourable exchange rates are influencing our Central and Eastern Europe region. While competitors are scaling back their business, we are constantly refining our service models and investing consistently in new technologies. The acquisition of 900.000 new customers and the market shares increase in most CEE countries confirmed that we are on the right path", stated Carlo Vivaldi, Head of CEE Division at UniCredit, "I am delighted about the wide-scale recognition of our services by emeafinance and pass this on with my personal thanks to all our staff within UniCredit Group."



Tim Burke, editor of EMEA Finance said: " The contribution of Italy and Central & Eastern European division to UniCredit's profits last year underlined the efficiency with which operations across the network are run - and this is further illustrated by country awards the bank's subsidiaries have won in this year's awards".