

29.06.2011.

## **NEW BC PARTIZAN AND MARFIN BANK VISA CARD INTENDED FOR THE FANS OF BC PARTIZAN MT:S HAS BEEN INTRODUCED - "THE CARD OF BLACK & WHITE HEART"**

A press conference has taken place in the premises of KK Partizan at the Partizan stadium in order to introduce the new KK Partizan Visa Marfin Bank Visa card, reated particularly for BC Partizan mt:s fans and supporters of the club.

The newly introduced co-branded debit and credit visa cards are called: „**Card of Black & White Heart**“ and part of the income derived from every transaction on these cards shall be directed immediately to BC Partizan. The cards enable several discounts on branded items in the „Black & White“ Boutique as well as additional benefits and privileges when booking match tickets, a very favorable interest rate for credit cards, revolving repayment, safe use (chip used, sms alert ontransactions), access to check earned points and rewards on-line, as wella as special activities and rewards in the organization of BC Partizan and Marfin Bank.

The business director of BC Partizan mt:s, Mr Mladjan Šilobad and the Deputy President of the Executive Board of Marfin Bank, Mr Andreas Moyseos talked about this special type of cooperation.

Mr Moyseos congratulated Mr. Mladjan Šilobad and all the members of the basketball club "Partizan" for completing successfully another season and pointed out the significance of this cooperation: "In January this year, our Bank signed the Sponsorship Agreement with BC Partizan mt:s and on that occasion a press conference was held to promote the cooperation and announce the issue of co-branded payment cards. I am taking this opportunity to express our satisfaction and happiness as we have fulfilled our promise so now we are proud to introduce a co-branded payment card which will be available from now on to all "Black & White" fans.

The slogan which supports this project of Partizan and Marfin Bank has been created and it reads „Now that fans hold our card we have stronger support!“ The message that we want the fans to be aware of is that every transaction they make with their card creates a direct fee income for Partizan, so the fans can now also financially support their club - just by doing their everyday transactions with this card.

In addition to the regular use of the card, in Serbia and abroad, every cardholder automatically earns reward points. The points collected can be used to enjoy various discounts in the „Black & White“ Boutique, privileges when booking match tickets and the points can also be used to earn basketballs and jerseys autographed by their favorite Partizan players. Please allow me to also note the other main benefits of the card such as a very low interest rate, up to 45 days interest free transactions, flexible and safe use.

We would like to invite all the fans to choose either the debit or credit Partizan card that are now on offer, enjoy the benefits of the card and assist their favorite basketball club.“ concluded the Deputy President of the Executive Board of Marfin Bank.

The business director of BC Partizan mt:s, Mr Mladjan Šilobad expressed gratitude to Marfin Bank. „First of all, I would like to express my gratitude to Marfin Bank which has recognized the interest this year to support us and surely without them we could not have succeeded and reached these results. As to the card, we are very proud to be the initiators of this idea, namely, to launch this loyalty card. All our fans will be pleased to have one, as, apart from the appearance of the card itself which is appealing as it reflects the colours which are in their hearts they will also earn certain points which will bring them many benefits. The benefit for Partizan will be 0,3% of each transaction which will be credited to the account held by BC Partizan mt:s where it is necessary to stress that it is the Bank which gives up these funds in favor of the Club and not the cardholder.

I would like to thank Marfin Bank and Visa Card once again for fulfilling their promise given at the very start of our cooperation, which contributed to the quick finalization of this project“, the business director of the Club from Humska Street said.

"Loyalty cards are very popular with all big clubs. Since BC Partizan mt:s, a long time ago, exceeded the limits of being a sports club only, such a move to join a project of this type has been expected. As to the card, both parties reap the benefit, the club and the supporters and mutual loyalty bonds are built and a cardholder should be attached to the card long-term; should this be the case he can collect many points for discounts and prizes...Each cardholder will know in advance what he gets for being a cardholder as the entire reward scheme (all material and non-material prizes), ratings and all rules could be checked on 3 web sites crnobelibutik.rs, kkpartisan.rs and marfinbank.rs. During the promotional period, all cardholders shall have 5% discount on all products containing the coat of arms of Partizan mt:s, but only in the "Black& White" Boutique in 1 Humska Street", Mr Dalibor Marinović, a representative of a partner club, Agency Partizan said.

New VISA card of Marfin Bank „Card of Black & White Heart“ has also been welcomed by Mr Vladimir Djordjević, Country manager of VISA for Serbia and Montenegro.

„It is a well known fact that the company VISA has been supporting the initiatives for investments into sports for several decades now. Therefore, I am very glad that we have many opportunities in Serbia, to participate in various projects which support top sportsmen. Co-branded credit and debit cards of Marfin Bank is at the same time a new currency of all BC Partizan fans who will be able to support their club from now on, even out of the basketball court.

In addition to many benefits and safety features of the cashfree means of payment, future cardholders will also be in a position to support our trophy-winning basketball club. Black & White digital money will be accepted at million places of sale in the country and abroad, due to the global payment system of the company VISA, and it will win despite obstacles, the same way our players do“, Mr Djordjević said.

The basketball players of Partizan mt:s have been wearing the Marfin Bank logo on their sweat suits and over-shirts since they played the match of 18<sup>th</sup> Round, NLB League.

