
GSS NEWSFLASH BULGARIA

UNICREDIT BULBANK

UNICREDIT BULBANK – SUPERBRAND AND BEST BANK IN BULGARIA 2012

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Summary: UniCredit Bulbank is the strongest bank brand in Bulgaria. The bank is also Best Bank in Bulgaria 2012 according to the international financial magazine Global Finance.

UniCredit Bulbank is the strongest bank brand in Bulgaria. This is the result of an independent study initiated by the global organization Superbrands. The selection and evaluation process for the brands in unique all countries, in which Superbrands programme is active. The selection is done in two stages: through confidential voting of independent expert jury – the Board of Superbrands Bulgaria and through open national voting of consumers via internet. This presents an opportunity for the expert opinion to be taken into account together with what customers really think about the brand. When deciding about the top brands, the experts are led by the criteria of the world organization Superbrands and the definition for Superbrands: Superbrands is a brand, which has built excellent reputation in its sector and offers significant tangible and emotional advantages in comparison with its competitors. These comparative advantages, consciously or subconsciously are acknowledged by the consumers and they want to have them.

The international financial magazine Global Finance announced that UniCredit Bulbank is Best Bank in Bulgaria 2012. The criteria for choosing the winners by countries included growth in assets, profitability, strategic relationships, customer services, competitive pricing, and innovative products.

UniCredit Bulbank is the biggest Bulgarian bank with assets of over EUR 6 billion as of end September 2011. The bank serves over one million individuals and households, private clients, small and medium enterprises, large local and international corporates, etc.

Impact on investors: UniCredit Bulbank received clear recognition for its superior competence, excellent reputation and undisputable market leader in Bulgaria.

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Imprint
Corporate & Investment Banking
UniCredit Bank Austria AG
Global Securities Services
Julius Tandler-Platz 3
A-1090 Vienna
www.unicreditgroup.eu

Your contacts:

Veselin Stefanov
Relationship Manager
tel. +359 2 923 2818
veselin.stefanov@unicreditgroup.bg
<http://gss.unicreditgroup.eu>

