



EY Parthenon

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EY Banking Sector Pulse

Trends and outlook in the Serbian banking sector

April 2025

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Executive summary





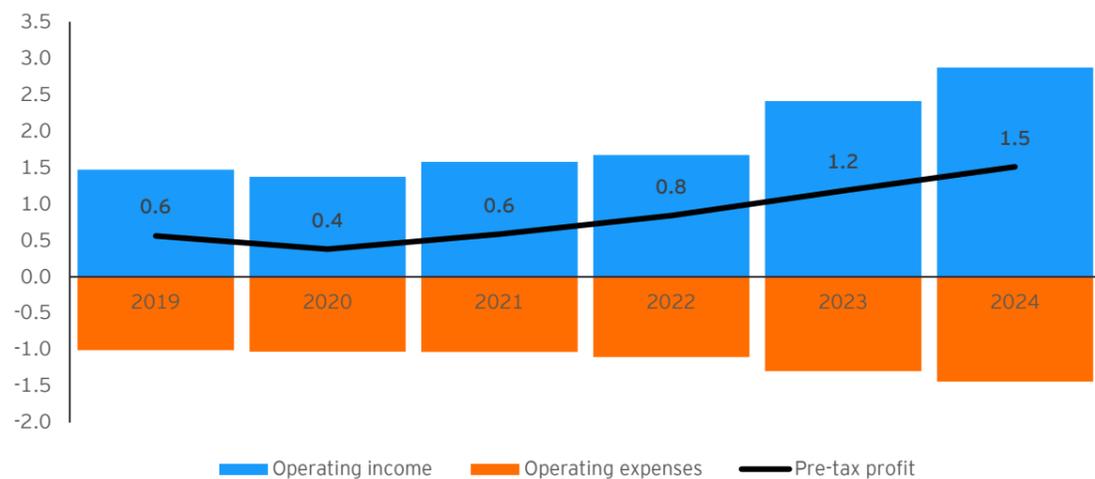
Banks hit record high profitability in 2024, as lending interest rates outpace deposit rates, while excess liquidity and low NPL rate curb funding and risk costs.

Total pre-tax profit of the entire sector rose to as much as EUR 1.5 b in 2024 - ROA and ROE have hit 2.8% and 20.3% respectively, representing record highs since the sector was reformed in the early 2000s. This is a continuation of a trend of a gradual increase of profitability, which has been intensifying since 2021.

Very high profitability has been largely attained in an environment of high interest rate margins. Many central banks, including the NBS, began gradually increasing monetary restrictiveness and interest rates in 2022 and 2023, as intensifying uncertainties and military/trade conflicts across the world placed significant upward pressure on global inflation rates. Price-rise decelerated in early 2024, allowing for a slight policy easing in NBS and many other central banks around mid 2024. However, in late 2024 and early 2025, inflationary pressures resurged again, as geopolitical tensions shot up, and so most central banks have put easing cycle to a pause. Within this environment, lending interest rates in the previous years rose significantly faster than deposit rates, while funding costs remain subdued, allowing for strong profitability across the sector.

Liquidity is very abundant as deposits have been surging - but while banks' investments in T-bills and REPOs soared, lending has only recently picked up. The interest rate environment in recent years has been very conducive to saving, leading to a massive increase in deposit stocks. Meanwhile, lending activity only recently recovered after nearing stagnation in 2023 and early 2024. Over the same period, Serbian banks have been increasingly invested in securities, such as T-bills or REPO contracts with NBS.

Revenues, costs and profits of Serbian banking sector (in EUR b)



Source: NBS, EY calculation

As the rules of the game change

how do you plan your next move?

■ ■ ■
 The better the question.
 The better the answer.
 The better the world works.





Economic context



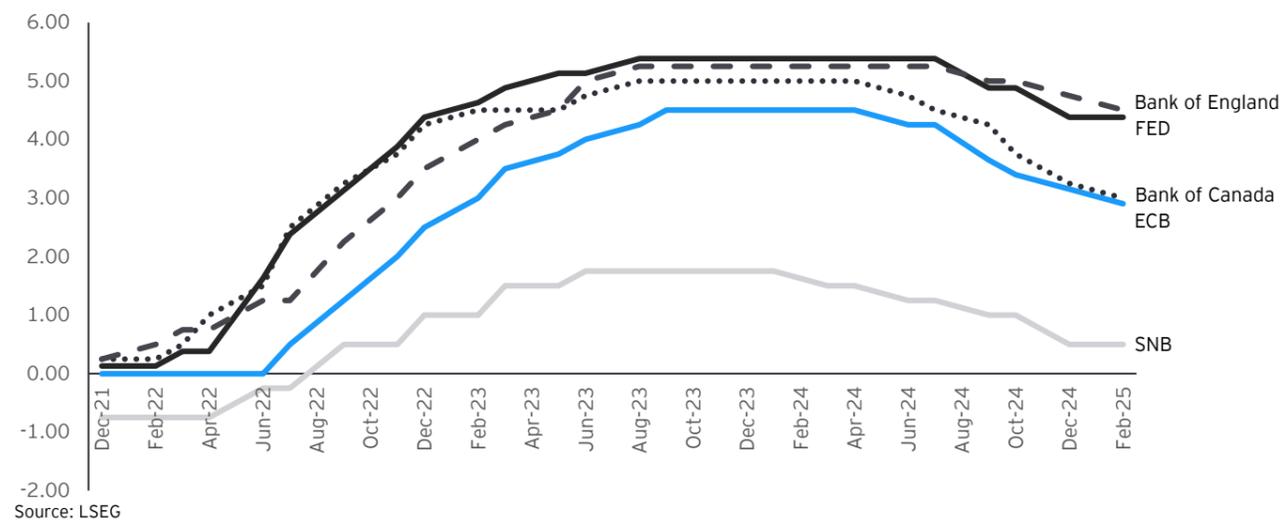
Uncertainties are increasingly gripping international markets, as global inflation and interest rates remain relatively high during 2024 and early 2025, and growth in key economies falters.

Global growth in 2024 was underwhelming, and the short-term outlook remains relatively poor. Key advanced economies attained relatively modest growth rates during 2024, while some economies, like Germany, even entered a mild recession (-0.2% Y/Y in 2024), and others (Italy and the UK) neared Stagnation. Only the US attained a relatively strong growth rate, of nearly 3% Y/Y in 2024. Looking ahead, a continuation of this trend seems increasingly plausible, with the IMF recently downgrading its GDP growth projections for key economies in 2025 - it now projects an expansion of the German economy by 0%, and an expansion of 0.4% for Italy.

Geopolitical and other related uncertainties have continued to intensify in recent quarters, contributing to a landscape of simultaneously high inflation, high interest rates and weak growth. Geopolitical tensions continue to mount, as military, political and trade conflicts, and disruptions in supply chains send shockwaves across global markets. In this environment, inflationary pressures resurged in late 2024, after slightly subsiding in previous part of the year. While policy makers across the world started to slightly ease monetary policy restrictiveness in mid 2024, this easing cycle was paused in most of the major central banks by early 2025, as inflationary pressures resurged - leaving interest rates at relatively high levels compared to pre-2022 levels.

However, in a high interest rate and high inflation environment, dominant since 2022, financial institutions across the world recorded high profitability. ROE of banks in the Euro Area rose to approximately 10% in 2023 and 2024, compared to cca 7% in 2022 and as low as 1% in 2021, as lending interest rates typically rose more significantly than deposit rates - a trend observed in Serbia and elsewhere.

Interest rates in key central banks (in %)



Source: LSEG

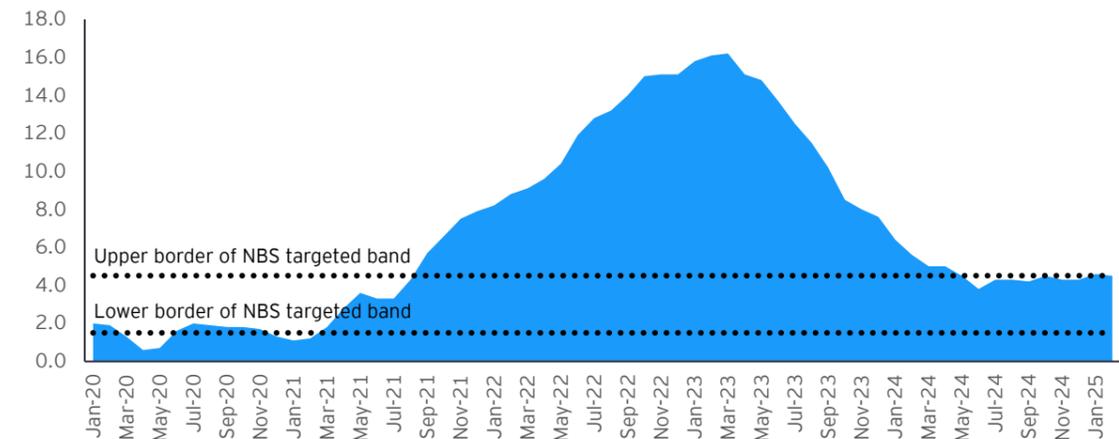
Serbia's growth was relatively strong in 2024 but slowed in late 2024 and early 2025 - households' consumption has been the key driver, investments gradually slow down, while exports stall.

Serbia's GDP expanded by a comparatively strong 3.9% Y/Y in 2024, with signs of slowdown appearing in late 2024 and early 2025. Household consumption has been the key driver of economic growth in recent period, boosted by surging wages and pensions. However, investments - an important growth driver in recent years - are turning nearly anemic in recent months, amid mass protests, which started in Nov-24. Exports neared stagnation in 2024 compared to 2023, while imports soared, causing a significant widening of the trade gap. In such circumstances, economic growth slowed to 3.3% in Q4 2024, and possibly further in Q1 2025, as suggested by high frequency economic data.

Inflationary pressures resurfaced in late 2024, after receding in earlier part of 2024 which is reflecting broader global inflation trends. So, annual inflation shot up above NBS' targeted band of 3±1.5% in late 2024 and early 2025, after having briefly returned within the target in mid 2024.

