

UniCredit Bank Serbia launches first digital branch and expand its business network

Belgrade, 03.03.2023. – The first digital branch of UniCredit Bank Serbia opened within the NCR campus in Belgrade, launching a new service model in accordance with the needs of the bank's clients.

The digital branch concept aims to enable the client to perform many simple transactions on their own through digital channels and devices. In this way, procedures are accelerated and bureaucratic processes are shortened, while advisers are given more time to strengthen relationships with clients.

This new banking concept brings a different user experience and is primarily intended for a digitally-oriented population.

In the new branch, clients will be able to get all the information from our financial advisor, open an account, apply for a loan product, apply for a housing loan, payment card, get support for mBanking and mBiz application as well as schedule an appointment, while for all additional cash transactions, our branch in the immediate vicinity will be available, at location Jurija Gagarina 12, New Belgrade.

The first UniCredit digital branch is located in the NCR campus, at Španskih boraca 75, Novi Beograd. The branch features Zone 24 with two (Cash In and Cash Out) [NCR Interactive Teller \(ITM\)](#) devices and the working hours are from 9:00 a.m. to 5:00 p.m.

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.