

## Moskovska banka u Srbiji

- Beogradska "ćerka" ruske Moskovske banke otvorena kao grinfild investicija.
- Beneficije Srbije iz Sporazuma o slobodnoj trgovini i za strane investitore



Moskovska banka došla je i u Srbiju. U Beogradu je otvorila istoimenu banku kao grinfild investiciju. Motive dolaska na srpsko tržište i poslovne planove objašnjava **Vladimir Zečar**, predsednik izvršnog odbora Moskovske banke Beograd.

### **Kada je došla Moskovska banka u Srbiju i zasto je odabrana Srbija kao prva lokacija u jugositočnoj Evropi?**

- Srbiju smo odabrali jer predstavlja lidera razvoja u regionu. Verujemo u nju i njen buduću razvoj koji želimo da podržimo. Zaista brojni razlozi doprineli su odluci da prva investicija izvan teritorije bivšeg Sovjetskog Saveza bude upravo u Srbiji. Među njima su i nedovoljna podrška trgovinskim tokovima između Srbije i Rusije, ali i stabilnost i urednost bankarskog sistema.

### **Sa kojim kapitalom je počela rad beogradska „ćerka“ ruske Moskovske banke?**

- Moskovska banka je u Srbiju došla sa početnim kapitalom od 15 miliona evra, nakon dobijanja grinfild licence NBS. Nakon uspešne postavke sistema i angažovanja vrhunskih stručnjaka, danas je aktivan učesnik na međubankarskom tržištu, kreditno aktivna, sa stalno rastućom depozitnom bazom i aktivom dok portfolio klijenata čine kvalitetne privatne i državne kompanije.

### **Zašto je Moskovska banka došla u Srbiju na osnovu grinfild licence?**

- Prvobitno smo razmatrali ulazak na tržište kupovinom domaće banke, međutim dva su razloga opredelila odluku da tražimo grinfild licencu. Sa jedne strane akcije banke koju smo želeli da kupimo su skočile, a sa druge poslovna orijentacija je bila bliža odluci o grinfild startu poslovanja. Takođe, pozitivno iskustvo koje imamo sa osnivanjem banke u Ukrajini je išlo u prilog toj odluci. Naime, na tom izuzetno zahtevnom tržištu banka je već u prvoj godini ostvarila profit i ušla među 50 najvećih banaka.

Bank of Moscow has also come to Serbia. In Belgrade, it has opened the bank under the same name as the green field investment. Motives for the arrival at the Serbian market and business plans will be explained by **Vladimir Zečar**, President of Executive Board

### **When did Bank of Moscow come to Serbia and why was Serbia chosen as the first location in the South East Europe?**

-We have chosen Serbia as it represents the leader of development in the region. We also believe in Serbia and its future development and we want to provide our support. Actually, there are numerous reasons which have been decisive for making the first investment outside of the territory of the former Soviet Union in Serbia. They include not only unsatisfactory support for trading flows between Serbia and Russia but also the stability and regularity of the banking system.

### **What capital is used for the beginning of work of the Belgrade's "daughter" of the Russian Bank of Moscow?**

- Bank of Moscow has come to Serbia with the initial capital of 15 million EUR after the National Bank of Serbia (NBS) issued green field license. First, we have successfully set up a system and hired top experts and today we actively participate at the inter bank market, we are very active in the lending area and our deposit basis and assets are constantly growing while the customers' portfolio consists of high quality private and state owned companies.

### **Why did Bank of Moscow come to Serbia on the basis of the green field license?**

- At the beginning, we wanted to come at the market by means of buying a domestic bank. However, two reasons made us apply for the green field license. On the one hand, the shares of the bank we wanted to buy were increased and on the other hand, business orientation was closer to green field operations. Also, positive experience with the establishment of the bank in Ukraine was in favour of this decision. Namely, at this very demanding market, the Bank generated profit in the first year of work and became one of the 50 largest banks in the country.

