

UniCredit Bulbank

Profile

August 2011



UNICREDIT BULBANK IS THE INDISPUTABLE NUMBER ONE BANK IN BULGARIA



■ **Employees** : ~ 4000

■ **Clients**: ~ 1.3 million

■ **Branches**: ~ 230

■ **Number 1 in assets**: BGN 11.5 billion
(~ 5.88 billion euro)

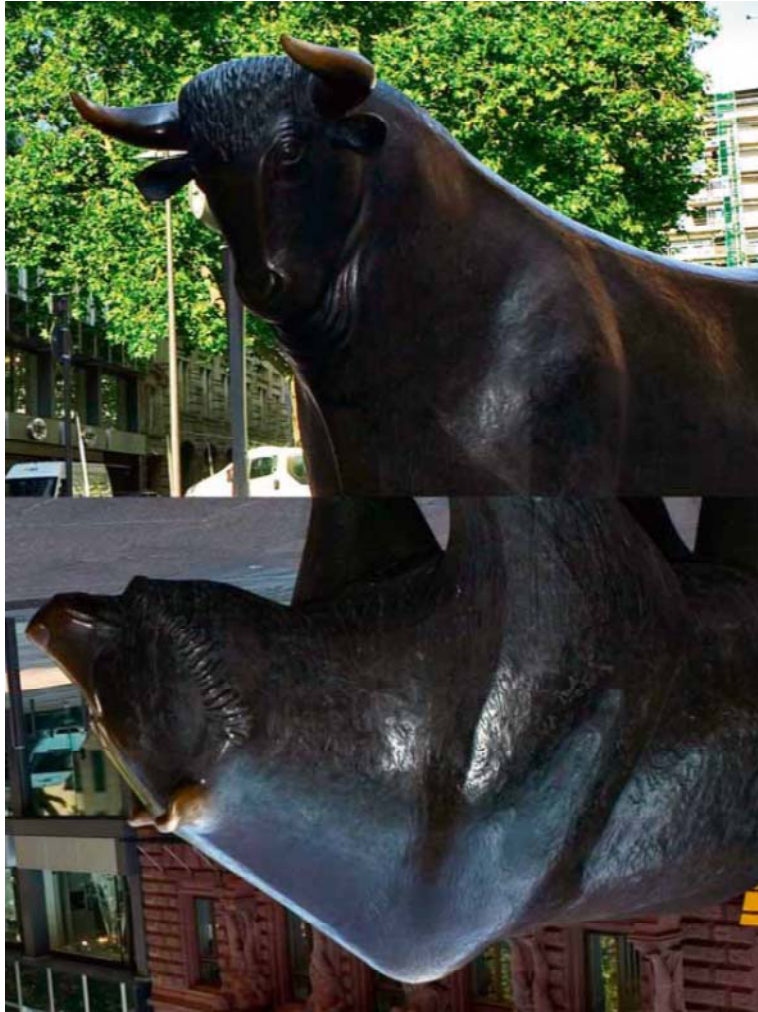
■ **Number 1 in shareholders' equity**:
BGN 1.72 billion (~ 880 million euro)

■ **Number 1 in deposits from clients**:
BGN 6.86 billion (~ 3.51 billion euro)

■ **Number 1 in loans and advances to customers**:
BGN 7.51 billion (~ 3.84 billion euro)

*1 euro = BGN 1.95583; Figures as of 31 June, 2011

MARKET LEADER IN COMMERCIAL BANKING



- UniCredit Bulbank holds **Number one** position in:
 - Corporate banking;
 - Private banking;
 - Investment banking;
 - among top players in **Retail banking**.
- **Individuals and SME** can choose a tailor-made solution for their savings, as well as rely on various loan offers, cards, online banking, current accounts, investments and insurance products.
- UniCredit Bulbank provides to its **corporate customers** a **comprehensive range** of banking **products and services**.
- The Bank offers various **cash management** products and flexible opportunities for **financing**.
- UniCredit Bulbank is a top player in the country on the Bulgarian and international **finance and capital markets**.
- **Number one** in corporate loans – 5.75 billion BGN
- **Number one** in corporate deposits – 3.54 billion BGN

