

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

Belgrade, January 11th 2018

Socially responsible during the during Seasons Holidays

Christmas and New Year are for many of us the happiest part of the year, when we share our time and presents with our loved ones. Among us there are those who lack what is most valuable, which we may not appreciated enough, and that is health. This year, UniCredit Bank decided to donate money instead of purchase of New Year's gifts for our clients to those who need help the most.

In that way, we were able to support University Children's Hospital Tirsova, BelHospice and Serbia National Association of Parents of Children with Cancer – NURDOR with total amount of EUR 16.500

In addition, as a small sign of appreciation for this year we gave to our clients, soap that is handmade by family Šoć from Novi Sad of 100% natural materials and the box handmade from the wood in family Srećković workshop in Valjevo. These two products were ones of the winning products of the competition Idea for Better Tomorrow, which UniCredit Bank has been organizing since 2012 with the aim to support development of social entrepreneurship in Serbia. Until now, we have supported the development of 23 ideas with the grants in the total amount of EUR 140,000.

In terms of CSR, 2017 was one of the most successful years since UniCredit Bank is operating in Serbia and the decision to donate represent the crown of the entire engagement. Bank was strongly committed to development of local communities on various levels and thus implemented different activities that contribute to the improvement of living conditions in the local communities. What is even more important, almost 50% of employees were engaged in different activities.