



Press Release

Digitization - The future of the economy sector

Belgrade, 26.09.2022. – UniCredit Bank Serbia and the Serbian Chamber of Commerce organized today a conference called "**Digitalization - The future of the economy sector**", which gathered over 100 clients, businessmen and partners of the bank, as well as members of the chamber.

The conference was held live in the premises of the Serbian Chamber of Commerce, where distinguished businessmen from our largest companies had the opportunity to share their experiences and challenges, as well as new trends when it comes to digitization and simplification of processes in the economy sector. In addition, UniCredit Bank, as one of the leading banks in Serbia, presented the unique factoring platform Woca, which enables advising clients in the management and financing of working capital in order to maintain the necessary liquidity of the company.

The conference was opened by **Katarina Ockoljić, Secretary of the Association of Financial Institutions of the Serbian Chamber of Commerce**, who emphasized the importance of digitalization and its application in the economic sector: "The financial sector is traditionally a pioneer in the application of new technologies, and with its solutions it simultaneously encourages the digitalization of its clients' businesses and the sustainable development of the economy in the whole. Recognizing the importance of digitization and technological progress, SCC supports all projects that contribute to the application of innovative technological solutions and to raising the efficiency of the economy in order to be adequately included in modern international trends."

Aleksandra Rašić, Director of the Corporate and Investment Banking Sector and Member of the Management Board, gave the opening address in front of UniCredit Bank Serbia, who stated: "Digitalization of operations in the economy sector is a process that is almost taken for granted in most large companies. Guided by the experience of our Group and the fact that UniCredit Factoring Italy is a convincing leader on the Italian market, we believed that the Serbian market deserves an equal quality of service. That's why we took advantage of this situation to offer our clients a new, unique factoring platform - WoCa. We wish to present to our clients the new trends that we are introducing as a bank, considering that in the segment of corporate-investment banking we are the first choice for as many as 75 of the 100 largest companies in Serbia, which certainly speaks of the trust that Serbian companies place in us."

At the panel that was a part of the conference, guests from various industries had the opportunity to answer questions and share their experiences on the topic of digital transformation trends, which is one of the strategic goals, that is, means that will help speed up the economy and achieve greater growth. Panel participants were: **Katarina Ockoljić, Serbian Chamber of Commerce, Milan Sekulić, UniCredit Bank Serbia, Irena Brajović, Confindustria Serbia, Jovanka Balać, Star Import and Petar Petojević, Atos.**

Milan Sekulić, Director of the Working Capital Financing Department at UniCredit Bank Serbia, presented Woca, the most modern e-platform for processing factoring products. The platform allows clients to manage their claims and obligations in a simple way, through



a financial instrument that aims to speed up the collection of claims from debtors to creditors, which are due with a delayed payment term. The WoCa platform integrates the ability for both the client and its partners to access the system directly from their computers, to quickly and simply communicate with the bank and authorize requests. Its effectiveness is best reflected in the great saving of time, the reduction of bureaucracy and most importantly - the incomparably faster process of disbursement of funds.

WoCa is a platform with access to data at any time, 365 days a year and automatically sending notifications to absolutely all of the client's partners. This means that the platform enables the automatic processing of a very large number of invoices at once, given that the architecture of the platform is such that it has the prerequisites for direct connection with the client's information system. For these needs, UniCredit Bank offers its clients immediate help and advice from banking experts in this field, who, in accordance with the specific needs of each client, form an optimal financial solution using specific banking products: factoring, reverse factoring (supply chain financing), discount bills, discount letters of credit and short-term loans adjusted for working capital.

About UniCredit

UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe. We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets. UniCredit is organized in four core regions and two product factories, Corporate and Individual Solutions. This allows us to be close to our clients and use the scale of the entire Group for developing and offering the best products across all our markets. Digitalisation and our commitment to ESG principles are key enablers for our service. They help us deliver excellence to our stakeholders and creating a sustainable future for our clients, our communities and our people.

About Serbian Chamber of Commerce

The Chamber of Commerce of Serbia (CCS) is an organization of business entities defined by law. With a tradition of 165 years, CCS gathers the economy of Serbia into a single system, sectorally and regionally. CCS is autonomous and independent in its activities, and businessmen participate in the work of its administrative bodies and bodies.

CCS represents the interests and views of its members by participating in the creation of laws and other regulations important for the business community; improves economic cooperation with foreign countries; provides information and analytical support to the economy; encourages export activity and the inclusion of domestic companies in international supply chains. Through connecting economy and science, the application of new technologies and knowledge in modern business and production is encouraged.

CCS members are grouped into the sectors of agriculture, industry and services, which are further grouped into 18 branch associations. Within the network of 16 regional chambers of commerce and the chamber of the capital city, professional support and efficient representation of the interests of the economy in the regions is provided. Through the work of representative offices in several European countries, the main foreign trade partners, special importance is given to the internationalization of business and the international connection of the domestic economy.