*1 euro = BGN 1.95583; Figures as of 31 June, 2011

CREDIT RATING BBB/Stable/A-3 BY STANDARD AND POOR'S

Long term	BBB
Outlook	Stable
Short term	A-3

- UniCredit Bulbank has the highest rating from S&P in Bulgaria;
- The bank's rating is equal to the country rating of Bulgaria;
- Standard and Poor's comment that the rating reflects:
 - *The financial and operational support from parent, UniCredit SpA;*
 - *The fact the UniCredit Bulbank is the leading franchise in Bulgaria as the largest domestic bank;*
 - *Comparatively conservative risk profile and good risk management framework relative to domestic peers;*
 - *Adequate capitalization and liquidity.*

UNICREDIT COMPANIES IN BULGARIA COVER THE FULL SPECTRUM OF FINANCIAL SERVICES



The Biggest Bank in Bulgaria



Leading Leasing Company



Market Leader in Factoring



Among top in Consumer Financing



The Biggest Company for
Collective Investment Schemes

A BANK WITH A HISTORY

1964

Bulbank was founded as the state-owned Bulgarian Foreign Trade Bank (BFTB);

1993

Hebros Bank was founded by merger of eight commercial banks in Bulgaria;

1995

Bank Biochim was founded as result of merging three of the biggest state owned banks in the country – CB Biochim (founded 1987), CB Sofiabank (1993) and CB Serdica (1995);

2000

Bulbank's privatization was completed on October 2 and the bank became a member of UniCredit Group;

2002

Bank Biochim's privatization was completed and the institution become member of HVB Group; a merger with newly created HVB Bank Bulgaria follows;

2003

HVB Bank Bulgaria becomes HVB Bank Biochim; at the beginning of 2005 Hebros bank joins the group;

2004

Bulbank celebrated 40th anniversary as the biggest Bulgarian bank and undisputable market leader;

2005

UniCredit Group announced merger with HVB Group;

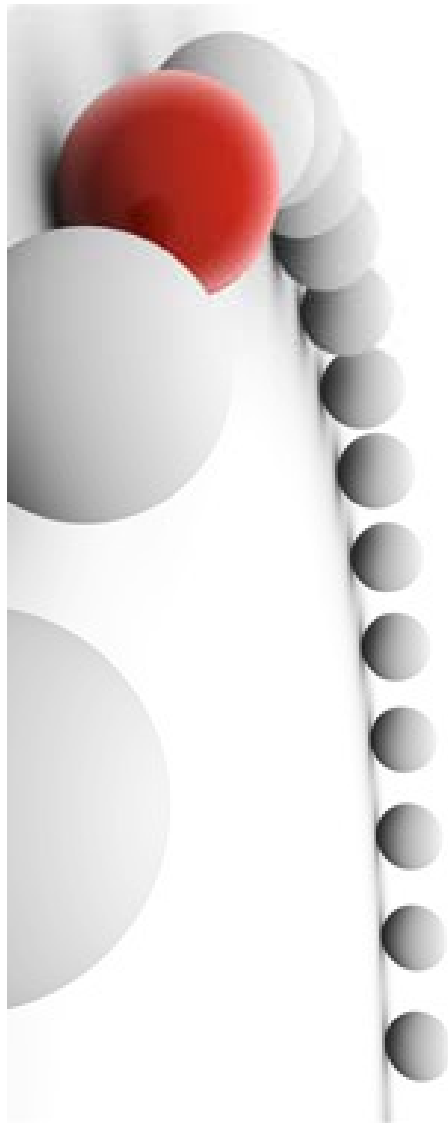
2007



On April 27, 2007 the integration of the three UniCredit banks in Bulgaria is completed and UniCredit Bulbank is firmly positioned as the number one bank in Bulgaria.

2011

UniCredit is the Indisputable market leader: number one in assets, loans, deposits, shareholders' capital and profit.

