

Press release

Budapest, 28 October 2016

Football stars, UEFA relics and an interactive game for football fans

The UEFA Champions League winners' silver cup has arrived in Budapest

In the eighth year of its partnership with UEFA, UniCredit has again launched the tour of the European silver trophy, which is awarded to the winners of the UEFA Champions League. This year, the trophy visited 15 cities in 5 countries between 13 September and 30 October, among which are two Hungarian venues: Debrecen and Budapest. During the UEFA Champions League Trophy Tour, football fans have the chance to take pictures with the famous trophy, take part in an exciting interactive game and can also meet the official UEFA ambassador, Marcel Desailly, who won the World Cup, the European Championship and the Champions League (twice), as well as Viktor Kassai, the internationally acknowledged referee.

UniCredit has been popularising regular exercise among children for years, highlighting the importance of healthy lifestyles, so a charity football cup will also be organized to please the audience. The Hungarian Artist Team, the Hungarian Journalist Team, the Sports-Loving Sportsmen team (which includes Olympic athletes) and the bank team will compete with each other to support foundations working for children's healthcare selected by the teams.

Football fans can take part in the **free interactive programme** of the UEFA Champions League Trophy Tour **in Budapest on 29 and 30 October** (Saturday, Sunday) in the parking area next to Múcsarnok from 10 a.m. to 7 p.m. The greatest spectacle of the event is the TROPHY itself, the cup of winners, which visitors can admire closely and with which they can also **take pictures** on a ceremony podium that resembles the venue and the atmosphere of the original UEFA Champions League award ceremony.

The trophy will be presented to the audience at 10 a.m. on Saturday within the framework of a spectacular ceremony by the Official UEFA Ambassador for the UEFA Champions League Trophy Tour, Marcel Desailly, the former French football player who won the World Cup, the European Championship and the Champions League (twice), as well as Viktor Kassai, the Official UniCredit Ambassador for the UEFA Champions League Trophy Tour, an internationally acknowledged referee. The Ambassadors will also sign autographs later.

In addition to watching the trophy and the charity football cup of the stars, visitors to the event can take part in a virtual football match, as well.

The aim of the charity football cup connected to the event is to support the foundations selected by the participating teams and to highlight the importance of regular exercise. The special matches between the Hungarian Artist Team, which consists of musicians, actors and singers, the Hungarian Journalist Team with employees from the world of media, the Sports-Loving Sportsmen team with Olympic athletes and the team of UniCredit Bank will take place on Saturday, 29 October, after the opening ceremony. The teams will line up with three players and there will be an obligatory line substitution every third minute, increasing the excitement. UniCredit Bank offered **1 million forints for charity purposes**, which will be shared between those children's healthcare foundations selected by the teams.

"It is an honour for me to take part as the Official UEFA Ambassador for the UEFA Champions League Trophy Tour in the event presented by UniCredit. As a former player of the national team and several clubs, I also owe numerous experiences to football, so I think the Trophy Tour launched by UniCredit is a great initiative, in the course of which fans can get closer to the experiences of their favourite players", said **Marcel Desailly**, the Official UEFA Ambassador in the Hungarian events.

In connection with the special event, Marco Iannaccone, the Deputy General Manager of UniCredit Bank, highlighted: "The UEFA Champions League is the highest level in football, and this is why it is a great pleasure for us to bring the famous silver trophy of the tournament to Hungary. Apart from the common experience, with this event we would like to deliver a very significant message to every child: sport is important that supports experience, pleasure and health. We at UniCredit believe that sport has a strong community building and awareness-raising power, therefore I wish this event would be the celebration of high quality sport performance as well as a great community experience that provide great leisure to all the families."

If you are interested, you can find more details at the website www.ucltrophytour.com/hu.

UniCredit

UniCredit is a leading European commercial bank with strong roots in 16 European countries. Our network, which is present in roughly 50 markets, includes more than 6,300 branches* and over 119,000 employees* (as of June 30, 2016, Ukraine excluded since classified as discontinued operation).

In the CEE region, the Group operates a large international banking network in 13 countries with roughly 3,000 branches.

UniCredit directly operates in the following countries: Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, the Czech Republic, Germany, Hungary, Italy, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey. In the Baltics, UniCredit is present through its leasing subsidiary.

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