



PRESS RELEASE

SOCIAL RESPONSIBILITY MORE IMPORTANT THAN PRESENTS

Eurobank donated aid where it is most needed

Belgrade, December 25, 2014 – In the spirit of New Year's giving, at the end of this year Eurobank has donated funds to the children who need them the most (Association of Persons with Down Syndrome, National Association of Parents and Children with Cancer NURDOR) and support the "Liceulice" project.

Wishing to help the National Association of Parents and Children with Cancer (NURDOR), Eurobank has purchased 300 children's books in December and distributed them to the children accommodated in three large facilities – Centre for Children and Youth with Disabilities Sremčica, Centre for Children with No Parental Care "Dragutin Filipović Jusa" and Children's Shelter in Krfska Street.

Eurobank has also provided support to "Liceulice", an organisation focused on empowering marginalised and vulnerable social groups, and organised sale of their "Liceulice" magazine at its headquarters and branches. "Liceulice" magazine is a member of an international network of street newspapers, with 120-plus street newspapers in more than 40 countries. "Liceulice" was launched by a coalition of several civil society organisations and individuals, including popular actor Branislav Trifunović, Smart kolektiv, Centre for Youth Integration. In this manner, Eurobank has helped persons selling the magazine for whom funds from the sale provide basic existence.

Traditionally, Eurobank is a long-standing friend of the Association of Persons with Down Syndrome, which it has supported via constant donations in the form of office furniture, purchase of New Year's presents, and this time it has reallocated part of the funds for New Year's presents for clients to the organisation of a field trip.

Eurobank is this year's winner of the "Award for Corporate Volunteering after Floods", granted by the Responsible Business Forum and Smart kolektiv in December, as well as of the "My Choice" CSR Award of the My Serbia Association.

Eurobank is a European banking organization with total assets of € 77.6 bn (as at 31.12.13), offering universal banking across eight countries. Eurobank has a dynamic presence in Greece and holds lead positions in Bulgaria, Romania and Serbia, offers discerning Wealth Management services in Cyprus, Luxembourg and London and is also present in Ukraine. For more information on Eurobank, please visit www.eurobank.rs.

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