LOCAL AND INTERNATIONAL RECOGNITION - RECENT AWARDS



- 2011  Best Bank in Retail Banking - Pari newspaper
- 2011  Bank of the Client – Association Bank of the Year
- 2011  Best Bank in Bulgaria – EMEAFinance magazine
- 2011  Best Custody Bank in Bulgaria – Global Custodian
- 2011  Award for CSR policy in Bulgaria – Pari newspaper
- 2011  Financial Product of the Year – Investment product category for Savings plan with Pioneer Investments – Banks, Investment, Money magazine
- 2011  Straight-Through Processing (STP) Excellence Award, Deutsche Bank
- 2010  Best Bank in Bulgaria - Euromoney magazine, 2006 - 2010
- 2010  Best Bank in Bulgaria - Global finance magazine, 2008, 2010
- 2010  Best Bank in Bulgaria - emeafinance magazine, 2010, 2009
- 2010  Bank of the Year in Bulgaria - "The Banker", 2007, 2009
- 2010  Bank of the Year in Bulgaria - Banks, Investment, Money magazine
- 2010  Bank of the Year in Bulgaria - Bank of the Year Foundation
- 2010  Best Bank in Market Share - Pari daily - 2007, 2009
- 2010  Safest Bank in Bulgaria - Banks, Investment, Money magazine
- 2010  Financial institution with biggest volume of investments - Bulgarian Agency for Investment and BIP magazine
- 2010  Straight-Through Processing (STP) Excellence Award - Deutsche Bank
- 2010  CSR Award "Investor in Environment" for sustainability, by Bulgarian Forum of Business Leaders, 2010... and many more during the years.

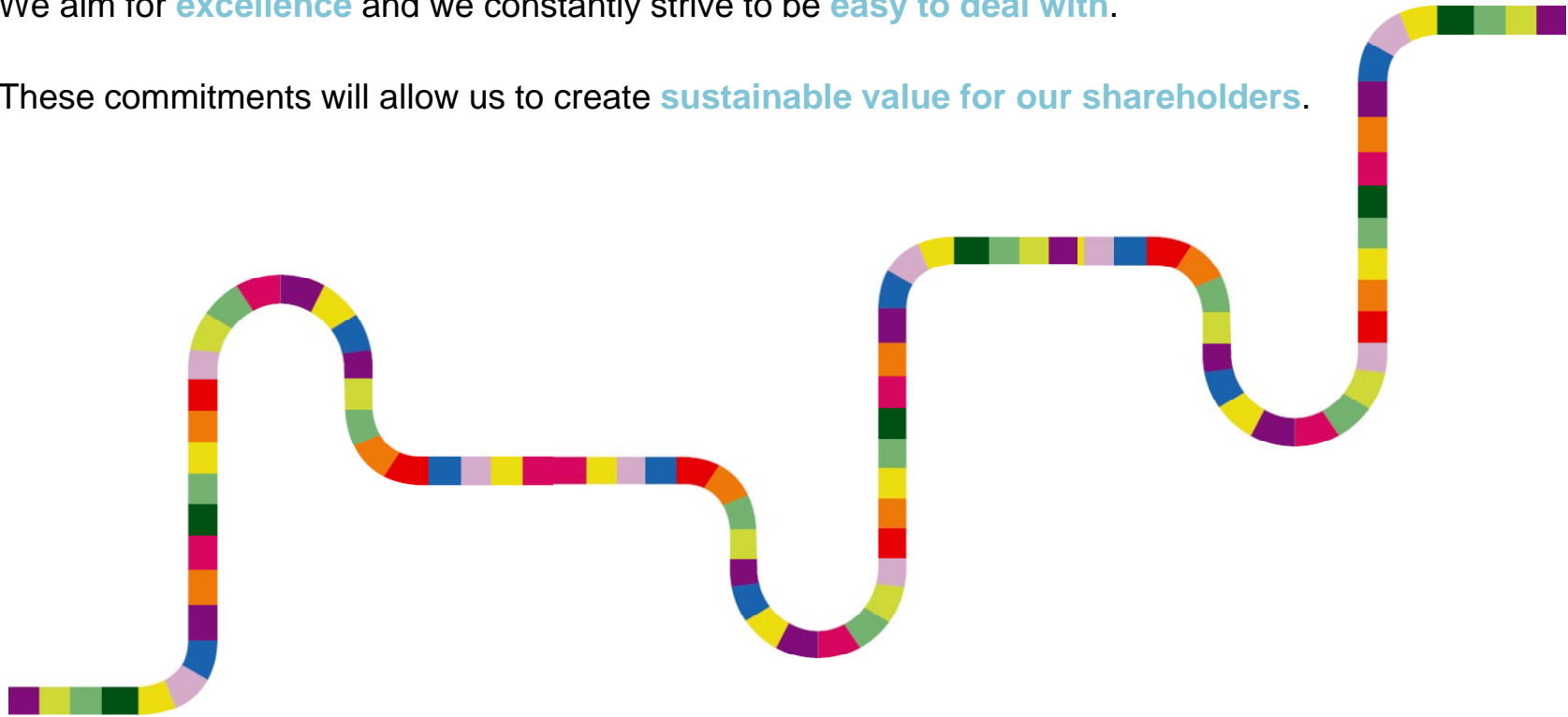
THE MISSION OF UNICREDIT...

