

UniCredit keeps winning Awarded as Central & Eastern Europe's Best FX Bank

UniCredit has reconfirmed its status as a leading bank in Central and Eastern Europe (CEE) and Italy by claiming top honors in *Global Finance's* annual awards for Treasury & Cash Management Providers and Best Sub-Custodian Banks 2024.

Keeping the pace with the latest wins, UniCredit achieved a new recognition as Best FX Bank for Central & Eastern Europe in the Euromoney's Foreign Exchange Awards. Euromoney has a long history in evaluating the best in Foreign Exchange by benchmarking businesses based on their performance and market share. This year as well, it asked the FX industry to provide examples of their businesses' recent developments, growth and achievements in several categories.

This outstanding achievement is the result of a sound strategy based on client-centricity and digital transformation: with a continuous investment in technology and the creation of an outstanding client experience, we increase our competitiveness and strengthen our market position in FX business in CEE over the years.

Our UCTrader FX platform has become one of UniCredit's key competitive advantages in the CEE region. Over the last few years UCTrader has embedded itself as our clients' gateway to the eFX world. It serves as a powerful tool for clients to trade various FX products independently. Specifically, it allows one-click spot, forward, and FX swap transactions where users can place orders, access personalised working areas, and monitor their deal history in a secure trading environment. Furthermore, the platform facilitates liquidity contribution and consumption, order-book matching, and simplification of UniCredit's FX services, leading to reduced risk, enhanced efficiency, and lower costs for clients.

We serve 6 million clients, corporates and individuals, across the CEE region which is a key engine of growth for our Group, and we have on the ground FX presence in nine key CEE markets - **Czech Republic, Slovakia, Hungary, Romania, Serbia, Bulgaria, Croatia, Slovenia, Bosnia and Herzegovina**. Our physical presence is matched by our digital footprint, over the years we have been expanding the use of our FX platform UCTrader across CEE confirming us as a major player as well as at the forefront of digital innovation.

Michele Amadei, Head of Corporates CE&EE, added *"UniCredit's client focus, and extensive network ensures accessibility to our wide suite of FX products for multinational corporations, financial institutions, local corporates, public, retail, and private banking clients. Our FX products and services help clients apply the best FX strategy, whether towards local or international markets. This award confirms our strong presence in CEE and our clients' feedback is the best evidence of our impact."*

Filip Stikić, Director of Corporate Banking and member of the Executive Board of UniCredit Bank Srbija pointed out: *"This prestigious recognition confirms our aspiration for excellence and continuous innovation in the field of international finance." I am grateful to the entire team because their dedicated work and professionalism led to this significant success."*

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.