

"UniCredit for CEE" initiative supports micro and small businesses across Central and Eastern Europe with more than 2.6 billion euros

Belgrade, 26th June, 2024 - UniCredit announces the launch of **"UniCredit for CEE"**, a new initiative that provides concrete financial solutions, account maintenance and advisory services across **Central and Eastern Europe (CEE)**, all with the aim of supporting micro and small businesses, including non-profit organizations, aimed at on growth, overcoming the transition and strengthening competitiveness.

In these markets **by the end of 2024**, 60 financial solutions whose value exceeds **2.6 billion euros** will be available for use. Support is tailored to each market and focuses on innovation, digitalization, competitiveness, sustainability and more, while local programs are also developed for specific economic sectors such as agriculture, tourism or the export of goods and services.

The **"UniCredit for CEE"** initiative is based on three main segments: **financing, account management and advisory**. Among the concrete activities provided by UniCredit to micro and small businesses are:

- **FINANCING: 60 solutions** in place with more than **EUR 2.6bn** available for utilization till the end of 2024. Among them special solutions targeting key areas:
 - **10 financing programs** under CEE umbrella active on 8 markets with the aim to support innovation, digitalization, competitiveness, sustainability, creativity, culture.
 - Local programs for **specific industries** –agriculture, tourism, exporters
 - **Dedicated subsidized credit facilities for Micro Business** in 4 markets to support new companies with financing solutions, supporting digital payments and financial education
- **ACCOUNT MANAGEMENT: Special conditions**, specific to the local markets, among which fee free period for organizations from the third sector or for **newly onboarded** clients.
- **ADVISORY:** Support the micro and SMEs clients in transition towards more **sustainable business models, through various educational or entrepreneurial initiatives.**

13 financing programs aim to enable our clients the easier transition to ESG through investments in sustainable practices and green technologies.

"With UniCredit for CEE, we not only consolidate and grow our product and services base, available to micro and SMEs, but also increase the opportunity for sharing best practices among the markets for the benefit of the clients.", commented **Teodora Petkova**, Group Head of Central Europe and Eastern Europe.

She emphasized that the banks continue to **provide best-in-class financing solutions** to ensure our **clients' growth** and development of **local economies**. For instance in CEE for the last year



UniCredit supported 63k Small Corporates with 15bn of loans, and more than 53k Micro Corporates with 4bn of loans „With UniCredit for CEE we go the extra mile for our clients to leverage numerous special offers with increased guarantees with more favourable conditions thanks to our strong cooperation with over 25 local and international partners. We also continue to invest in our talents so they can build on the advisory roles for our clients”, Petkova concluded.

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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