We, UniCredit people, are committed to generating value for our customers.

As a leading European bank, we are dedicated to the development of the Communities in which we live, and to being a great place to work.

We aim for excellence and we constantly strive to be easy to deal with.

These commitments will allow us to create sustainable value for our shareholders.



... DRIVEN BY A STRONG SET OF VALUES

Our set of values is based on integrity as condition of sustainability...

- Fairness
- Transparency
- Respect
- Trust
- Freedom to act
- Reciprocity

...to transform profit into value...

For UniCredit **the pursuit of profit is a positive value** because it assures continuity and independence, building - via integrity – our reputation vis-à-vis all stakeholders.

Integrity assures sustainability, which makes it possible to **transform profit into value.**

...for all our Stakeholders.

- Colleagues
- Customers and suppliers
- Investors
- Local Communities

CEE LEVERAGING ON UNICREDIT PARTNERSHIPS AND SPONSORSHIPS

Sport	Music	Environment	Art	Social, Health, Education
				
				
				
<ul style="list-style-type: none"> ▪ Football ▪ Golf ▪ Tennis ▪ Sailing ▪ Marathon ▪ Ski 	<ul style="list-style-type: none"> ▪ Classical music ▪ Opera ▪ Classical music festivals and concerts 	<ul style="list-style-type: none"> ▪ Global Compact ▪ WWF partnership ▪ Kyoto Club ▪ UNEP 	<ul style="list-style-type: none"> ▪ Modern Art ▪ UniCredit Art Collection ▪ UniCredit Kunstforum ▪ UniCredit Studio 	<ul style="list-style-type: none"> ▪ Research against cancer ▪ UniCredit and Universities Foundation ▪ UniCredit Foundation

