

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

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Traders increasingly offer their products via Internet

In accordance with global trends and development of financial markets, trade via internet is increasing in Serbia which confirms the continuous growth in the number and total value of transactions made via Internet in the last three years. Accordingly, and in order to support the development of this segment and contribute to further growth of popularly known as "e-commerce", UniCredit Bank, in cooperation with the AllSecure Ltd, improved its offer by enabling traders to open their internet shops without implementation costs and monthly fees. Namely, clients who within one month provide a minimum of 100 transactions can take advantage of a unique offer which includes most competitive market conditions when online payments are concerned: 2.7% of the transaction plus EUR 0.27. If, for example, client purchase online purchases in the amount of RSD 4,500, the fee covered by the trader would amount circa RSD 155.

Marko Rizovski, POS & E-Commerce Specialist at UniCredit Bank, stated: *"Despite the fact that online shopping in Serbia is not as popular as it is in other European countries, this positive trend is the best indicator that the domestic market has significant potential for the development of e-commerce services. In according with this, and considering the needs of our clients, we engaged to significantly improve the service providing the most appropriate offer to all segments of clients, from Start Up to multinational companies. Although our offer is the best one currently on the market, an additional advantage of our e-commerce service is the ability to actively monitor the entire transaction flow and thus prevent possible abuse."*

Nemanja Nikolić, Managing director at Allsecure Ltd Belgrade, added: *„Nowadays, for the first time, almost 10 years since the introduction of e-commerce in Serbia, we recorded significant growth in the number of online payments. In order to catch up and surpass the countries in the region, we need to invest considerable energy and resources for education and support of e-traders. With aim to achive this, AllSecure brought in our country the most advanced global platform for online payment, which is*

offering to the market in cooperation with UniCredit Bank. Apart from the fact that the average cost of internet transaction in Serbia is today very comparable to the prices in the EU market, Serbian e-traders have the opportunity to exploit the state-of-the-art functionalities of e-commerce platform: card tokenization (registration), one-click payment, recurring payments (membership fees), integration into mobile applications (MSDK), various integration options, online dealer portal and others. All this, along with the tools aimed to recognize and prevent fraud and integrated 3D-Secure provide legal entities in Serbia excellent conditions for the launch and development of e-commerce. "

According to official data of the National Bank of Serbia, 3.8 million online transactions were performed in 2016, marking an increase of 35% in comparison with 2015, and 90% with 2014. Taking into consideration that the average value of transaction amounts circa EUR 37, total value of online shopping last year in Serbia reached the amount of EUR 140 million, achieving in this way an increase of 17% in comparison with 2015. Following this trend of growth, in 2017 is expected a grow of 35% in total number of transactions, which should exceed 5 million transactions, while it is anticipated that the total value of these transactions will reach EUR 168 million.