**Bloomberg Adria, the First Multi-Platform Business News Brand for Southeast Europe to Launch in 2022**

***Belgrade and New York – October 15, 2021:*** Bloomberg Media and Mtel Swiss – a broadcaster majority-owned by Telekom Srbija - today announced an agreement to create Southeast Europe's first pan-regional, multi-platform business news network, with hubs in Serbia, Croatia, Slovenia, Bosnia and Herzegovina and North Macedonia.

Launching in 2022, Bloomberg Adria will serve business and financial news, analysis and data to the region's growing community of business decision makers and future leaders across television, print, digital, mobile and social.

Bloomberg Adria will harness the strength of Bloomberg News’ 2,700 journalists and analysts in 120 countries to create a news destination that combines local reporting with extensive global economic and markets coverage. It will feature translated Bloomberg News content as well as original reporting produced from dedicated editorial hubs in Belgrade, Zagreb, Ljubljana, Sarajevo and Skopje.

“At Bloomberg Media, we’ve set out to build the leading multi-platform global business and financial media company, providing trusted content rooted in data,” said Soo Kang, Global Head of Bloomberg Media Distribution. “Bloomberg Adria expands our global footprint to new audiences in Southeast Europe who are looking for premium, global business news to help them stay informed.”

"In a business world that is changing at unprecedented speeds, the availability of relevant, accurate information and independent expert analysis is crucial for making good business decisions," said Vladimir Lucic, CEO, Telekom Srbija. "Bloomberg has long been synonymous with reliable business information and, with Bloomberg Adria, we are excited to collaborate with Bloomberg Media to bring accurate and insightful business news to Serbia and the regional market."

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**About Bloomberg Media**

Bloomberg Media is a leading, global, multi-platform brand that provides decision-makers with timely news, analysis and intelligence on business, finance, technology, climate change, politics and more. Powered by a newsroom of over 2,700 journalists and analysts, it reaches influential audiences worldwide across every platform including digital, social, TV, radio, print and live events. Bloomberg Media is a division of Bloomberg LP. Visit BloombergMedia.com for more information.

**About Mtel Swiss**

Mtel Swiss is part of Telekom Srbija group. Mtel Swiss partners with global media companies and distribute their content to major broadcasters, channels and platforms.

**About Telekom Srbija**

Telekom Srbija is a leader in the telecommunications market in Serbia and provides a unique and integrated user experience. With a diverse portfolio of telecommunications services and direct operations in several countries in the region, it serves more than 10 million users, while globally present through the sale of television services worldwide. The company has built its own capacity in the field of production and distribution of exclusive TV series, movies and premium sports content. Through an exclusive partnership with Euronews, Telekom Srbija recently launched the Euronews Serbia news channel. Telekom Srbija is partner and broadcaster of Champions League, Europa League, Italian Serie A and Spanish La Liga, NBA and from 2022 English Premier League.