

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

Belgrade, June 9th 2015

iPhone6 in 24 monthly installments without interest rate at UniCredit Bank

UniCredit Bank, in a cooperation with the iStyle Apple Premium Reseller, has enabled to all existing and future clients, users of MasterCard and DinaCard credit cards, the opportunity to buy iPhone 6 in 24 fixed monthly installments without interest rates and without any additional costs. Despite this smartphone, many other Apple's products which can be found in the iStyle Apple Premium Reseller retail stores may be provided in monthly installments as well.

UniCredit has started this campaign in a very innovative way for our market, as it has used social networks and its official YouTube channel for promotion, UniCreditBankSrbija (<https://www.youtube.com/watch?v=o5G-hToV1s8>). Namely, the bank set up camera in one of the branches and recorded the reactions of their clients who came that day in order to perform usual transactions. However, instead of employees, they were served by iPhone6 speaking fluent Serbian language. Clients were pleasantly surprised as the iPhone has rapped, ordered coffee for them and sang tavern songs - everything on client's demand. Thanks to this very interesting video clip, the news about this service quickly spread across the Internet and so far has reached outstanding results. For only one day, the video has reached more than 50,000 views.

In addition, in order to close-up Apple products to clients offered by the iStyle Apple Premium Reseller, UniCredit Bank has exhibited the two most attractive Apple's products, iPhone 6 and iPad in 10 branches across Serbia. If the client decides to buy iPhone 6 in 24 monthly installments, the monthly installment will amount RSD 3,912.

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 8,600 branches and more than 145,000 employees, the Group is present in about 50 markets. In central and eastern Europe, UniCredit operates the largest international banking network with nearly 3,500 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.