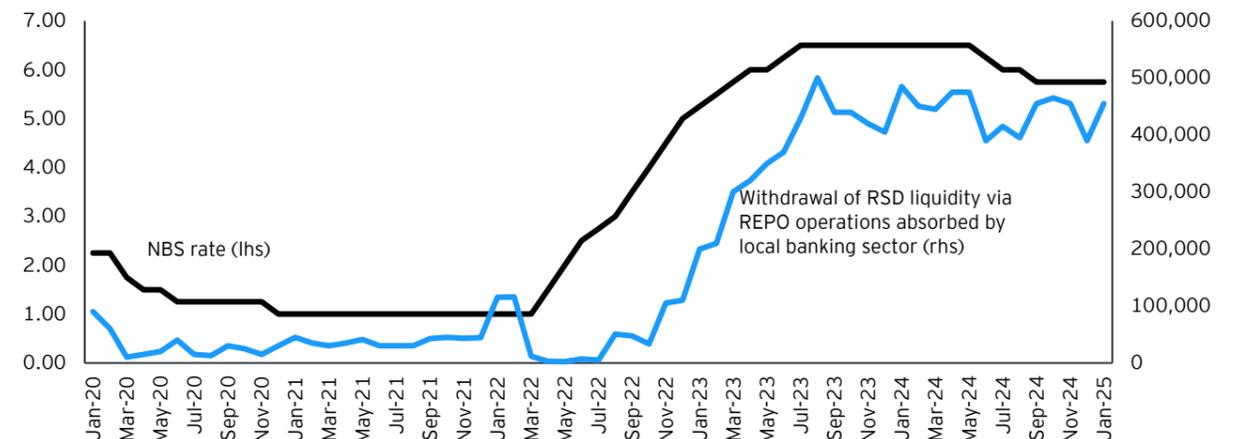
NBS' cycle of policy easing paused since late 2024, after having cut interest rate in mid 2024. As inflation decelerated in late 2023 and early 2024, NBS initiated an easing cycle in mid 2024, during which it had cut its policy rate by a total of 75 bp, to 5.75%. However, with various risks materializing in late 2024 and early 2025, including a global resurgence of inflationary risks, the NBS has kept a cautious stance, holding its rate unchanged at 5.75% since Sep-24. In parallel, spare liquidity in the system is relatively abundant, so the NBS' liquidity withdrawals via REPO have rose to comparably high levels (approx. EUR 3-3.5 b weekly in withdrawals by banking sector) since late 2023.

Annual inflation and NBS' targeted corridor (in %)



Source: NBS, EY calculation

NBS' policy instruments: liquidity withdrawals (RSD m) and policy rate (in %)



Source: NBS, EY calculation

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Main trends

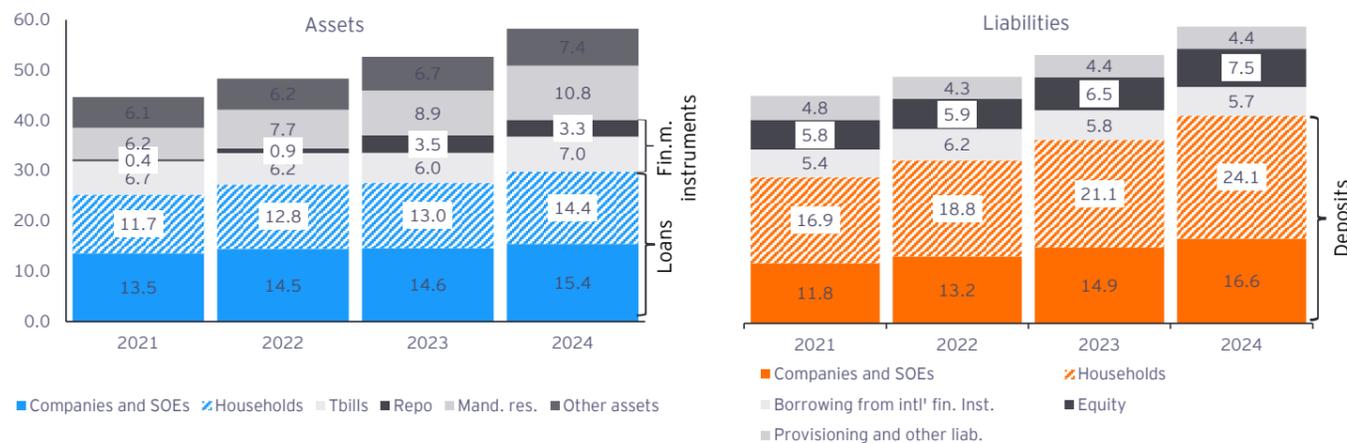
Strong deposit growth in recent years provided very ample liquidity. Lending only recently recovered after nearly stagnating in 2023 and early 2024, while banks are increasingly investing in T-bills and REPOs.

Deposit growth has outpaced lending over the past several years, causing a surge in amount of liquidity available to banks. The trend started in early 2023, with deposit stock being significantly increased in the context of higher and more conducive passive interest rates. Meanwhile, the stock of loans only started to speedup in mid 2024, after a near stagnation in 2023 and early 2024.

Lending growth in 2024 and early 2025 is fueled primarily by the household segment. Stock of household-related lending, including housing or cash loans, rose by as much as EUR 1.4 b during 2024, dwarfing that of corporate lending, which rose by cca EUR 0.8 b; a trend related to household-demand driven GDP growth in 2024. Overall loan stock remains of relatively high quality, with the NPL rate standing at a mere 2.5% as of the end of 2024

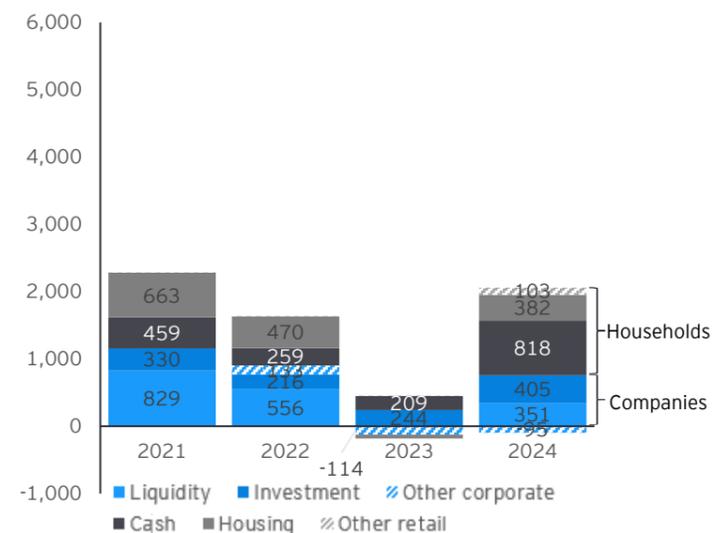
Banks have been increasingly allocating excess liquidity to T-bills and REPOs since 2023. Less demand for lending, coupled with more available liquidity (stemming from increased deposit stock), led Serbian banks to increase investments in securities: since the end of 2022, REPO and T-Bills stock held by banks rose by app. EUR 3.5 b (to nearly EUR 11 b).

Asset and liability structure of banking sector (EUR b)

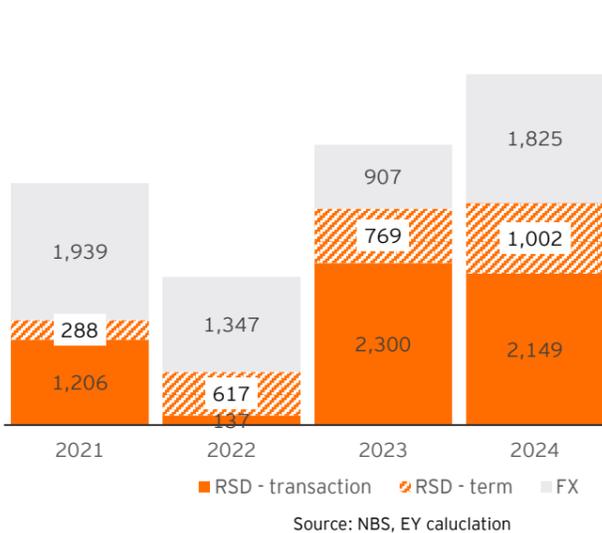


Source: NBS, EY calculation

Annual increase of loan stock, per types (EUR m)



Annual increase of deposit stock, per currency indexation (EUR m)



Source: NBS, EY calculation

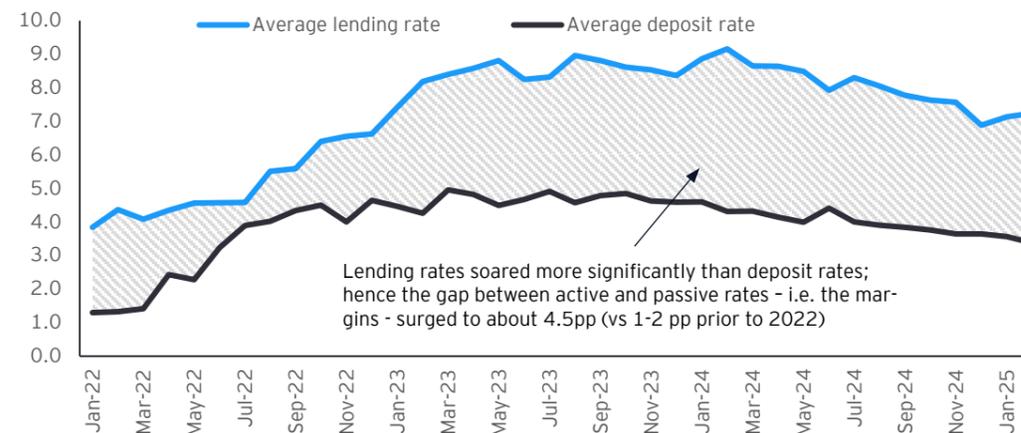


Interest margins soared since 2022, enabling very high profitability levels.

Interest margins keep surging - which enables very high profitability in the sector - as average lending rates have risen significantly higher than average deposit rates in recent years. As global inflation in 2022 and 2023 surged to levels unseen since the 1980s, most central banks - including NBS and ECB - hiked their policy rates to relatively high levels in this period. This has propelled commercial banks' interest rates, with a stronger effect on lending than on deposit rates: while the active interest rate on the Serbian market rose to 7.2% as of Feb-25 (vs. 4.4% in Jan-22), deposit rates reached 3.4% (vs. 1.3% in Jan-22). In these circumstances, interest margins significantly widened compared to pre-2022 levels, enabling record high profitability.

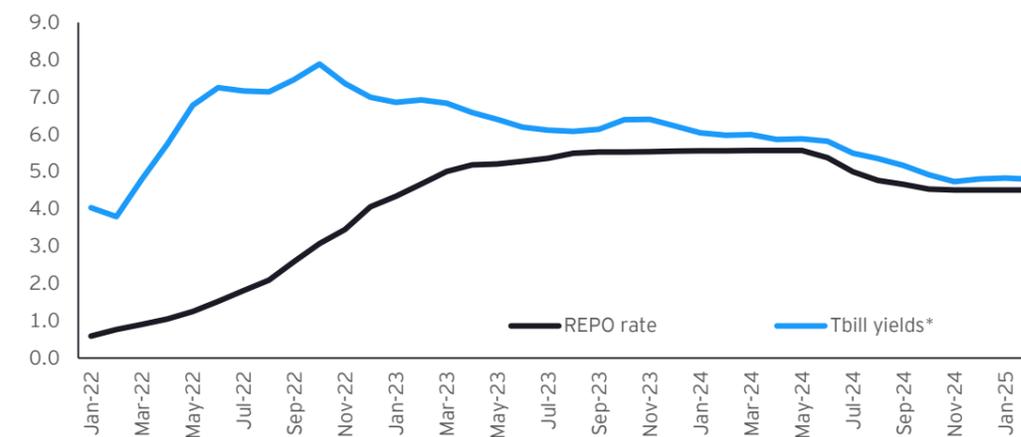
Although interest rates experienced a modest decline in 2024, the interest rate margin remains wide and is likely to stay put for the time being. Most central banks, including the NBS, slightly eased policy restrictiveness in mid-2024, as inflationary pressures temporarily subsided. However, the policy easing seems to have been put on hold for now, as inflationary pressures reappeared in late 2024 and early 2025. In this context, interest margins remained very wide throughout 2024 and early 2025. This could protract into the remainder of 2025, given the outlook of persisting inflationary pressures in Serbia and abroad, shaped by an increasingly uncertain geopolitical environment. However, attaining the last year's level of profitability in 2025 might be complicated by a potential resurgence in funding and risk costs - as NPLs could slightly increase in the months to come.

