



EUROBANK WINNER OF THE PR RECOGNITION FOR 'MANCHESTER UNITED SOCCER SCHOOL'

Belgrade, October 6, 2020 - Eurobank is the winner of the special recognition of the Serbian Public Relations Association for realization and communication of the 'Manchester United Soccer School' project. This recognition is granted by a journalist selection jury this year for the first time. Owing to communication activities implemented by Eurobank in collaboration with the New Moment New Ideas agency, more than a half of the entire population of Serbia have heard about this unique Soccer School via media, social media platforms and special events.

Thanks to the long-standing cooperation between Eurobank and Manchester United FC, the Soccer School was organised in September 2019. The youngest talented footballers had an opportunity to gain knowledge about football and practical experience from the School head coach, Robin van der Laan, and to socialise with a legend of the club from the Old Trafford, a former attendee of this school, Wes Brown. In addition to young footballers, the School was also attended by the children of Eurobank's employees, clients and partners, as well as residents of the centres for children without parental care, SOS Children's Village Kraljevo and Children's Village from Sremska Kamenica. Both partners thus confirmed and expressed again their commitment to corporate social responsibility.

Thanking the selection jury for having recognised the significance of this project, Eurobank Head of Corporate Communications Aleksandra Džaferović said this was one of the most challenging, as well as the most inspiring projects that the Bank participated in. "It is an honour that journalists' jury recognized the importance of this project. Cooperation with a global brand such as Manchester United also means additional responsibility to give your best in each project and build communication to widest audience in the most adequate manner, and I am happy that we have managed to do that." – said Aleksandra Džaferović.

Eurobank launched its partnership with the Football Club Manchester United in 2014, in the area of issuing co-branded payment cards, and thanks to this cooperation, the Bank brought the 'Manchester United Soccer School' to Serbia.

Eurobank a.d. has been operating in Serbia since 2003, and today the bank is a leading foreign investor and financial organisation in the country, with its total assets standing at EUR 1.51 billion and loan portfolio of more than EUR 1.1 billion (as of 31/12/2019). After more than 15 years of successful business in Serbia, Eurobank and its affiliates offer a wide range of standard and innovative banking products and services. Eurobank's branch network consists of 80 branches and five corporate banking centres in key business, cultural, and historical locations. For more information, please visit www.eurobank.rs.

Eurobank a.d. is part of the Eurobank Group, a dynamic banking organisation active in six countries with EUR 65.8 billion in total assets and more than 13,300 employees. Founded back in 1990, the Group continues its dynamic growth in stable and determined steps, focusing on different needs of its customers. The Group's network of 651 branches both in Greece and abroad offers a comprehensive array of financial products and services to retail and corporate customers.