UNICREDIT IS A MAJOR EUROPEAN BANKING GROUP



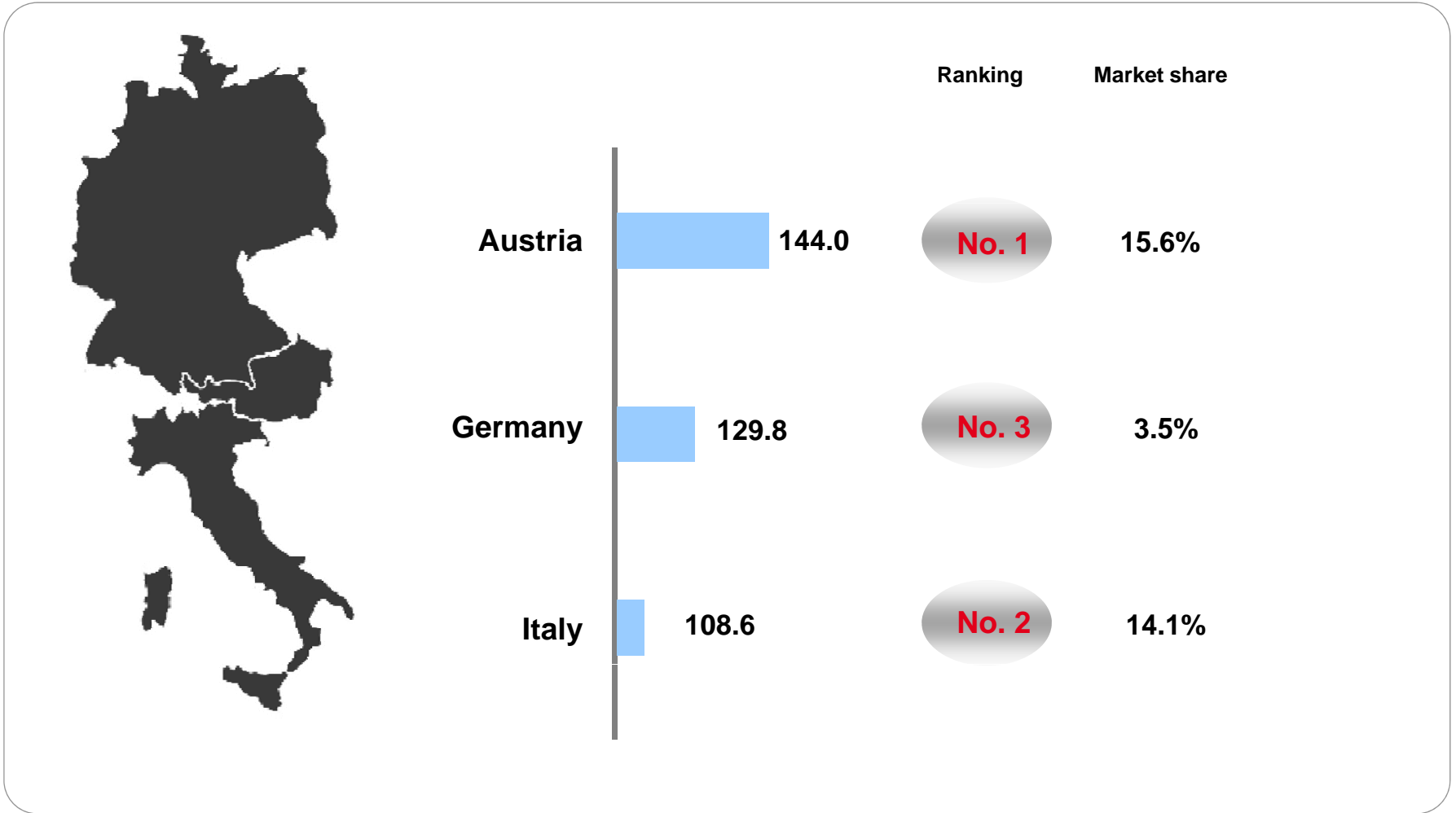
- **Employees: over 160,000**
 - **Branches: over 9,518**
 - **Banking operations in 22 countries**
 - **International network spanning : ~ 50 countries**
 - **Global player in asset management: €187 bn in managed assets**
 - **Market leader in Central and Eastern Europe leveraging on the region's structural strengths**
-
- **Top 20 in the world by assets as of mid 2011 and top 11 in Europe – Source: Bankers Almanac**

CREDIT RATING OF UNICREDIT

AGENCY	LONG TERM	SHORT TERM	OUTLOOK	LAST UPDATE
Fitch Ratings	A	F-1	Stable	Feb 3, 2011
Moody's	A2	P-1	Negative	6 Oct, 2011
Standard and Poor's	A	A-1	Negative	23 Sept, 2011