Lending and deposit rates in Serbian banking sector (in %)



Source: NBS, EY calculation

Interest rates and yields at financial markets (in %)



Source: NBS, EY calculation

* Relate to an average monthly yield at secondary market of the RSD-denominated bond (ISIN: RSMFRSD86176), maturing in 2032.



Lending to households is currently more dynamic than lending to companies.

Loans to households

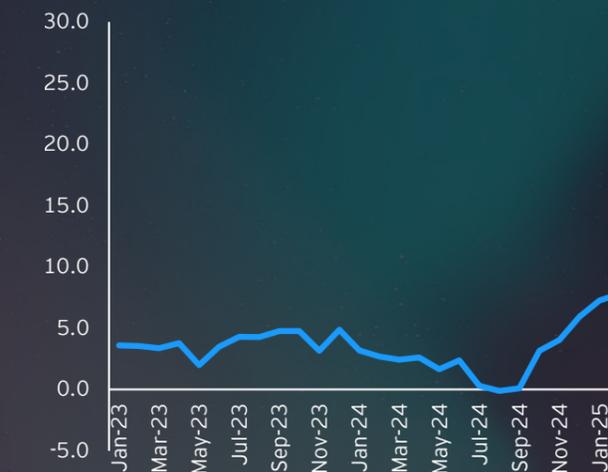
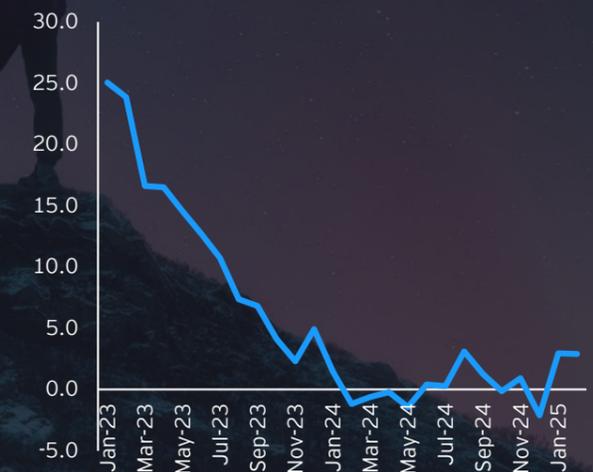
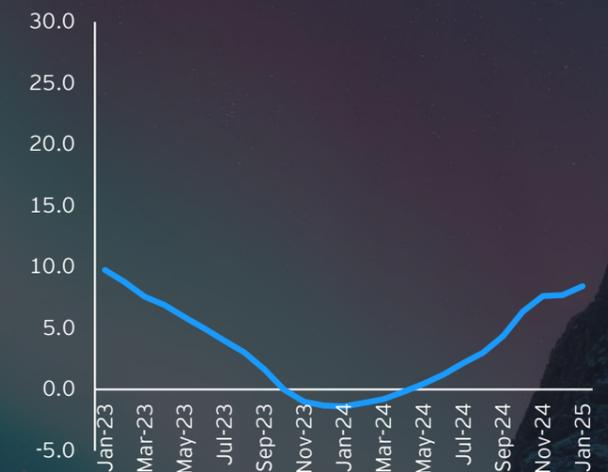
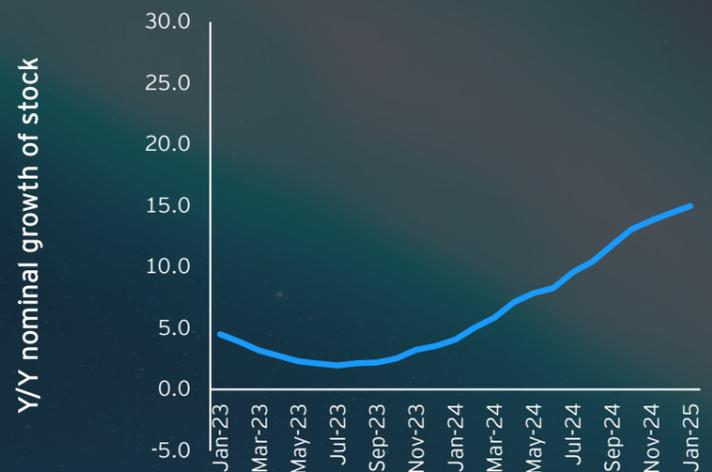
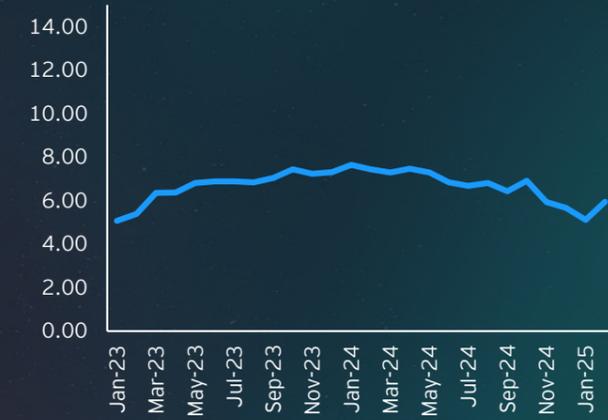
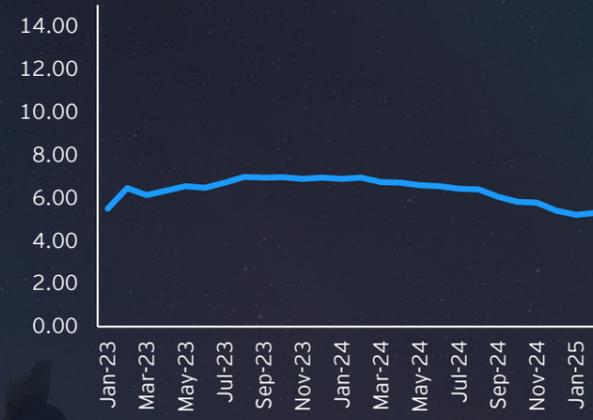
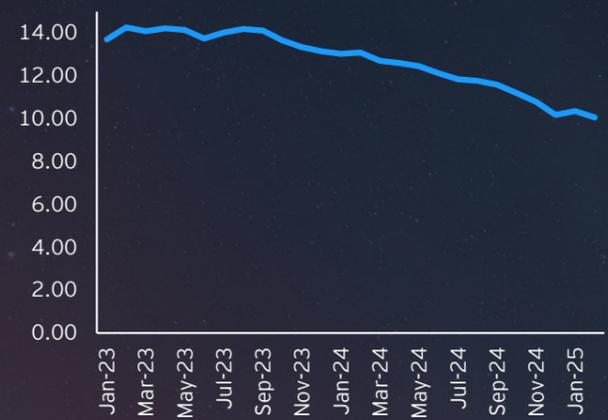
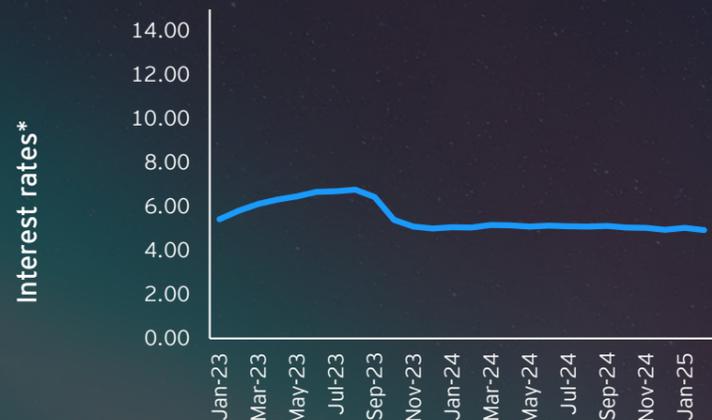
Loans to companies

Housing loans (FX)

Cash loans (RSD)

Current asset loans (FX)

Investment loans (FX)



Source: NBS, EY calculation
 * Refers to weighted average interest rates for new business



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Results in 2024

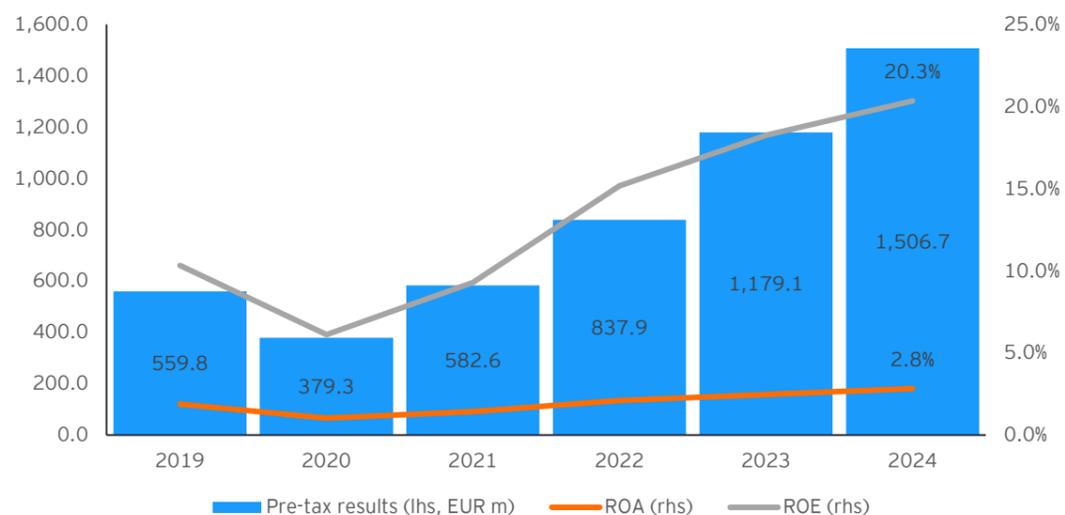
Historical record in profitability attained in 2024 as growth of operating income significantly outpaces operating costs.

