

## **UniCredit Bank switches to Mastercard Touch Card™ - cards adapted to blind and partially sighted people**

**Belgrade, 4th February, 2025** - UniCredit Bank in partnership with the technology leader in the field of financial services and payments Mastercard, and as part of the UniCredit Group initiative, has become the first bank in Serbia to start **issuing Mastercard Touch Cards™** - cards that are designed and made to be **adapted to the blind and visually impaired persons**.

The design of the Mastercard Touch Card™ is based on a system of side notches that help visually impaired consumers to identify their UniCredit payment card by touch, out of all the cards they own. According to estimates, more than 12,000 people live in Serbia who cannot see or have vision problems. The design of the card allows them to be independent when using it, for payments via the Internet or at points of sale.

**Rastko Nicić, Head of Retail and member of Management Board at UniCredit Bank Serbia**, said on this occasion: *"We strive to create a world where everyone has equal opportunities, and financial independence is a key part of that." By investing in the development of this card, we confirm our commitment to creating an inclusive society by enabling everyone to have access to the financial tools they need. This is just the beginning of our journey towards enabling fully accessible financial services for all*".

**Jelena Sretenović, director of the Mastercard company for the markets of Serbia, Bosnia and Herzegovina and Montenegro**, says that every innovation should include inclusion, because this is precisely how the community in which we live and do business is strengthened: *"The principles of social and financial equality are very important to us, and the Mastercard Touch Card™ cards are the best example of how seemingly small things, like a notch on a payment card, can contribute to making a big difference in people's everyday lives. Inclusion is the foundation of our values and a guide in our efforts to enable greater safety, independence and equality. We are extremely glad that our partner, UniCredit Bank, recognized the importance of this solution and was the first to introduce it in Serbia, making everyday life easier for thousands of blind and partially sighted people in the country*".

Cards with the new function will gradually be introduced to all UniCredit Group clients, including around 20 million cards.

In accordance with UniCredit Group's ESG principles, the card is made of recycled PVC, and each new card bears the Mastercard Sustainable Card Badge.

Inclusion is an integral part of UniCredit's culture, and this initiative is one of the proofs of the Bank's commitment to nurturing an inclusive society without barriers.

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### **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 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.*

**About Mastercard**

*Mastercard strengthens economies and empowers people in more than 200 countries and territories around the world. Together with our users, we are building a sustainable economy where everyone has the opportunity to thrive. We provide a wide range of digital payment options, making transactions safe, simple, smart and affordable. We combine our technologies and innovations, partnerships and networks to provide a unique set of products and services that help individuals, businesses and governments reach their full potential. [mastercard.com](http://mastercard.com) [mastercard.rs](http://mastercard.rs)*