

## **"Some installments do not have to be returned"**

The winners of the UniCredit Bank Serbia „Lucky Cash Loan“ prize contest have been announced

**Belgrade, July 2023** – UniCredit Bank has announced the winners of the unique prize contest called **"Lucky Cash Loan"**, who were able to have **the bank pay off the cash loan early instead of them**, in the maximum amount of up to 10,000 euros.

Through the contest, the Bank awarded a total of five awards for the best ideas and project proposals aimed at improving the quality of life of the local community. In this way, UniCredit Bank became the first bank on the domestic market to offer the possibility that five clients do not have to repay the cash loan in whole or in part.

The authors of the five most creative ideas - the winners of the award contest have the right to early repayment of the loan, in the maximum amount of up to 10,000 euros, and the amount of the award depends on the individual balance of the cash loan debt realized during the duration of the award contest for each of the winners on the day of the announcement of the winner of the contest. In addition, UniCredit Bank will implement one of the five winning projects, which was declared the best by the expert jury.

**Svetlana Bunčić, a member of the Management Team and Director of Identity and Communications at UniCredit Bank**, said at the winner announcement ceremony: *"First of all, I would like to congratulate the award winners and thank everyone for their participation. Through this unique and innovative award competition, we recognized a way to get closer to our clients in an interesting way. This was an excellent opportunity for them to get involved in the improvement of local communities, and as a bank for which community empowerment is one of the main pillars of business, our goal was to add value to this campaign. I am glad that through this kind of campaign we revived and promoted cash credit as one of the traditional banking products".*

The contest lasted from May 22 to July 14 this year. The right to participate in the prize competition was open to all citizens of Serbia of legal age who have their place of residence or stay in Serbia, and who are residents of Serbia. Also, on the day of the start of the prize contest, it is necessary for the participants to be clients of the Bank, or to acquire that status during the duration of the prize contest, i.e. to conclude and implement an agreement on a cash loan or a cash loan for refinancing with or without insurance during the period of the prize contest. UniCredit Bank.

The winners proposed and described the Project on the topic: **"HOW TO IMPROVE THE LIFE OF THE LOCAL COMMUNITY IN WHICH I LIVE"**, and UniCredit Bank will implement the best idea chosen by the expert jury.

The winners were determined by a committee composed of three members, namely two representatives of the bank - **Maje Jerkić Bogosavljević**, leading advisor for environmental protection, social responsibility and conscientious corporate governance and **Željke Ćirić Jakovljević**,



director of communications at UniCredit Bank, as well as one independent external member. - **Nevena Martinović**, manager for innovation in the company, MPC Properties.

The president of the jury, **Nevena Martinović, innovation manager in the company, MPC Properties**, pointed out: *"It was an honor and a pleasure to be part of this great, socially engaged initiative of Unicredit Bank, especially because we share the same values when it comes to the promotion of ESG policies and joint commitment to we are going on the path of green transition. Our work as a jury was not at all easy, but unanimous decisions were made for 5 winning ideas. What especially delighted me in this particular project is the number of quality applications, which confirms that people are increasingly turning to green ideas, that they have empathy and that they are ready to take an active role for positive changes in society"*.

The projects were evaluated according to the following criteria: a concrete proposal related to the improvement of life in the local community with a brief explanation of how the proposed idea affects the improvement of life in the local community and who is affected by the proposed idea.

The detailed rules of the award competition are published on UniCredit Bank's website: <https://www.unicreditbank.rs>

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*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.*