Profits in the Serbian banking sector rose to historical highs in 2024. The Serbian banking sector attained as much as EUR 1.5 b in pre-tax profits - the highest in recent history - following a trend of rapid increase started in 2021. Profitability indicators also reached record highs - with a ROE standing at cca 19%, and ROA at 2.7%, both about two times higher than pre-2021 levels

Record high profitability was attained under the following circumstances:

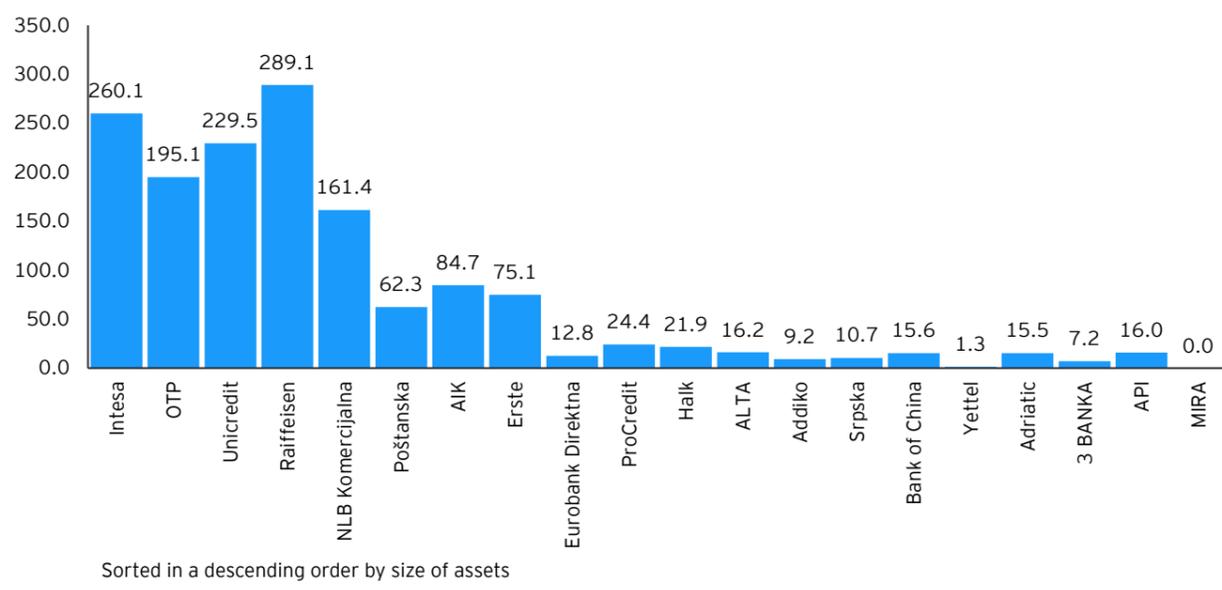
- ▶ **Total operating income**, or income net of interest, commission, trading and other streams, reached EUR 2.9 b in 2024, nearly 20% more Y/Y; amid relatively high interest rates on the Serbian market coupled with a revival in lending activity in 2024 (details). Also within this context, funding and risk costs remain relatively subdued as available liquidity has been very abundant while NPL rate is at historical lows
- ▶ **Total operating costs**, the sum of wages, depreciation and other related costs, attained EUR 1.4 b, for a 11% Y/Y growth (details)

Pre-tax results and profitability of the banking sector in Serbia



Source: NBS, EY calculation

Pre-tax results per individual banks in 2024 (EUR m)



Source: NBS, EY calculation

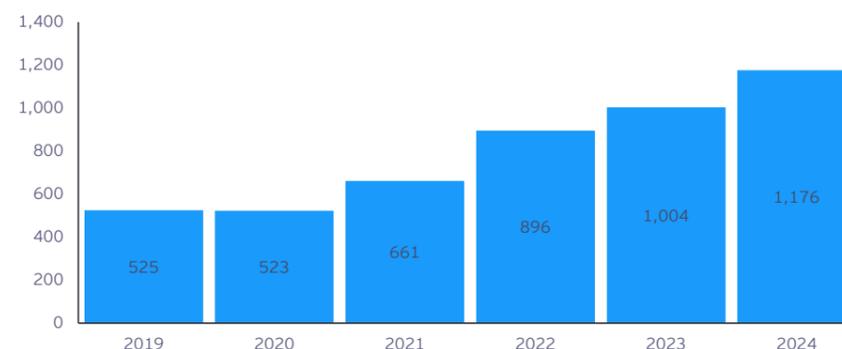


Net operating income reached nearly EUR 3 b in 2024 (+20% Y/Y) - fueled by high interest rate margins, revived demand for lending and mounting commission incomes.

Operating income topped a historical record of nearly EUR 3 b in 2024, under the following conditions:

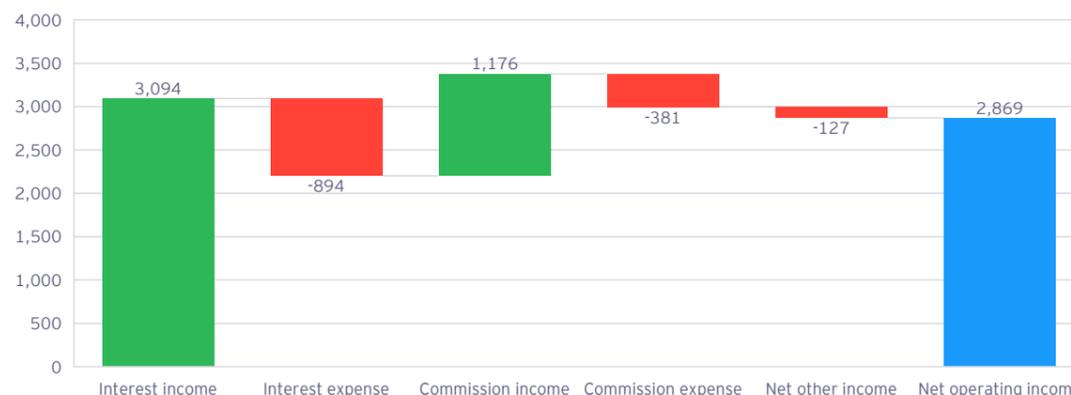
- ▶ **Interest income** rose by about 16% Y/Y (to EUR 3.1 b), bolstered by revived demand for lending and relatively high interest rate margins. However, it was outpaced by growth of **interest expenses**, totaling nearly 23% (EUR 0.9 b), the result of a continued surge in deposit stocks.
- ▶ **Commission incomes** rose by 17% Y/Y (to EUR 1.1 b), against a 11% increase in **commission expenses** (EUR 0.4 b). Thus, a trend of consistently high increases in commission incomes continued: between 2019 and 2024, commission incomes rose two-fold, despite banks' recent investments in digitalization initiatives (details).

Commission income in banking sector (in EUR m)



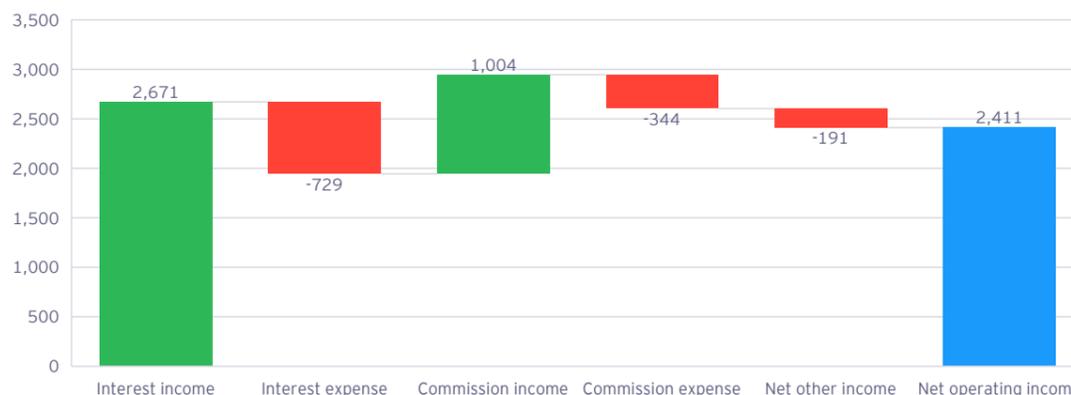
Source: NBS, EY calculation

Decomposition of operating income in 2024 (in EUR m)



Source: NBS, EY calculation

Decomposition of operating income in 2023 (in EUR m)

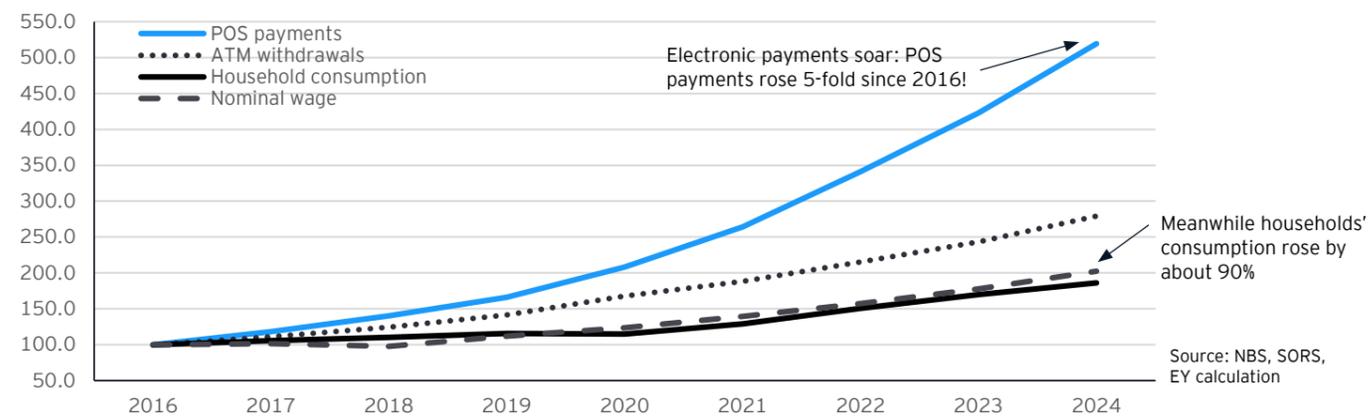


Source: NBS, EY calculation

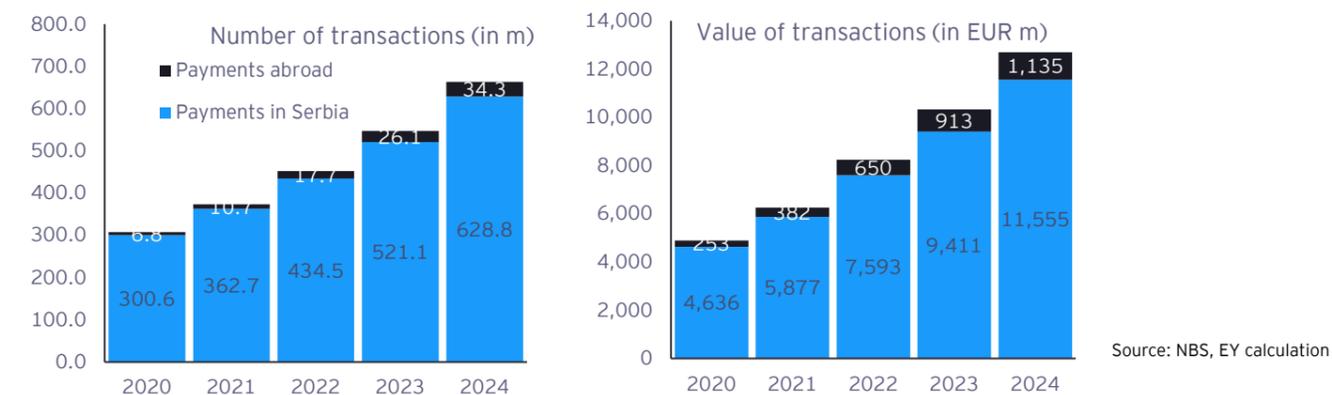
Electronic payments are becoming ubiquitous - another positive catalyst for profitability of local banks.

