



MEDIA RELEASE

Eurobank EFG Grand Sponsor of Atelje 212 Theatre for 2010/2011 Season

Belgrade, October 06, 2010 –Eurobank EFG has today signed an Agreement to be the Grand Sponsor of the Belgrade-based Theatre Atelje 212 for the 2010/11 season. With the decision to sponsor one of the most prominent cultural institutions in Serbia, which performs modern plays of domestic and foreign writers, Eurobank EFG re-affirm its commitment to provide support to the society and culture.

The cooperation between the Bank and the theatre has been established upon an initiative of actors from the Atelje 212 Theatre, wishing to develop and promote art and culture in Serbia.

*“Eurobank EFG has decided to further expand its CSR program, titled “We invest in European values”, focusing on support in education, healthcare, inclusive society and environmental protection, with another, fifth pillar – culture. This is a new form of our support to the Serbian society, since we wish to encourage investments from the business community into culture. Arts and culture is a fundamental element of our community and our organization has proven over the years its commitment to elevate the Serbian society as a whole”*said Nataša Krstić, Head of Corporate Communications in Eurobank EFG.

“We are glad that there are organizations such as Eurobank EFG which recognise the necessity of investments into cultural institutions, and we are particularly grateful that they have chosen the Atelje 212 Theatre. At the time when culture is threatened by a lack of funds, it is very important for all to know that large organizations are willing to invest into the development of culture in Serbia,” says Kokan Mladenović, Managing Director of the Atelje 212 Theatre.

The Sponsorship Agreement will enable Eurobank EFG clients to pay the tickets with a 50% discount at the Atelje 212 Theatre, as a form of additional promotion of theatre art and a benefit for the Bank’s clients. To get a discount when buying tickets at the Atelje 212 Theatre, Eurobank EFG clients are to present the evidence that they have an opened account in the Bank.

In this manner, projects within the new pillar, “Eurobank EFG Culture”, will become part of the comprehensive CSR program titled “We invest in European values”, focused on support to education, healthcare, inclusive society and environmental protection, where more than EUR3.5 have been invested so far.

*

Eurobank EFG Group is a European banking organization with total assets of €86.9bn (1H10). The Group employs more than 23,000 people and offers its products and services both through its network of over 1,600 branches and points of sale, and through alternative distribution channels.

Eurobank EFG Group has an established presence in Greece, Bulgaria, Serbia, Romania, Turkey, Poland, Ukraine, United Kingdom, Luxembourg, and Cyprus. It is a member of the EFG Group, an international banking group with presence across 40 countries. More information about Eurobank EFG can be found at www.eurobankefg.rs.