

## Press release

Zrenjanin, February 7<sup>th</sup> 2017

### **UniCredit Banka marked opening of branch in Zrenjanin with PC donation**

Beginning of February, UniCredit Bank in Zrenjanin opened the doors of its renovated branch in Kralja Aleksandra I Karađorđevića 1. Design of new premises is fully compliant with the latest trends, and a way of providing services tailored to the needs of clients. The opening ceremony, which took place on February 7<sup>th</sup> in the new premises is marked by donation of 20 PCs to General Hospital in Zrenjanin. In line with its Strategy of corporate social responsibility that involves investing in the local communities in which it operates, UniCredit Bank wanted to contribute to the implementation of the digitization process in the hospital and improvement of administration.

In accordance with the results of research intended to identify the most important values for the clients, we created a space that is not a standard one, and is intended for both private individuals and small and medium-sized enterprises. Innovative design and functionality of new, significantly expanded premises, are the benefits that will provide clients a sense of home and pleasant atmosphere during the visit to the bank. Service model of Zrenjanin branch is fully adapted to clients and aims at maximizing its satisfaction and shortening the time from entry to exit from the premises of the bank. In addition, to further improve the interaction between employees and customers, all obstacles, such as glass on the counter or yellow lines are removed, and internet connection is enabled, so clients can connect to Wi-Fi network with their devices.

**Radoje Radovanović, Head of Sales Department at UniCredit Bank**, stated: "I am very happy that our clients in Zrenjanin now have the opportunity to take full advantage of the new service model. The most important is that all services can be performed at one counter - application for a loan, but also to perform any banking transaction, saving in that way valuable time."



**MSc Prof. Srđan Kalnak, Head assistant for non-medical questions at General Hospital**

**Zrenjanin**, on this occasion stated: "I would like to express my gratitude for this donation that is very important for our institution. In the era of computerization and introduction of an integrated health information system, when the need for computers is extreme. The General hospital Zrenjanin has circa 300 PCs, the need for rolling over, and their maintenance is extremely high, so these 20 PCs will facilitate and speed up certain procedures, and increase the satisfaction of employees and patients."

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. UniCredit offers local expertise as well as international reach and accompanies and supports its clients globally, providing clients with unparalleled access to leading banks in its 14 core markets as well as another 18 countries worldwide. UniCredit European banking network includes of Italy, Germany, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Romania, Russia, Serbia, Slovakia, Slovenia and Turkey.

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