

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

Belgrade, September 30th 2016

UEFA Champions League Trophy Tour presented by UniCredit in Belgrade on October 1st and 2nd

Siniša Mali, Mayor of City of Belgrade, Csilla Ihasz, CEO of UniCredit Bank Serbia, Marcos Evangelista de Morais – Cafu, UEFA ambassador, Stevan Dika Stojanović, UniCredit ambassador, Lars Ellenshon, UEFA Official and former football player, Mustafa Hasanagic, announced at the press conference today the arrival of original trophy of the most prestigious European club football competition in Belgrade.

On September 13th UEFA Champions League Trophy started its eight journey across Europe where it will visit 5 countries and 16 cities. One of the stops of this year's Trophy Tour is Serbia where the trophy has already visited Niš, Subotica and Novi Sad, while Belgrade is its final stop where the trophy will be staying for two days – October 1st and 2nd.

In order to provide the opportunity to, as many people as possible, to see the popular 'big eared' Trophy and take pictures with it, UniCredit has organized events on two different locations in Belgrade.

On Republic Square, on October 1st, at 11.30 a.m. an opening ceremony will be organized on the balcony of the truck specially created for the UEFA Champions League Trophy Tour presented by UniCredit. On this occasion, UEFA ambassador, Marcos Evangelista de Morais - Cafu and UniCredit ambassador, Stevan Dika Stojanović will reveal the famous trophy to football fans. This special truck will transform itself into an exhibition space of 200 square meters where during the period from 11.30 a.m. till 10 p.m. the Trophy will be exposed.

After the opening ceremony visitors will have the opportunity to get autographs from Cafu and Stevan Dika Stojanovic, but also to take a photo with the popular trophy. In addition, the multimedia exhibition

organized will allow them to see memorabilia from the most important matches, to test their football knowledge by participating in various games and thus win numerous gifts.

Besides the multimedia exhibition, UniCredit Bank, in association with adidas, Nissan and Mastercard, is organizing a football competition „League of Youth Champions“ for the youngest football players, which will also be organized in the city centre of Belgrade.

The following day, on October 2nd, the Trophy will be exposed at UŠĆE Shopping Centre, in Bulevar Mihajla Pupina 4, where all visitors will have opportunity to get closer to the most prestigious European football trophy in period from 10 a.m. to 9 p.m.

In relation to this year's UEFA Champions League Trophy Tour, **Mayor of City of Belgrade, Siniša Mali** stated: "I am honoured that Belgrade is again hosting UEFA Champions League trophy Tour presented by UniCredit and because our city is for the third time on the list of cities which have that privilege in Europe. Over 600,000 people from 14 countries in the last 7 years had the opportunity to visit UEFA Champions League Trophy Tour, and as of October 1st also citizens of Belgrade and all who visit our city for the weekend will have the possibility to do that. That was the reason why we support organizers and enabled the exhibition of the trophy in one of the most visited locations in the city. In that way we gave the opportunity to large number of our citizens and guest to feel the part of the atmosphere of the most prestigious European club football competition".

While talking about this special event, **Csilla Ihasz, CEO of UniCredit Bank Serbia**, stated: "We are very proud that UniCredit, as the Official bank of UEFA Champions League, within the celebration of its 15th anniversary of successful business in Serbia, has the opportunity to transfer to all football fans in Belgrade the unique atmosphere that the most prestigious football club competition brings with itself. 'Big eared' trophy is a symbol of passion that also motivates us all to become winners. I would like to thank the officials of the City of Belgrade, who showed how much they support sport and everything related to it, because without their help the organization of such significant event would not be possible".

Official UEFA ambassador for UEFA Champions League Trophy Tour, Marcos Evangelista de Morais, Cafu, stated: "This is the third time I have the pleasure to be official UEFA ambassador for

UEFA Champions League Trophy Tour presented by UniCredit. I take this role very seriously and I am very happy to be selected to present this magnificent Trophy to the citizens of Belgrade, especially because Serbia is a country where people live for sports. Thus I will give my best to transfer the magnificent moments of winning this prestigious trophy to all football fans tomorrow at the city centre".

Official UniCredit ambassador for UEFA Champions League Trophy Tour, Stevan Stojanović Dika, stated: "I am very proud to have the opportunity to present to citizens of Belgrade the original European football's most prestigious trophy, in the year when FC Red star celebrates 25 years since it won 'big eared'. I'm really honoured to have the opportunity to be part of the UEFA Champions League Trophy Tour, not only because it enables me to relive the most glorious moments of my career, but also to share my experience with the youngest football players. "

UEFA Champions League Trophy Tour presented by UniCredit after Belgrade continues its journey through Bosna and Herzegovina, Croatia and Hungary.

For more information visit <http://be-part-of-it.unicredit.eu/sr-rs.html>