

EUR 227 million available to small and medium-sized enterprises through the "UniCredit for Serbia" initiative

Belgrade, 3rd July, 2024 - Support for the development of small and medium-sized enterprises is being improved and raised by UniCredit Group to a new level by launching the comprehensive initiative "**UniCredit for CEE**", which also includes "**UniCredit for Serbia**".

"UniCredit for Serbia" is an initiative to support small and medium-sized businesses, so that they can properly face all market challenges and be more competitive. It includes a set of products and services covered through three segments: financing, account maintenance and advisory services, with the aim of their further strengthening and growth.

The clients of UniCredit Bank in Serbia have the possibility of using different credit lines, in the total amount of **227 million euros**, which can help them in the further development of their business.

During 2024, the bank facilitated nine financing programs aimed at facilitating clients' investments in sustainable business practices and green technologies, which are necessary for competitiveness in the market today. The focus of support is on the sectors of health and education and sustainable agriculture, and special attention is paid to business improvements that contribute to adaptation to climate change, or have a positive impact on social inclusion and gender equality.

The bank has simplified and shortened the period for clients to obtain the necessary sources of financing, and when it comes to the segment of account maintenance by introducing automatic evaluation of clients with a simple ownership structure, the period required to open an account has been reduced to just one day.

It is important for small and medium-sized enterprises in transition towards the improvement of sustainable business models to be properly guided and informed about all possibilities and ways of financing. Therefore, one of the important segments of the "UniCredit for Serbia" initiative is the advisory service, through which small and medium-sized companies have the bank's expertise at their disposal, in order to facilitate their business operations. So far, more than 15 workshops have been organized on various topics where bank employees could share their knowledge and expertise. The bank will continue to bring financial support programs closer to clients through various business conferences, as well as to reward cooperation with them through the "We reward when we cooperate successfully" campaign.

Nikola Vuletić, President of the Management Board of UniCredit Bank Serbia, said on this occasion: *"The strength of the economy can be measured, among other things, by the level of development of small and medium-sized enterprises and entrepreneurship, because their impact on the economy is of enormous importance. The key aspects of the strength of small and medium-sized enterprises are the development of the local community through the creation of new jobs, the development of innovation and entrepreneurial mentality, and we at UniCredit Bank aim to strengthen these areas by helping our partners. Through 'UniCredit for Serbia', we expand our base of products and services, and offer our clients the opportunity to exchange best practices from Europe. In addition, the Bank has enriched its offer by creating the club 'Our businessman', that is, a segment of business that fully focuses on the needs of small and medium-sized enterprises. Through the "UniCredit for CIE" initiative, an extra mile is created for the Bank's clients to take*



advantage of numerous special offers with increased guarantees for more favorable conditions, thanks to strong cooperation with more than 25 domestic and international partners“.

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 three product factories, Corporate, Individual and Group Payments 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.

Digitalization 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.

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