Electronic payments are increasingly dominant over other forms of payments in Serbia. POS payments - a proxy of overall electronic payment - has been booming in the past years: total payments at POS terminals at retail spaces in Serbia reached nearly EUR 11.6 b - or about 150% more than in 2020 and by as much as 430% since 2016. Other forms of electronic payments are also booming: for example, Serbia's Instant payment system (IPS) serviced more than EUR 9 b of transactions in 2024, or about 5 times more than in 2020. Meanwhile, citizens seem to be less and less relying on cash, as withdrawals from ATMs in the same time nearly stagnated in real terms.

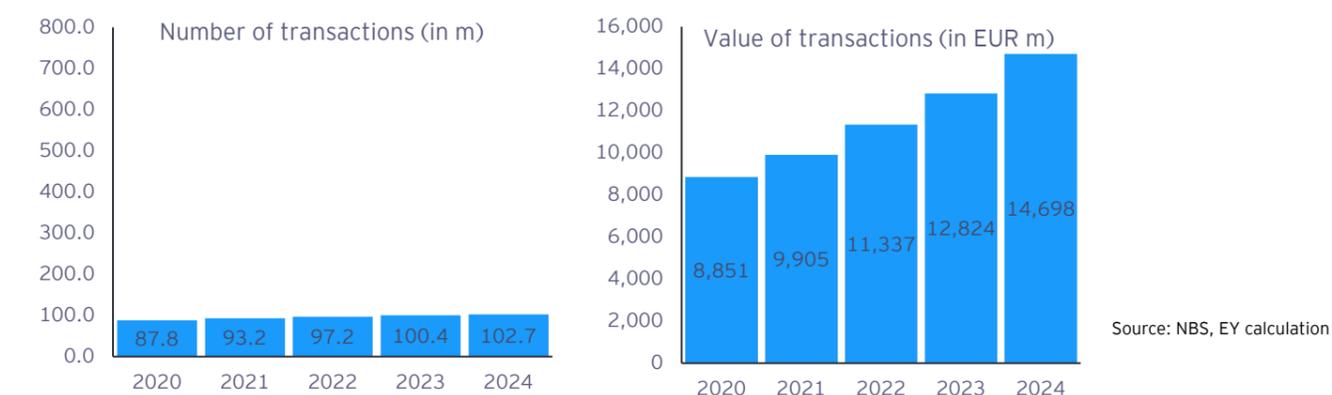
Trends in payments in Serbia (index, 2016=100)



Number and values of retail payment transactions via POS terminals*



Number and value of withdrawals from ATM with cards issued in Serbia**



* Refers to Payment transactions of funds transfer via the POS terminal installed at points of sale made by cards issued by service providers registered and operating in Republic of Serbia

** Refers to cash withdrawals from ATM terminals by cards issued by service providers registered and operating in Republic of Serbia

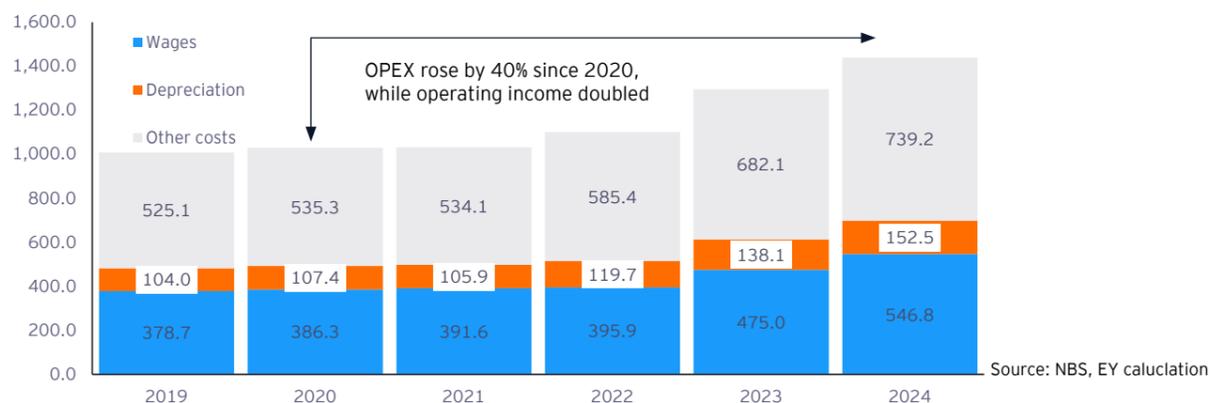


Operating costs grow significantly slower than revenues, having reached EUR 1.4 b in 2024 (+11% Y/Y).

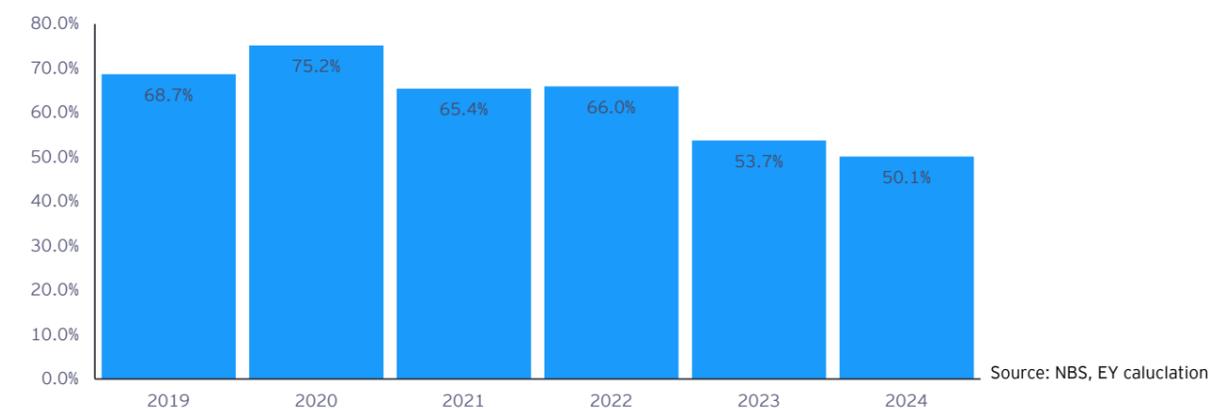
Operating costs rise by 11% in 2024 - almost twice slower than revenues. Most of the increase was contributed to by a 15% Y/Y growth of wages, which mirrors a broader trend of wage surge recorded across Serbian economy in 2023 and 2024.

Cost-side remained in check, as suggest a decreasing Cost-to-income ratio, which has been compressing from 2020' high of 75% to merely 50% in 2024, reflecting a surging growth rate of revenues in recent period. Cost effectiveness has also obviously improved, as most banks have been decreasing their physical spaces and headcount levels in recent period - in line with intensifying digitalization across the sector.

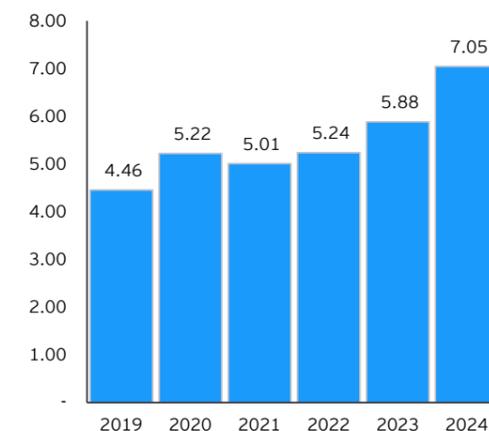
Decomposition of operating costs in 2024 (in EUR m)



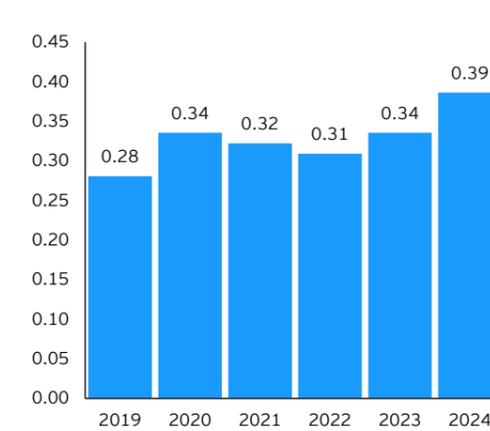
Cost to income ratio (in %)



Assets per branch in Top 5 banks* (in EUR m)



Assets per employee in Top 5* banks (in EUR m)

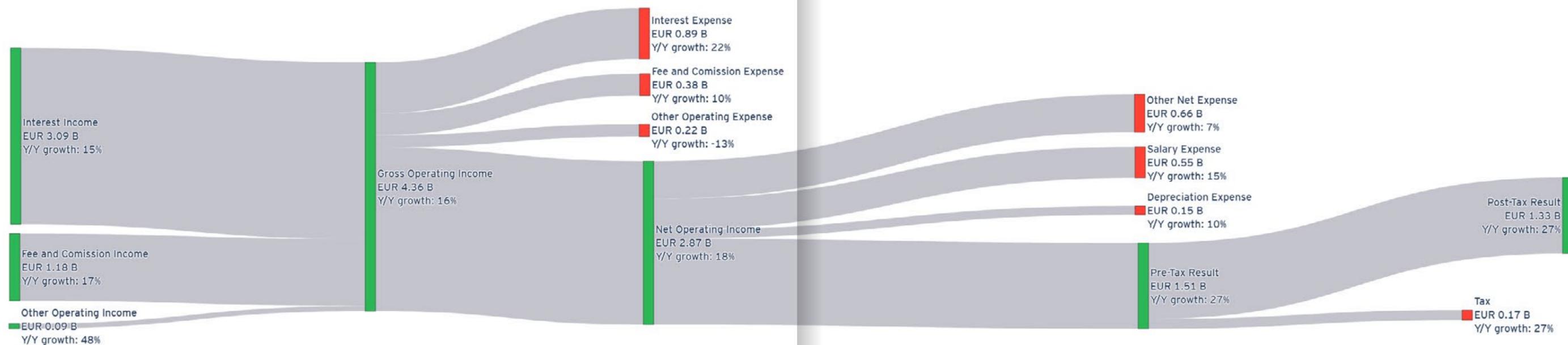


* Includes the following banks: Intesa, OTP, Unicredit, Raiffeisen, NLB Komercijalna

