

Press release

## **UniCredit named Best Bank in Central and Eastern Europe**

**The group picked up nine awards at the Euromoney Awards for Excellence, also retaining its crown as Best Bank in Italy**

**Belgrade, July 2023** – UniCredit was recognized as the **Best Bank in Central & Eastern Europe** at the Euromoney Awards for Excellence. The group won in total **nine awards**, building on the five achieved in 2022, and maintaining the crown as Best Bank in Italy.

In CEE UniCredit also won also **Best Bank** County awards in **Austria, Bosnia and Herzegovina, Bulgaria, and Croatia**.

Regarding the recognition as Best Bank in CEE, Euromoney commented: *“Over the past year, when some of its rivals were distracted by integrating acquisitions, UniCredit’s potential for organic growth in Central and Eastern Europe has become clearer. The bank has seen strong growth in customer numbers – especially in countries such as Romania and Serbia, where its market share has furthest to grow – as well as more traction in cross-selling products such as insurance and asset management. These successes owe a lot to UniCredit’s development of digital banking – with greater digitalization of mortgages, consumer loans and current accounts in the Czech Republic and Slovakia, for example – and its efforts to trim the number of retail products, fostering greater efficiency and focus.”*

This builds on the bank’s historically strong presence in the CEE region, where it has also won Euromoney’s **Best Bank for Transaction Services** in four out the last five years, as well as **Best Bank for Wealth Management**.

As in previous years, the **judging criteria include profitability, growth, relative outperformance compared with peers and the ability to adapt to changing market conditions and client needs**.

Commenting on this year’s success, **Andrea Orcel, CEO of UniCredit**, said: *“These awards highlight the momentum behind our ongoing transformation, a transformation that is primarily driven by the commitment and dedication of our people. At the same time, they also speak to our proximity to clients and depth in the countries where we are present. Congratulations to my colleagues for their incredible efforts, and thank you to our clients for their continued trust.”*

*“In our UniCredit Unlock strategy, Central and Eastern Europe has always been considered an area of growth. The results we achieved quarter after quarter confirm that we are on the right path. Our differentiators on the market are the sharp focus on simplification and digitalization, as well as on embedding sustainability in everything we do. Our key strength is the team of dedicated and highly engaged colleagues, focused on empowering the growth of 6.3 million, and increasing, individual and corporate clients in the region. We are motivated to improve daily by their trust in us to be their preferred financial partner in business and life”,* comment **Gianfranco Bisagni** and **Teodora Petkova**, who until last week were respectively Head of Central Europe and Head of Eastern Europe of UniCredit. Now both have increased responsibilities in UniCredit, where Gianfranco Bisagni was appointed Group Chief Operating Officer and Teodora Petkova became the Head of both Central and Eastern Europe.

The Euromoney Awards for Excellence were established in 1992 and are widely regarded as the definitive awards programme for the global banking industry – identifying ‘the best of the best’ in all countries offering banking services.

Full list of the categories, in which UniCredit was recognized:

- Best Bank in Austria
- Best Bank in Bosnia and Herzegovina
- Best Bank in Bulgaria
- Best Bank in Central & Eastern Europe
- Best Bank in Croatia
- Best Bank in Italy
- Best Investment Bank in Italy
- Best Bank for Transaction Services in Central & Eastern Europe
- Best Bank for Wealth Management in Central & Eastern Europe

\*\*\*\*

**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.*