### **What are the business plans of Bank of Moscow in Belgrade in 2009?**

- This year and the next one will be characterized by prudent credit policy, strengthening of deposit basis and conservative risk management. The responsibility which we have towards clients and towards ourselves implies the protection of their interests and stable business and growth. As a serious institution, we have prepared several scenarios in order to ensure adequate reaction depending on the changes of macroeconomic conditions and market situation. At the end of April 2009, the first VIP branch of Bank of Moscow Belgrade will start to operate at Terazije. In the course

# Bank of Moscow in Serbia

- Belgrade's "daughter" of the Russian Bank of Moscow has been opened as a green field investment
- Benefits for Serbia and for foreign investors from the Free Trade Agreement

## Kakve poslovne planove Moskovska banka ima u Beogradu u 2009. godini?

- Ovu, ali i narednu godinu karakterisaće oprezna kreditna politika, jačanje depozitne baze i konzervativno upravljanje rizicima. Odgovornost koju imamo prema klijentima, ali i prema sebi, jeste da zaštitimo njihove interese i postignemo stabilnost poslovanja i rast. Kao ozbiljna institucija pripremili smo par scenarija kako bi adekvatno reagovali u zavisnosti od promene makroekonomskog okruženja i tržišne situacije. Krajem aprila 2009. godine sa radom je počela prva, VIP ekspozitura Moskovske banke Beograd na Terazijama, dok u toku godine otvaramo filijale u Nišu i Novom Sadu koje će biti i regionalni centri za južnu Srbiju i Vojvodinu.

## Kakav značaj za Moskovsku banku Beograd ima Sporazum CEFTA, Sporazum o slobonoj trgovini Srbije sa Rusijom i najnoviji Sporazum o slobodnoj trgovini između Srbije i Belorusije?

- Zaista svi ti sporazumi su za Srbiju veoma značajni i daju joj konkurentnu prednost u odnosu na susedne zemlje. Samo podatak da CEFTA predstavlja tržište od 30 miliona ljudi dovoljno govori o potencijalu koji je Srbiji kao zemlji omogućen ovim sporazumom. Mi u Moskovskoj banci Beograd želimo da budemo podrška privredi Srbije i banka izbora domaćih i stranih, privatnih i državnih kompanija. U tom smislu pozitivno gledamo na ove sporazume i verujemo da će oni doprineti odluci svetskih kompanija da investiraju u Srbiju.

## Da li otvaranje Moskovske banke Beograd treba da doprinese većoj aktivnosti ruskih kompanija u Srbiji?

- Svesni smo potencijala koji pruža rusko tržište i u tom segmentu želimo da budemo spona između domaćih kompanija i ruskog tržišta, kao i obrnuto. Prema procenama, u Srbiju je od 2002. do 2006. godine uloženo oko 400 miliona dolara ruskog kapitala. Kupovina dela NIS-a i gasni aranžman povećavaju ovaj iznos na više milijardi. Prva ruska kompanija koja je investirala u Srbiji je „Lukoil“ koji je 2003. godine kupio za 117 miliona dolara „Beopetrol“ i u to preduzeće uložio 93 miliona evra.

## Da li će Moskovska banka Beograd raditi i sa stanovništvom?

- Po pravilu, ćerke banke Moskovska banka poslovanje sa stanovništvom počinju dve godine nakon ulaska na tržište. I ovaj segment poslovanja shvatamo maksimalno ozbiljno i želimo da, kada izađemo sa ponudom, sve besprekorno funkcioniše. U Srbiji će proizvoditi i usluge za stanovništvo biti dostupni u toku 2009. godine, stoga mogu da kažem da ćemo i ovaj segment našeg budućeg poslovanja za koji smatramo da je jako perspektivan i od koga očekujemo značajne rezultate, započeti pre predviđenog roka. U međuvremenu radimo na kreiranju ponude i određivanju uslova koji će biti u skladu sa trenutnom situacijom i aktuelnim trendovima u bankarstvu.

of the year, we are going to open branches in Niš and Novi Sad which will also be regional centres for South Serbia and Vojvodina.

## What importance do CEFTA Agreement, Free Trade Agreement between Serbia and Russia and the most recent Free Trade Agreement between Serbia and Belarus have for Bank of Moscow Belgrade?