Source: Financial reports of Top 5 banks in Serbia, EY calculation

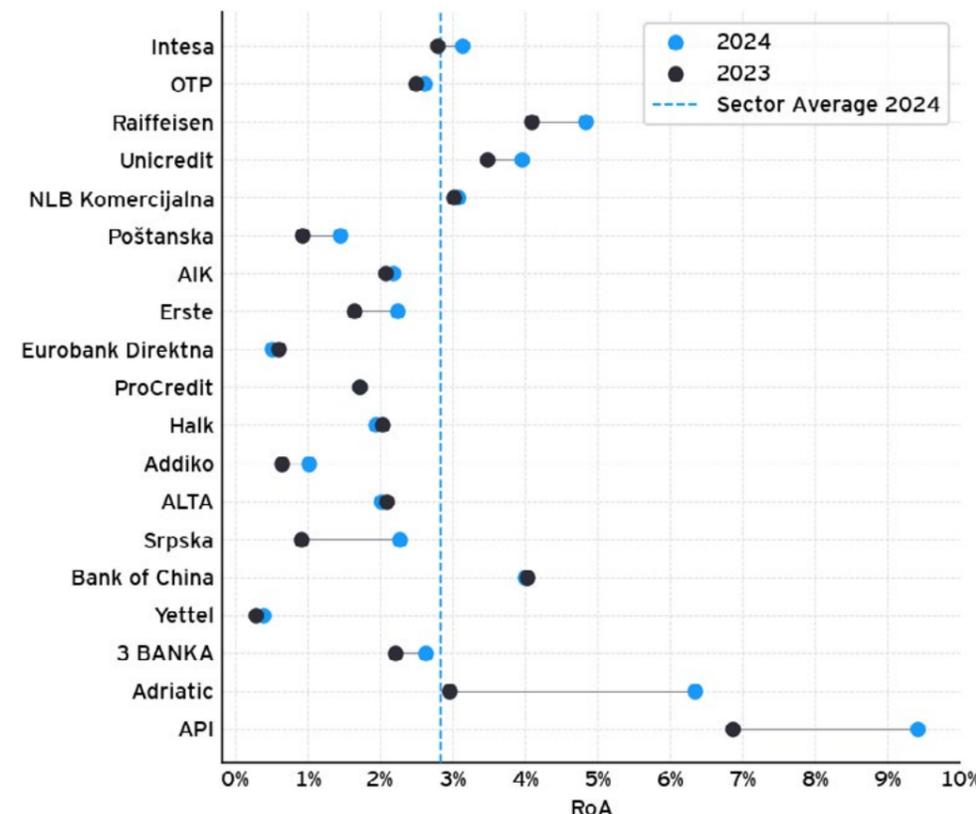
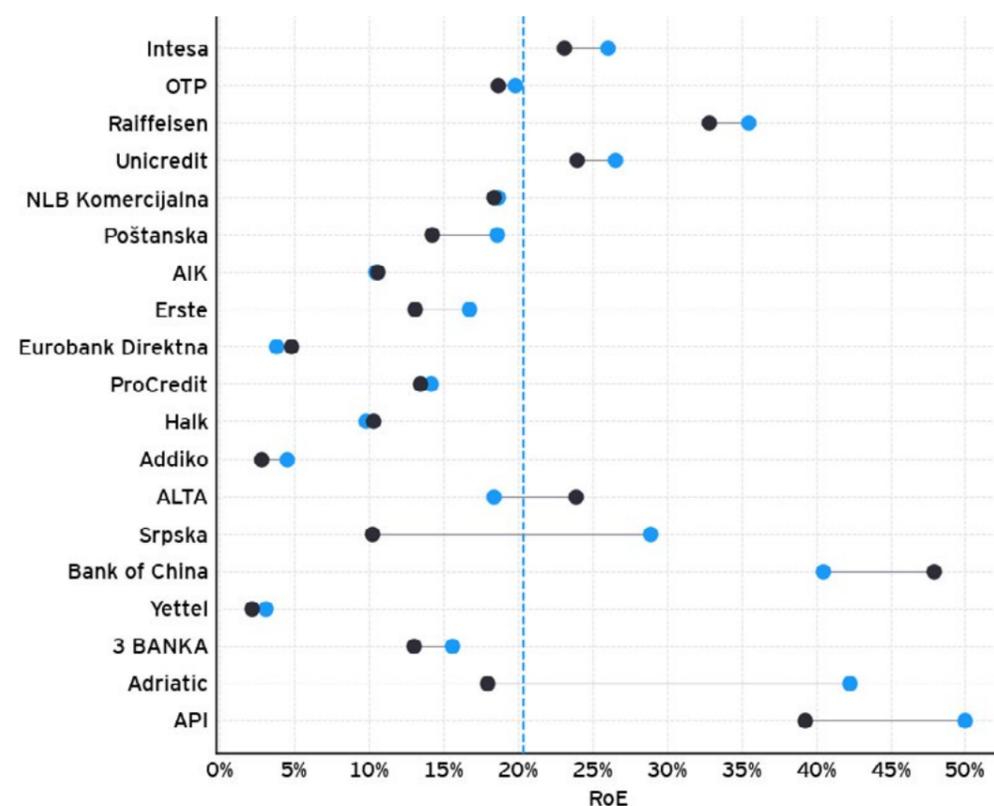


In a nutshell: Serbian banking sector experiences strong increase in revenues and very high profitability (consolidated result in 2024, EUR b)



Source: NBS, EY calculation

Profitability increased in almost all banks in Serbia during 2024



Source: NBS, EY calculation

*Mirabank, being the only one with a loss in the sector, is excluded from this visualization, but it has participated in determining the Sector Average



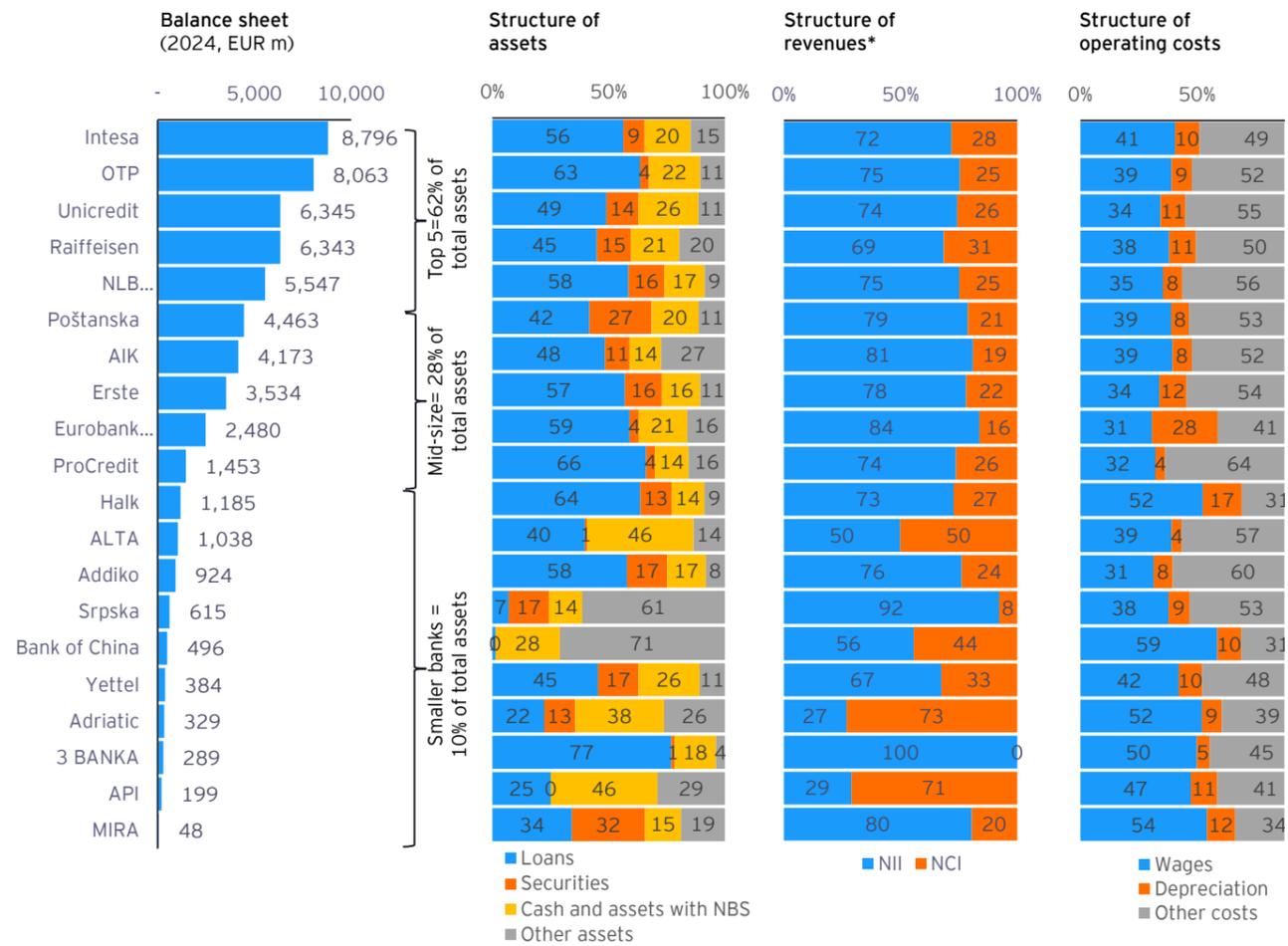
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Market perspective



Concentration in the banking sector is increasing.

Mergers and acquisitions characterized much of the sector in recent years, and the trend would likely continue. AIK and Eurobank-Direktna merged and as of Q2 2025 would become the third largest bank by total assets. This is a continuation of a trend where many banks merged and became parts of larger banking groups - most notable examples included acquisition of Komercijalna by NLB in 2022, acquisition of Société Générale in 2019 and Vojvodanska in 2017 by OTP, or merger of Eurobank and Direktna in 2021. Some other banks changed ownership and subsequently rebranded in recent years: such as ALTA (formerly JUBMES), 3 BANKA (formerly Opportunity), or Adriatic (formerly EXPO bank).

