

## **Empowering female entrepreneurship through preserving tradition!** The exhibition "100 women, 100 miniatures" opened in branches of UniCredit Bank Serbia

**Belgrade, April 2023.** – As a socially responsible company, UniCredit Bank Serbia continues to strengthen the community in which it operates, and this time it emphasizes the preservation of cultural heritage and support for female entrepreneurship. In the branches of UniCredit in Belgrade, the exhibition "**100 women, 100 miniatures**" was officially opened in cooperation with Ethno Network, an association of handicraft producers from all over Serbia.

The exhibition, which shows unique handicrafts in the 10x10cm format, made using traditional techniques by women and young people in craft associations and cooperatives throughout Serbia, was organized by UniCredit Bank Serbia in cooperation with the Ethno Network, with the support of the National Alliance for Local Economic Development (NALED). The exhibition is currently open in four branches of the Bank in Belgrade, while in the coming period it will be shown in branches of UniCredit throughout Serbia.

**Rastko Nicić**, member of the Management Board and Head of Retail at UniCredit Bank Serbia, said on that occasion: *"We believe that it is the responsibility of the economy to contribute to the preservation of cultural heritage, but also to support women's entrepreneurship. Therefore, we decided to use our resources - in this case branches, as places where we will do just that. I am glad that we are able to organize an exhibition like this in order to support the community in which we operate, but also so that our branches are recognized as a place where clients will always feel added value for everything our bank provides them".*

**Svetlana Bunčić**, Head of Identity and Communications at UniCredit Bank Serbia, said: *"The goal of this exhibition is not only to show masterful handicrafts once, but to continue to support those who make them, in order to continuously strengthen the community and create a favorable environment for the development of women's entrepreneurship. I would use this opportunity to invite representatives of other companies to follow our example, as well as to use these valuable products for business and diplomatic gifts".*

**Violeta Jovanović**, executive director of NALED and President of the Ethno network, pointed out: *"Culture, heritage and women form a key, but neglected, pillar of local development, and that's why this exhibition affirms authentic values and meets high ESG standards of corporate responsibility." We are grateful to UniCredit Bank for the continuity in cooperation and readiness to contribute to gender equality, financial inclusion and economic empowerment of women and young people through the synergy of economy and culture in partnership, thereby building the harmony of heritage and future".*

The ceremonial opening of the exhibition was accompanied by a performance by the cultural and artistic society (KUD) "Čukarica" from Belgrade, under the artistic direction of Nenad Đorđević.

At the end of last year, UniCredit Bank also supported the traditional annual exhibition "100 women - 100 miniatures" organized by the Ethno network, the only juried exhibition of handicrafts that sets high standards in old techniques in order to actively preserve the traditional heritage of Serbia. It is of great importance that this project is implemented as an invitation to all women and families to enable them to earn money from making handicrafts.

The exhibition will be open in the Belgrade branches of UniCredit Bank Srbija for the next month at the locations - Jurija Gagarina 12, Španskih boraca, Rajičeva 27-29 and Trnska 2 (in the immediate vicinity of the Kalenić market). After that, the exhibits will be displayed in cities throughout Serbia where UniCredit Bank operates.

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#### **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.*