- Indeed, all these agreements are very important for Serbia as they put Serbia into more favourable position in relation to the neighbouring countries. Just the mere fact that CEFTA represents the market of over 30 million people indicates the potentials ensured by this agreement to Serbia as the country. We, in Bank of Moscow Belgrade, would like to provide support for the Serbian economy and become the choice bank of domestic and foreign, and private and state owned companies. In that respect, we have positive attitude towards these agreements and we believe that they will affect decisions of world companies to invest in Serbia.

## Should opening of Bank of Moscow Belgrade also affect greater investment and other activities of Russian companies in Serbia?

- We are aware of potentials given by the Russian market and in this segment we would like to be a link between domestic companies and the Russian market and vice versa. According to estimates, some 400 million dollars of Russian capital were invested in Serbia in the period from 2002 to 2006. Purchase of the portion of the Oil Industry of Serbia (NIS) and gas arrangement increase this amount to several billions. The first Russian company which invested in Serbia is „Lukoil“. In 2003, it bought for 117 million dollars „Beopetrol“ and invested 93 million EUR in this company.

## Is Bank of Moscow Belgrade going to operate with citizens?

- As a rule, daughter banks of Bank of Moscow start retail operations one year after entering at the market. This segment of business is considered very seriously and we wish that when our offer is announced, everything functions flawlessly. In Serbia, retail products and services will be available in the course of 2009 and therefore, I can say that this segment of our future operations which we consider very promising and from which we are expecting substantial results, is going to begin before anticipated term. In the meantime, we are creating potential products and services and terms and conditions thereof and we are trying to harmonize them with current situation and existing trends in banking.

### Moskovska banka Beograd

Karađorđeva 89  
11000 Beograd, Republika Srbija  
Tel: (+381 11) 395 22 00  
Fax: (+381 11) 395 22 40  
E-mail: office@moskovskabanka.rs

## BANK OF MOSCOW

### O BANCI

Bank of Moscow, osnovana 1995. god kao državna banka, jedna je od pet najsnažnijih banaka po veličini i stabilnosti na teritoriji Ruske Federacije. Najveći akcionar je grad Moskva sa 44 %, a među akcionarima su i Moskovska osiguravajuća kompanija - 15,37 %, Rosbanka - 12,21 %, kao i druge vodeće ruske i internacionalne kompanije.

Banka obavlja poslovanje putem jedne od najrazvijenijih i najrasprostranjenijih poslovnih mreža koja se prostire na 11 vremenskih zona u 61 regionu, a čini je 395 ekspozitura i preko 9500 zaposlenih. Banka poseduje bazu od preko 9 miliona individualnih i preko 105 000 korporativnih klijenata. Mreža korepondentnih banaka sa kojima Banka ima izuzetno dobru saradnju broji više od 850 banaka u 85 zemalja.

Banka posluje kao univerzalna Banka, pri čemu glavni poslovi obuhvataju rad sa privredom, investiciono bankarstvo, poslovanje trezora, rad sa stanovništvom i privatno bankarstvo.

### REJTING

Kvalitet i pouzdanost Banke su potvrdile i najuglednije svetske agencije za ocenu rejtinga. Dugoročni kreditni rejting od strane agencije Moody's Investors Service je Baa1, a agencija Fitch Ratings je dodelila ocenu BBB-.

### GEOGRAFSKA RASPROSTRANJENOST POSLOVANJA

Banka uspešno posluje i na teritoriji bivših sovjetskih republika, gde poseduje banke u svom vlasništvu: BM Bank (Kijev, Ukrajina), Bank Moscow - Minsk (Minsk, Belorusija), AS Esti Krediidipank (Talin, Estonija), AS Latvijas Biznesa Banka (Riga, Letonija), dok je Moskovska banka Beograd počela sa radom 2008. god. Banka poseduje i predstavništvo za zapadnu Evropu u Nemačkoj u Frankfurtu na Majni.

