



## Press release

Belgrade, December 8<sup>th</sup> 2016

### UniCredit Bank Serbia named for „Bank of the Year“

UniCredit Bank Serbia is this year's winner of the title "Bank of the Year in Serbia", awarded by the renowned British financial magazine "The Banker". Although still instable and turbulent local economic environment, year behind us was one of the most successful financial years for UniCredit Bank since the beginning of its operation in Serbia. The award for the best bank in Serbia was presented to UniCredit Bank at the ceremony in London.

Besides many financial indicators, in selecting the "Banks of the Year", jury paid y great attention to the strategy that drove bank's financial performance and support it overcame regulatory competitive and economic obstacles. Furthermore, considering the fact the digital era in which we live and operate, digital strategy, use of new technology and delivering benefits for clients were also one of the key factors in making a decision.

**Csilla Ihász, CEO of UniCredit Bank Serbia**, has stated: "We managed to further cement our position among the leaders in Serbia, despite all the challenges on the market. Our key success factors were growth in commercial business, both in retail and corporate, an increase in process efficiency and customers satisfaction, sound risk management and focus on customer acquisition. Moreover, socially responsible business and different initiatives conducted in the local communities with the aim to contribute to the better living conditions confirmed our good reputation. We are very pleased that The Banker has recognized all these efforts. This award obliges us to continue in the same direction".