LEADING POSITIONS IN WESTERN EUROPE

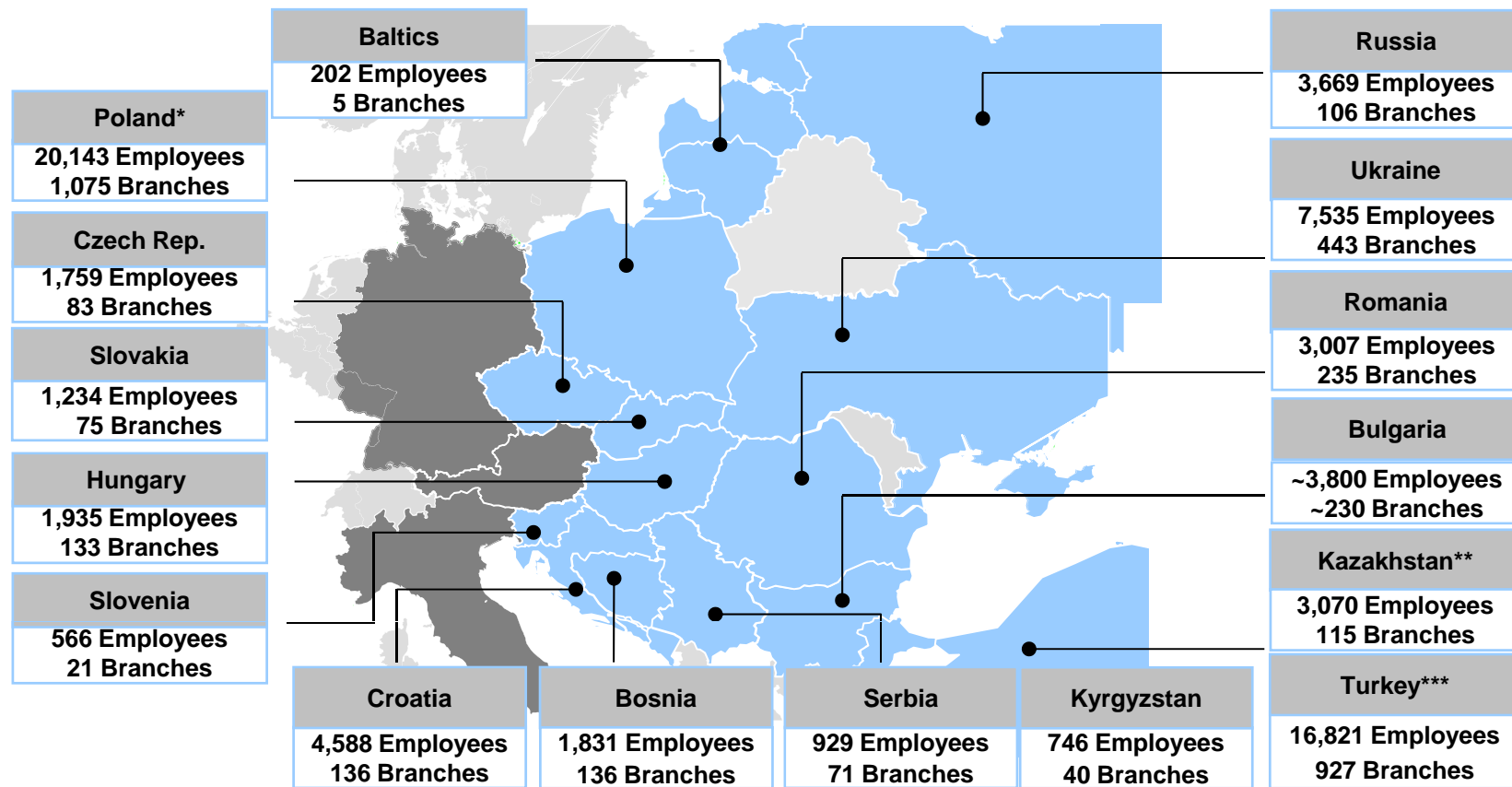
GDP per capita



*Market share of total customer loans as of December 31, 2010
 Source for GDP data: Eurostat, UniCredit Research.
 Nominal GDP per capita as at December 31, 2010 (EU27=100). Estimate of Nominal GDP per capita within the EU27 as at December 31, 2010 (last update March 10, 2011).

NUMBER ONE GROUP IN CEE

- Solid franchise of UniCredit in CEE: the largest and most diversified in the Region
- Long-term investor approach to CEE to benefit of persisting growth potential higher than in Western Europe



* Including UniCredit Bank in Ukraine
 ** Including Bank Sibir in Russia, but excluding ATFBank in Kyrgyzstan
 *** Including Yapi Kredi in Azerbaijan
 Data as of end 2010

THANK YOU!

More information:

www.unicreditbulbank.bg

Contact:

.....

.....

.....

August 2011

This document is prepared by Identity and Communications Department of UniCredit Bulbank.
Should you have questions or comments, feel free to contact us at: pr@unicreditgroup.bg or 02/9264 963, 02/9264 993