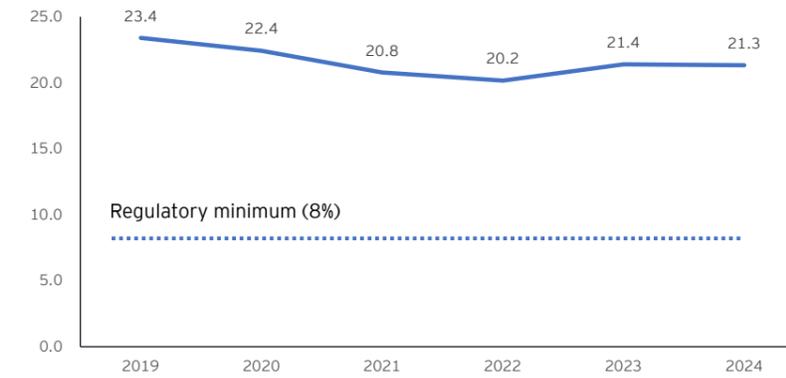


Source: NBS, EY calculation

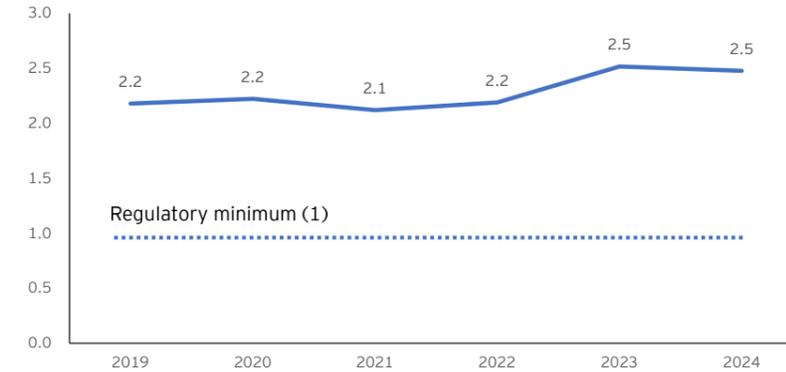
* For analytical reasons, excludes Net trading income and Net other income as these categories make up miniscule and sometimes net negative results; and focuses on the two key income categories

Banking sector looks stable: low NPLs, highly liquid and well capitalized.

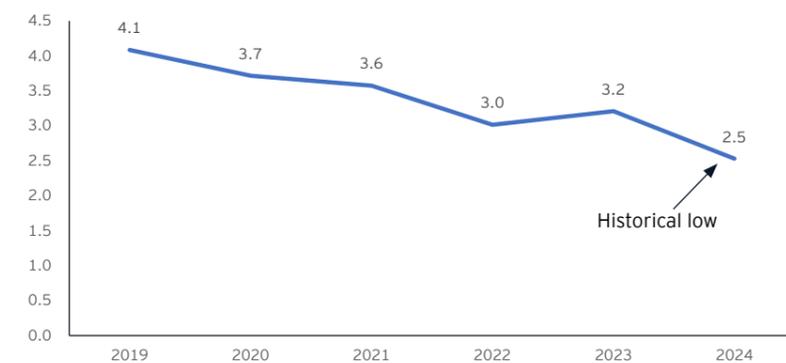
Well capitalized: regulatory capital to risk-weighted assets (in %)



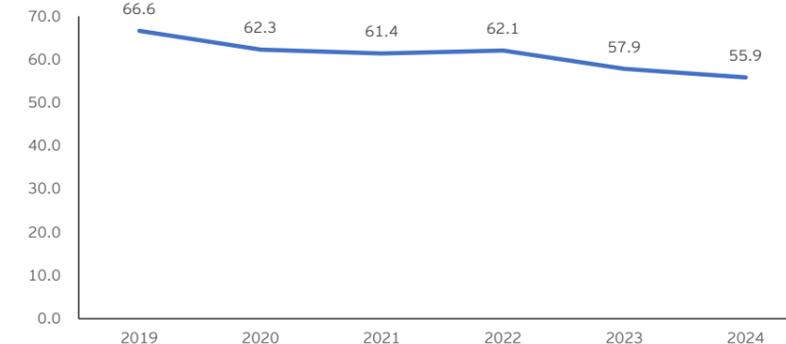
Highly liquid: average monthly liquidity ratio



Lending structure is of adequate quality: NPLs in total gross loans (in %)



FX risk steadily decreasing: FX-indexed liabilities in balance sheet (in %)



Source for all charts: NBS, EY calculation



6

Glossary and appendix



Banking sector's income statement and balance sheet

Income statement (in EUR b)	2019	2020	2021	2022	2023	2024
Net result (pre tax)	0.6	0.4	0.6	0.8	1.2	1.5
Net Operating income	1.5	1.4	1.6	1.7	2.4	2.9
Net interest income	1.1	1.1	1.1	1.2	1.9	2.2
Interest income	1.3	1.3	1.3	1.5	2.7	3.1
Interest expense	0.2	0.2	0.2	0.3	0.7	0.9
Net commission income	0.4	0.4	0.5	0.6	0.7	0.8
Commission income	0.5	0.5	0.7	0.9	1.0	1.2
Commission expense	0.2	0.2	0.2	0.3	0.3	0.4
Net Other income	0.0	-0.1	0.0	-0.1	-0.2	-0.1
Operating costs	1.0	1.0	1.0	1.1	1.3	1.4
Wages	0.4	0.4	0.4	0.4	0.5	0.5
Depreciation	0.1	0.1	0.1	0.1	0.1	0.2
Other costs	0.5	0.5	0.5	0.6	0.7	0.7
Other revenues	0.1	0.0	0.0	0.3	0.1	0.1

Balance sheet (in EUR b)	2019	2020	2021	2022	2023	2024
Total Balance sheet	34.6	39.0	42.7	45.1	50.7	56.7
<i>Asset side</i>						
Cash and assets with NBS	5.3	6.6	6.8	8.0	9.6	11.6
Securities	5.8	6.5	7.1	6.1	5.9	6.7
Loans and claims from other fin. Institutions	1.8	2.1	2.7	3.6	6.2	6.6
Loans from clients	20.2	22.4	24.8	25.6	27.2	29.9
<i>Liability side</i>						
Deposits from other fin. Institutions	4.5	5.0	5.0	5.6	4.9	5.4
Deposits from clients	23.2	26.9	30.4	32.2	37.2	41.8
Subordinated liabilities	0.2	0.2	0.3	0.4	0.5	0.5
Loan loss reserves	0.1	0.1	0.2	0.2	0.2	0.2
Capital and reserves	6.1	6.3	6.3	6.0	7.0	7.9

Ratios (in % of assets, if not otherwise stated)	2019	2020	2021	2022	2023	2024
<i>Balance sheet ratios</i>						
Cash and assets with NBS	15.3%	16.8%	15.9%	17.8%	18.9%	20.5%
Securities	16.8%	16.6%	16.5%	13.5%	11.6%	11.8%
Loans and claims from other fin. Institutions	5.3%	5.3%	6.2%	7.9%	12.2%	11.7%
Loans from clients	58.4%	57.3%	58.1%	56.8%	53.7%	52.7%
Deposits to other fin. Institutions	13.0%	12.8%	11.8%	12.4%	9.7%	9.5%
Deposits from clients	66.9%	68.9%	71.1%	71.5%	73.4%	73.7%
Subordinated liabilities	0.7%	0.6%	0.7%	0.8%	1.0%	0.9%
Loan loss reserves	0.3%	0.4%	0.5%	0.5%	0.4%	0.4%
Capital and reserves	17.7%	16.1%	14.7%	13.3%	13.8%	13.9%
L/D ratio	87.4%	83.1%	81.6%	79.4%	73.2%	71.5%
<i>Income statement and profitability ratios</i>						
Pre tax profit (ROA)	1.8%	1.1%	1.2%	1.9%	2.5%	2.8%
Net operative income	4.2%	3.5%	3.7%	3.7%	4.8%	5.1%
Net interest income	3.1%	2.8%	2.6%	2.7%	3.8%	3.9%
Net commission income	1.0%	0.9%	1.1%	1.3%	1.3%	1.4%
Net Other income	0.1%	-0.2%	0.0%	-0.3%	-0.4%	-0.2%
Cost of funding	0.7%	0.6%	0.5%	0.7%	1.7%	1.8%
OPEX	2.9%	2.6%	2.4%	2.4%	2.6%	2.5%
ROE	9.8%	6.5%	7.8%	13.9%	18.1%	20.3%
Cost to income ratio	68.7%	75.2%	65.4%	66.0%	53.7%	50.1%

Source for all tables: NBS, EY calculation



Balance sheet - per individual banks

In EUR m if not otherwise stated	Assets				Loans to clients			Cash and assets with the NBS			Securities			Deposits from clients			Equity			LLP			
	2024	Δ change	Rank	Share	2024	Δ change	Share	2024	Δ change	Share	2024	Δ change	Share	2024	Δ change	Share	2024	Δ change	Share	2024	Δ change	Share	
Bank																							
Intesa	8,796	893	1	15.5%	4,953	396	16.6%	1,745	504	15.0%	795	303	11.9%	6,717	660	16.1%	1,063	118	13.5%	477.6	67.7	14%	
OTP	8,063	991	2	14.2%	5,114	528	17.1%	1,771	382	15.2%	316	28	4.7%	5,366	709	12.8%	1,030	111	13.1%	354.4	84.6	18%	
Unicredit	6,345	898	3	11.2%	3,110	319	10.4%	1,635	521	14.1%	879	-12	13.1%	3,963	637	9.5%	950	130	12.0%	542.9	86.1	18%	
Raiffeisen	6,343	679	4	11.2%	2,847	28	9.5%	1,327	179	11.4%	928	103	13.9%	5,114	487	12.2%	900	156	11.4%	415.6	88.3	19%	
NLB Komerčijalna	5,547	519	5	9.8%	3,244	437	10.9%	956	117	8.2%	861	21	12.8%	4,361	417	10.4%	866	33	11.0%	217.4	19.2	4%	
Poštanska	4,463	511	6	7.9%	1,864	407	6.2%	904	82	7.8%	1,192	69	17.8%	3,978	428	9.5%	384	85	4.9%	15.0	15.0	3%	
AIK	4,173	258	7	7.4%	2,017	77	6.8%	565	-69	4.9%	445	62	6.6%	2,900	10	6.9%	838	20	10.6%	121.8	10.3	2%	
Erste	3,534	297	8	6.2%	2,010	70	6.7%	581	66	5.0%	568	67	8.5%	2,459	279	5.9%	482	70	6.1%	231.7	49.3	10%	
Eurobank Direktna	2,480	-266	9	4.4%	1,464	-67	4.9%	520	-54	4.5%	96	15	1.4%	1,722	-70	4.1%	336	0	4.3%	163.2	1.8	0%	
ProCredit	1,453	64	10	2.6%	959	74	3.2%	210	-46	1.8%	57	13	0.9%	1,082	83	2.6%	177	10	2.2%	21.6	2.0	0%	
Halk	1,185	94	11	2.1%	754	86	2.5%	167	24	1.4%	159	42	2.4%	869	83	2.1%	237	28	3.0%	60.0	25.6	5%	
ALTA	1,038	357	12	1.8%	414	231	1.4%	476	183	4.1%	9	0	0.1%	823	294	2.0%	136	81	1.7%	18.3	9.9	2%	
Addiko	924	-17	13	1.6%	534	-45	1.8%	154	15	1.3%	160	25	2.4%	630	7	1.5%	203	-2	2.6%	18.3	1.4	0%	
Srpska	615	222	14	1.1%	43	-2	0.1%	88	7	0.8%	107	55	1.6%	549	207	1.3%	44	15	0.6%	9.5	7.0	1%	
Bank of China	496	213	15	0.9%	6	6	0.0%	138	-7	1.2%	-	0	0.0%	358	128	0.9%	46	13	0.6%	-	0.0	0%	
Yettel	384	82	16	0.7%	174	50	0.6%	101	41	0.9%	67	15	1.0%	279	67	0.7%	45	10	0.6%	1.1	1.1	0%	
Adriatic	329	129	17	0.6%	73	20	0.2%	126	69	1.1%	44	10	0.7%	267	107	0.6%	46	15	0.6%	2.7	2.7	1%	
3 BANKA	289	33	18	0.5%	223	23	0.7%	52	6	0.4%	4	4	0.1%	176	22	0.4%	48	5	0.6%	26.2	3.4	1%	
API	199	45	19	0.4%	50	10	0.2%	92	27	0.8%	-	0	0.0%	153	29	0.4%	39	14	0.5%	-	0.0	0%	
MIRA	48	-2	20	0.1%	16	-1	0.1%	7	0	0.1%	15	0	0.2%	26	0	0.1%	18	-1	0.2%	0.1	0.1	0%	
Sector	56,705	6,000		100.0%	29,871	2,646	100.0%	11,613	2,049	38.9%	6,702	818	100.0%	41,791	4,586	100.0%	7,890	909	100.0%	2,697	476	100%	

