

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

Belgrade, December 14th 2017

UniCredit new tag line: Banking that matters

UniCredit is pleased to announce that it has launched a new tag line "Banking that matters". This will be used for the Group's communication activities such as advertising campaigns, branding and marketing materials in all countries where it is present, in line with its "One Bank, One UniCredit" approach.



The tag line, which has been developed with Leagas Delaney Italia advertising agency, will be translated into 12 languages.

"Banking that matters", provide in just three words a summary of UniCredit's corporate identity – offering products, services and advice that makes a difference to people in their everyday lives, whether an individual, a family, a small company or a large corporation.

UniCredit is a simple, successful pan-European commercial bank, with a fully plugged-in Corporate & Investment Banking division, delivering a unique Western, Central and Eastern European network to its extensive client franchise of 25 million.

The Group offers local expertise and international reach, supporting its clients globally and providing them with unparalleled access to leading banks in its 14 core markets as well as 18 other countries worldwide.