

## P r e s s   r e l e a s e

Begrade, May 31st 2017

### **The number of debit cards users is growing, and UniCredit Bank's Mastercard debit card provides additional benefits**

Domestic market increasingly recognizes the benefits of using payment cards, either when purchasing online or by "standard" shopping in stores. The most popular are debit cards, as confirmed by the Mastercard's study MasterIndex Serbia, which showed that last year it was recorded a growth in the number of users of these cards by over 15% in comparison with 2015. Debit cards are usually used for food (69%) and clothing (37%), while we usually use credit card to buy furniture and household appliances (48%).

Taking into consideration market analysis and evolution of clients' needs, with aim to contribute to the further development of debit cards market, UniCredit Bank introduced new product from Mastercard portfolio, Debit Mastercard card, which will allow users not only to speed up payments, but also provides additional functionality.

UniCredit Bank's new Debit Mastercard card actually replaces the existing Maestro card, while retains all advantages, such as, the ability to change PIN at ATMs and to perform contactless payments. Contactless payment is fast, safe and practical method that allows payments of small amounts, up to RSD 1,500, without entering a PIN code. On the other hand, users of the new Debit Mastercard card, who via UniCredit Bank web site select, reserve and pay accommodation on Booking.com, receive a refund of 4% of the total transaction value. In addition, they will be able to take full advantage of online payments, and thanks to Mastercard SecureCode, they can safely pay goods and services via internet. This service protects users against unauthorized use of the card on the sites of merchants who participate in this program and includes private codes that are never shared with marketers, which is why this service is ideal for purchase through any device: laptop, tablet or mobile phone.



### About UniCredit Bank

UniCredit is a strong Pan-European Group with a simple commercial banking model and a fully plugged in Corporate & Investment Bank, delivering its unique Western, Central and Eastern European network to its extensive 25 million strong client franchise. Besides offering local expertise and international reach, UniCredit accompanies and supports its clients globally, providing them with unparalleled access to member banks of the Group in its 14 core markets as well as to another 18 countries worldwide. UniCredit's European banking network includes Italy, Germany, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Romania, Russia, Serbia, Slovakia, Slovenia and Turkey.

### About Mastercard

MasterCard, [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardNews](#) and [@MastercardRS](#), join the discussion on the [Beyond the Transaction Blog](#) i [subscribe](#) for the latest news on the [Engagement Bureau](#).