Source: NBS, EY calculation



Income statement – per individual banks

In EUR m if not otherwise stated	NII		NCI		Net operative income		OPEX		Pre tax profit	
	2024	Growth rate in %	2024	Growth rate in %	2024	Growth rate in %	2024	Growth rate in %	2024	Δ change
	Bank									
Intesa	368	13.6%	144	18.8%	464	20.1%	208	11.5%	260	56.5
OTP	279	10.0%	91	17.8%	345	12.5%	156	5.8%	195	29.6
Unicredit	233	11.6%	81	16.9%	324	22.0%	105	8.9%	230	50.8
Raiffeisen	289	18.8%	133	20.7%	421	22.3%	139	3.3%	289	75.6
NLB Komerčijalna	248	11.9%	82	13.5%	323	14.7%	166	12.1%	161	16.6
Poštanska	156	27.8%	42	16.0%	187	20.9%	143	17.6%	62	26.5
AIK	126	1.2%	30	1.9%	173	21.4%	94	24.3%	85	7.9
Erste	139	11.5%	39	25.9%	164	20.4%	96	4.1%	75	24.3
Eurobank Direktna	100	-0.9%	19	-1.4%	97	-12.2%	91	-7.5%	13	-3.0
ProCredit	51	4.0%	18	11.3%	66	13.3%	42	14.8%	24	2.1
Halk	45	14.1%	17	6.3%	59	14.7%	38	19.7%	22	1.6
ALTA	23	15.7%	23	50.6%	43	67.9%	27	84.7%	16	5.5
Addiko	47	13.3%	15	7.3%	54	20.1%	45	12.8%	9	3.6
Srpska	15	94.8%	1	-21.8%	17	101.3%	7	10.1%	11	7.9
Bank of China	12	61.3%	10	0.2%	20	18.1%	5	17.4%	16	2.4
Yettel	18	23.8%	9	29.6%	26	35.0%	26	33.0%	1	0.7
Adriatic	9	71.5%	24	270.8%	31	111.6%	16	61.7%	16	10.0
3 BANKA	33	18.1%			30	11.1%	23	8.4%	7	1.8
API	7	54.2%	17	137.2%	22	60.3%	6	10.0%	16	7.7
MIRA	2	-4.6%	0	-10.8%	2	-14.5%	3	4.5%	-	0.0
Sector	2,200	13.3%	795	20.5%	2,869	19.0%	1,439	11.1%	1,508	328



Key ratios - per individual banks and groups of banks

In % of assets if not otherwise stated	Loans to clients		Cash and assets with the NBS		Securities		Deposits from clients		Equity		NII		NCI		Net operative income		OPEX		Pre tax profit (ROA)		
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	
Bank																					
Intesa	57.7%	56.3%	15.7%	19.8%	6.2%	9.0%	76.6%	76.4%	12.0%	12.1%	4.1%	4.2%	1.5%	1.6%	4.9%	5.3%	2.4%	2.4%	2.8%	3.1%	
OTP	64.8%	63.4%	19.6%	22.0%	4.1%	3.9%	65.8%	66.5%	11.4%	12.8%	3.6%	3.5%	1.1%	1.1%	4.3%	4.3%	2.1%	1.9%	2.5%	2.6%	
Unicredit	51.3%	49.0%	20.5%	25.8%	16.4%	13.9%	61.1%	62.5%	12.9%	15.0%	3.8%	3.7%	1.3%	1.3%	4.9%	5.1%	1.8%	1.7%	3.5%	4.0%	
Raiffeisen	49.8%	44.9%	20.3%	20.9%	14.6%	14.6%	81.7%	80.6%	11.7%	14.2%	4.3%	4.6%	1.9%	2.1%	6.1%	6.6%	2.4%	2.2%	4.1%	4.8%	
NLB Komercijalna	55.8%	58.5%	16.7%	17.2%	16.7%	15.5%	78.4%	78.6%	15.0%	15.6%	4.4%	4.5%	1.4%	1.5%	5.6%	5.8%	2.9%	3.0%	3.0%	3.1%	
Poštanska	36.9%	41.8%	20.8%	20.3%	28.4%	26.7%	89.8%	89.1%	6.7%	8.6%	3.1%	3.5%	0.9%	0.9%	3.9%	4.2%	3.1%	3.2%	0.9%	1.4%	
AIK	49.6%	48.3%	16.2%	13.5%	9.8%	10.7%	73.8%	69.5%	19.6%	20.1%	3.2%	3.0%	0.7%	0.7%	3.6%	4.1%	1.9%	2.3%	2.1%	2.2%	
Erste	60.0%	56.9%	15.9%	16.4%	15.5%	16.1%	67.4%	69.6%	11.7%	13.6%	3.9%	3.9%	1.0%	1.1%	4.2%	4.7%	2.8%	2.7%	1.6%	2.2%	
Eurobank Direktna	55.7%	59.0%	20.9%	21.0%	3.0%	3.9%	65.2%	69.4%	13.6%	13.6%	3.7%	4.0%	0.7%	0.8%	4.0%	3.9%	3.6%	3.7%	0.6%	0.5%	
ProCredit	63.7%	66.0%	18.4%	14.4%	3.2%	3.9%	71.9%	74.4%	11.5%	12.2%	3.5%	3.5%	1.2%	1.2%	4.2%	4.5%	2.6%	2.9%	1.7%	1.7%	
Halk	61.3%	63.7%	13.1%	14.1%	10.7%	13.4%	72.1%	73.4%	17.7%	20.0%	3.6%	3.8%	1.5%	1.4%	4.7%	5.0%	2.9%	3.2%	2.0%	1.9%	
ALTA	26.9%	39.8%	43.0%	45.8%	1.2%	0.8%	77.7%	79.3%	5.3%	13.1%	2.9%	2.2%	2.2%	2.2%	3.7%	4.1%	2.2%	2.6%	2.1%	2.0%	
Addiko	61.5%	57.8%	14.8%	16.7%	14.4%	17.3%	66.2%	68.2%	22.2%	22.0%	4.4%	5.1%	1.5%	1.6%	4.7%	5.8%	4.2%	4.9%	0.6%	1.0%	
Srpska	11.3%	6.9%	20.8%	14.4%	13.2%	17.3%	87.1%	89.2%	4.8%	7.2%	2.0%	2.5%	0.4%	0.2%	2.2%	2.8%	1.5%	1.1%	0.9%	2.3%	
Bank of China	0.0%	1.3%	51.0%	27.8%	0.0%	0.0%	81.4%	72.3%	6.6%	9.2%	2.7%	2.5%	3.5%	2.0%	6.1%	4.1%	1.5%	1.0%	4.0%	4.0%	
Yettel	41.2%	45.4%	19.7%	26.2%	17.3%	17.5%	70.1%	72.6%	9.1%	11.7%	4.9%	4.7%	2.2%	2.3%	6.3%	6.6%	6.6%	6.9%	0.3%	0.2%	
Adriatic	26.7%	22.3%	28.4%	38.3%	17.0%	13.3%	79.6%	81.2%	9.5%	13.9%	2.6%	2.7%	3.3%	7.4%	7.4%	9.6%	5.0%	5.0%	3.0%	6.3%	
3 BANKA	77.7%	76.9%	17.6%	17.8%	0.0%	1.4%	59.8%	60.8%	14.9%	16.7%	11.0%	11.6%	0.1%	0.0%	10.4%	10.2%	8.3%	8.0%	2.2%	2.6%	
API	26.2%	25.1%	41.7%	46.0%	0.0%	0.0%	80.5%	77.0%	12.6%	19.4%	2.9%	3.4%	4.6%	8.4%	9.0%	11.2%	3.8%	3.2%	6.9%	9.4%	
MIRA	34.0%	34.2%	14.7%	15.5%	29.2%	31.5%	52.6%	54.5%	41.0%	38.9%	3.9%	3.9%	1.0%	0.9%	4.4%	4.0%	6.4%	7.0%	0.0%	0.0%	
Sector	53.7%	52.7%	18.9%	20.5%	11.6%	11.8%	73.4%	73.7%	12.3%	13.9%	3.8%	3.9%	1.3%	1.4%	4.8%	5.1%	2.6%	2.5%	2.5%	2.8%	



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Glossary of commonly used abbreviations, expressions and definitions



ATM	Automated teller machine
CIR	Cost to income ratio. In context of this analysis, divides Operating revenues (i.e. the sum of Net interest income, Net commission income and Net other income) by Operating costs
ECB	European central bank
FED	Federal reserves
LLP	Loan lost provision
LSEG	London Stock Exchange Group
LtD	Loan to deposit ratio
NBS	National bank of Serbia
NCI	Net commission income
NII	Net interest income
NPL	Non-performing loans
OPEX	Operating expenditures
POS	Point of sale for electronic payments
REPO	Repurchased transaction organized by NBS
Rhs/lhs	Right hand side, and left-hand side, respectively
ROA	Return on assets. In context of this analysis, divides Pre-tax profit by average assets
ROE	Return on equity. In context of this analysis, divides Pre-tax profit by average equity
T-bill	Treasury bills issued by Ministry of Finance
Y/Y	Year on year growth rate, expressed in %



How will you reshape
your business today

to reinvent
your tomorrow?



The better the question.
The better the answer.
The better the world works.



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Evaluation of horizontal and vertical restrictive agreements and their compliance with competition laws.

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