

New OTP Bank of Serbia a.d. Novi Sad created as a result of the integration process of OTP Bank of Serbia a.d. Belgrade (former Societe Generale Serbia) and Vojvodjanska banka a.d. Novi Sad, started working.

The most complex banking integration ever realized in this area is a strategic move of the OTP Group with the aim of forming a leading banking institution in Serbia.

After the annual credit growth of 15% in 2020, as well as the increased market share in all other segments, the new integrated bank is the first in Serbia in terms of market share in the loan segment and the second largest bank in terms of assets with a total of 5.2 billion euros.

“The integration journey that lasted 19 months and which we are finishing today would not have been successful if it were not for more than 3,000 of our colleagues and their commitment to this process, professionalism and expertise. It seemed that in 2020, the pandemic crisis stopped the world at times, but even that did not slow us down in our efforts to integrate the two great systems. Because when you know where you are going, you clearly see the way. The ideal combination of values, a combination of technical advancement, top user experience and tradition represents the synergy of the best solutions of two large banking brands, which our clients will now be able to experience. The new stage has just begun,” said Predrag Mihajlovic, President of the Executive Board of OTP Bank Serbia.

“This integration is a turning point in the history of the OTP Group. We have expanded across the region both organically and through acquisitions, and as a result of our growth strategy OTP is not only present in 11 countries, but we are the market leader in Hungary, Bulgaria and Montenegro and play a key role in several other markets - and now in Serbia. We are proud of this achievement and OTP Group strives to contribute to the long-term success of the Serbian economy and the well-being of Serbian society,” said Laszlo Wolf, Chairman of the Board of OTP Bank Serbia and Deputy General Manager of OTP Bank Hungary.

The branches of the integrated bank continue to operate in the same locations as before, with a total of 213 branches across the country. Now OTP Bank has the largest number of ATMs in Serbia at 322 locations, and in addition, clients have the opportunity to withdraw cash under the same conditions at another 165 ATMs of the MoneyGet network.

The merger of banks provides customers with new benefits with a focus on improving digital banking, and now they have at their disposal: online cash credit and automatic renewal of allowed losses, online purchase of travel health insurance, online activation of standing order and direct debit, early repayment of credit card debt, but also numerous benefits for our card users, using the phone as a card (along with mCard and ApplePay), P2P payments and transferring funds to private individuals via email and phone and much more.

The bank remains a loyal long-term partner to the Olympic Committee of Serbia and



New OTP Bank of Serbia is a result of synergy of large banking brands

continues to support social entrepreneurship, and through the fifth Generator project this year will support those who find solutions in digitalization and constant innovation, in order to encourage care for the environment and the environment.

OTP Group also includes OTP Leasing Serbia, a leader in the leasing market in Serbia in terms of production, as well as OTP Insurance, which provides life insurance services through OTP Bank, as an insurance agent, Danas reports.