

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

Belgrade, March 4th 2016

### **From today UniCredit Bank Serbia officially tweets**

Following the trends of modern business and lifestyle, that is already widespread opinion that „if it's not online it didn't happened“, UniCredit Bank Serbia continues with its digital transformation. Today, its digital family received another member. Namely, in addition to official Facebook, Instagram, YouTube, Google+ and LinkedIn profiles, bank launched official page on one of the most popular social networks both in country and World wide, Twitter.

@UniCredit\_RS page will in addition to information regarding bank's activities publish information regarding UniCredit brand and values it promotes, as well as regarding newest products and services. Furthermore, the presence of bank on this network will contribute to faster and better communication with both current and potential clients. @UniCredit\_RS will be the place where football fans will be able to follow all news regarding most popular European club competitions, while students, the most active group on social networks, will receive all useful information regarding loans and scholarships.

All Twitter users can follow UniCredit Bank Serbia's page @UniCredit\_RS on address [https://twitter.com/UniCredit\\_RS](https://twitter.com/UniCredit_RS) and watch bank's first tweet – interesting video dedicated to all social networks where bank is present.

UniCredit Bank Serbia is a member of UniCredit, one of Europe's leading financial groups with a strong presence in 16 countries. Through a network of approximately 7,800 branches and more than 141,000 employees, the Group is present in about 50 markets. In central and eastern Europe, UniCredit operates the largest international banking network with nearly 2,100 branches (3,100 including Turkey). 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 and Turkey.