### REZULTATI POSLOVANJA U 2008. GODINI

Bank of Moscow je u odnosu na prošlu godinu zabeležila rast aktive (prema ruskim računovodstvenim standardima) od 49 % koja sada iznosi 21,3 milijardi dolara. Sopstveni kapital je povećan za 411 miliona dolara (rast 24 %) i iznosi 2,2 milijarde dolara. Banka je i u uslovima svetske finansijske krize ostvarila neto profit u iznosu od 102 miliona dolara.

Broj korporativnih klijenata je povećan na 105 000, što predstavlja povećanje od 3 % u odnosu na prethodnu godinu, dok je broj klijenata fizičkih lica povećan za 16 % i iznosi 9,6 miliona.

Prvog januara 2009. godine kreditni portfolio bez međubankarskih kredita iznosi 14,3 milijarde dolara i beleži povećanje od 54 %. Portfolio kredita odobrenih stanovništvu povećan je za 43 % i iznosi 2,78 milijardi dolara.

Obim depozita privučenih od korporativnih klijenata porastao je za 52 % i iznosi 19,68 milijardi dolara. Rast depozita individualnih klijenata iznosi 13 % (3,87 milijardi dolara) što je banci obezbedilo treće mesto među bankama u Rusiji prema kriterijumu iznosa depozita fizičkih lica.

### THE BANK AT A GLANCE

Bank of Moscow was established in 1995 as the state owned bank. It is one of the most powerful banks according to the size and stability at the territory of the Russian Federation. The largest shareholder is the City of Moscow with 44% and the shareholders are also Moscow Insurance Company and Ross Bank holding 15.37% and 12.21% respectively, as well as some other leading Russian and international companies.

The Bank operates through one of the most developed and the most widespread business network covering 11 time zones in 61 regions comprising of 395 branches and over 9500 employees. The Bank has a database with over 9 million retail and over 105 000 corporate customers.

The network of correspondent banks with which the Bank has established excellent cooperation includes more than 850 banks in 85 countries.

The Bank operates as a universal bank and the main activities include corporate operations, investment banking, treasury operations, retail operations and private banking.

### RATING

The quality and reliability of the Bank have been confirmed by the most prominent rating agencies in the world. Long term credit rating awarded by the rating agency Moody's Investors Service is Baa1, and the rating awarded by Fitch Ratings is BBB-.

### GEOGRAPHICAL COVERAGE

The Bank operates successfully at the territories of former soviet republics where there it owns the following banks: BM Bank (Kiev, Ukraine), Bank Moscow-Minsk (Minsk, Belarus), AS Esti Krediidipank (Tallinn, Estonia), AS Latvijas Biznesa Banka (Riga, Letonia) and the Moscow Bank Belgrade started work in 2008. The Bank also has a representative office for Western Europe in Frankfurt on Main, Germany.

### BUSINESS PERFORMANCE IN 2008

With reference to the previous year, Bank of Moscow has recorded the growth of balance sheet assets (according to the Russian accounting standards) of 49% which presently amounts to 21.3 billion dollars. Own capital has been increased by 411 million dollars (growth of 24%) and amounts to 2.2 billion dollars. In spite of the global economic crisis, the Bank generated net profits of 102 million dollars.

The number of corporate customers has grown to 105 000 which represents an increase of 3% in relation to the previous year whereas the number of retail customers has grown by 16% and amounts to 9.6 million. On 1<sup>st</sup> January 2009, the Credit Portfolio without inter bank loans amounted to 14.3 billion dollars and it was increased by 54%. The Retail Credit Portfolio was raised by 43% and amounted to 2.78 billion dollars.

The volume of deposits held by corporate customers has grown by 52% and amounts to 19.68 billion dollars. The growth of retail customers' deposits is 13% (3.87 billion

Broj platnih i debitnih kartica beleži rast od 30 % i dostiže cifru od 11 miliona, dok je ukupan broj bankomata 1800. Banka je i u 2008. godini nastavila širenje na teritoriji Ruske Federacije gde je zabeleženo povećanje broja poslovnica na 395, od kojih su 33 otvorene u prethodnoj godini.

