



STRATEŠKI PARTNER / STRATEGIC PARTNER

OTP BANKA – ULAGANJE U TRAJNE VREDNOSTI

OTP banka Srbija kao deo **OTP Grupe** – jedne od vodećih korporacija u regionu – vrlo odgovorno prepoznaje i aktivno reaguje na probleme i poteškoće sa kojima se susreću ljudi koji ovde žive.

Pored pružanja naših finansijskih usluga, smatramo da je važno doprinosti pokretanju događaja koji služe interesima i potrebama celokupnog društva.

Naravno da je jedan od primarnih ciljeva kompanije ostvarivanje i uvećanje profita, ali društveno odgovorno poslovanje predstavlja i poslovni interes: kompanija jača svoju reputaciju, bolje se pozicionira na tržištu, stiče veće poverenje klijenata i investitora, a jačanjem poverenja smanjuje poslovne rizike. Društveno odgovornim poslovanjem **OTP banka** na neki način deli profit sa zajednicom u kojoj ga ostvaruje, tako što pomaže da se podigne životni standard i ulaže u životno okruženje. Zato možemo reći da ovakva ulaganja predstavljaju dobitnu kombinaciju za obe strane, i za kompaniju i za društvo u celini.

Danas je u Srbiji pre svega bitno ulagati u poboljšanje kvaliteta života najnezaštićenijih grupa građana, u njihovo zdravlje, obrazovanje i druge elementarne potrebe, a **OTP banka** se trudi da aktivno učestvuje u poboljšanju uslova života građana, pre svega kroz zdravstvenu zaštitu.

Međutim, čvrsto verujemo da je suštinski važno podržavati kulturne i umetničke aktivnosti i događaje koji promovišu vrednosti celog društva.

Sigurni smo da je **Novosadski jazz festival** pravi izbor.

***Dobri ljudi i dobre vibracije
čine istinsku harmoniju.
OTP banka Srbija a.d. Novi Sad
Verujemo jedni drugima***

OTP BANK – INVESTING IN LASTING VALUES

The OTP Bank of Serbia as part of the **OTP Group** – one of the leading corporations in the region – promptly and responsibly reacts to problems and difficulties encountered by the people who live here.

Besides our financial services, we believe that it is important to contribute to events which serve the interests of the entire society.

Surely, one of the primary aims of the company is to make and increase profits, but corporate social responsibility certainly serves our business interests: it enhances the company's reputation, ensures its better market position, earns it a greater confidence of clients and investors thus lowering its business risks. Running a socially responsible business allows the **OTP Bank** to share its profit with the community by contributing to its higher standard of living and investing in environment. Therefore, we believe this kind of investment is a good combination for both sides, for the company and the community as a whole.

The priority in Serbia today is to invest in providing a higher quality of life of the most jeopardised social groups – investments in their healthcare, education and other basic needs – and the **OTP Bank** seeks to actively participate in improving living conditions of the citizenry, primarily through healthcare efforts.

However, we firmly believe that it is essential to support cultural and artistic activities and events which promote the social values of the entire community.

We are sure that the **Novi Sad Jazz Festival** is the right choice.

***Good people and good vibrations
make true harmony.
OTP Bank Serbia a.d. Novi Sad
We trust each other***