### VREDNOST BRENDA

Bank of Moscow jedna je od prve tri banke po kriterijumu vrednosti ruskih brendova u istraživanju koje je napravila renomirana agencija Interbrand Zintzmeyer & Lux. Bank of Moscow je zauzela 15. mesto u opštem rejtingu 40 najvrednijih brendova Ruske Federacije. Godine 2008. stručnjaci „The Banker“ magazina procenili su vrednost brenda Bank of Moscow na 319 milijardi dolara. Po proceni istog časopisa Bank of Moscow je među 250 vodećih brendova sveta.

### DRUŠTVENO ODGOVORNO POSLOVANJE

Od samog osnivanja deo strateške orijentacije čine i principi društveno odgovornog poslovanja, u skladu sa kojima banka uzima učešće u brojnim projektima u oblasti kulture, obrazovanja, sporta i humanitarnih akcija. Banka je stalni sponzor Boljšoj teatra, brojnih literarnih konkursa, foto bijenala i drugih umetničkih i kulturnih događaja. Od 1998. god. učestvuje kao sponzor Kupa Kremlja, a od 2004. god. obezbeđuje celokupan nagradni fond. Prošle, 2008. godine, nagradni fond turnira koji je obezbedila banka iznosio je 2 438 000 dolara.

### NAGRADE

Banka se može pohvaliti brojnim nagradama i priznanjima kao potvrdama uspešnosti i kvaliteta poslovanja, među kojima su: nagrada Dresdner banke za najbolju inostranu banku u oblasti međunarodnog plaćanja za 2007. godinu, nagrada za najbolju reklamnu kampanju u 2007. godini dodeljenoj od strane portala Banki.ru, Superbrands nagrada za snagu i prepoznatljivost brenda 2005. godine, nagrada za najbolji društveno odgovorni poslovni projekat, nagradu Banke JP Morgan Chase za najbolju korespondentnu banku, kao i mnoge druge.

## BANK OF MOSCOW

8/15 bld 3  
Rozhdestvenka St.  
Moscow 107996  
Russia  
SWIFT MOSW RU MM  
Tel: +7 495 745 8000  
Fax: +7 495 795 2600  
e-mail: info@mmbank.ru

dollars) higher which has secured the third position of the Bank among banks in Russia according to the criteria of retail deposits volume.

The number of credit and debit payment cards has also grown by 30% and has reached the figure of 11 million whereas the number of ATMs is totally 1800.

In the course of 2008, the Bank continued with the expansion at the territory of the Russian Federation and the number of outlets was raised to 395 of which 33 were opened in the previous year.

### THE VALUE OF BRAND

Bank of Moscow is one of the first three banks according to the criteria of Russian brands value in the survey conducted by the prominent agency Interbrand Zintzmeyer & Lux.

Bank of Moscow is ranked 15<sup>th</sup> in the general rating of 40 most valuable brands of the Russian Federation.

In 2008, the experts of the magazine “The Banker” assessed the value of the Bank of Moscow’s brand to 319 billion dollars. According to the evaluation made by the same magazine, Bank of Moscow is among top 250 leading brand names in the world.

### SOCIALLY RESPONSIBLE OPERATIONS

The Bank has been guided by principles of socially responsible operations as the part of its strategic orientation and has been involved in numerous projects in the area of culture, education, sports and humanitarian activities ever since its establishment.

The Bank is the permanent sponsor of the Bolshoi Theatre, numerous literary competitions, photo biennale and other artistic and cultural events. Since 1998, the Bank has participated as the sponsor of the Kremlin Cup and the whole award fund has been provided by the Bank since 2004.

In the 2008, the award fund of the tournament provided by the Bank was 2 438 000 dollars.

### AWARDS

The Bank has been given numerous awards and acknowledgements which prove the success and quality of its business including the following: the award of Dresdner Bank for the best foreign bank in the area of international payments for 2007, the award for the best advertising campaign in 2007 given by the Portal Banki.ru, Super Brands award for the power and recognizability of brand in 2005, the award for the best socially responsible project, the award of the JP Morgan Chase Bank for the for the best correspondent bank and many others.