



Press Release
30. August 2016

ProCredit Holding and ADAMI Media Prize sign cooperation agreement to promote cultural diversity in Eastern Europe

The ADAMI Media Prize for Cultural Diversity in Eastern Europe is proud to announce a new cooperation agreement with ProCredit Holding AG & Co KGaA, based in Frankfurt/Main, Germany for the year 2016.

Under this new agreement, ProCredit Holding will be supporting the ADAMI Media Prize in promoting cultural diversity and establishing networking opportunities for filmmakers, audio-visual journalists, and broadcasters in Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine, which are the countries in which the ADAMI Media Prize operates.

ProCredit Holding will provide funding for the 2016 ADAMI competition and will support the gala award ceremony on 24 November in Kiev. This internationally broadcast event awards outstanding film, television, and online programmes that promote national, ethnic, religious, or cultural diversity among the peoples of Eastern Europe and the Caucasus.

ProCredit Holding is the parent company of the development-oriented ProCredit group, an international group of banks serving small and medium sized enterprises (SME), which focuses on Eastern Europe. "As a banking group, striving to operate responsibly, ProCredit shares the underlying ethical principles of the prize and is pleased to support it" said Borislav Kostadinov, Member of the Board of Management of ProCredit Holding. The ADAMI Media Prize spotlights the work of journalists and media professionals in the EU's Eastern Partnership countries. ADAMI's goal is to promote peaceful coexistence between peoples by stimulating new ideas and perspectives in media, and promoting media interest in topics of cultural diversity and integration.

Broadcasters and producers of the six countries can send in their films, videos and online content connected to topics of cultural diversity until October 10th (entry deadline). An international jury will view and evaluate all entries during its jury sessions, which are hosted by the city of Batumi (Georgia) on October 24th-28th. Producers and directors/journalists, which have been nominated in one of ADAMI's six categories are invited to the gala award ceremony in Kiev, where they also have the opportunity to network with broadcaster representatives and media professionals from all across Europe. The gala award ceremony will be broadcasted live internationally.

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About the ADAMI Media Prize

The ADAMI Media Prize is an initiative by the German non-profit organization 'Forschungsgruppe Modellprojekte e.V.' and is funded by the Federal Foreign Office (Germany). It is conducted in partnership with the European Broadcasting Union, Deutsche Welle Akademie, the German Society for Eastern European Studies and supported by media partners like the French-German cultural channel ARTE, the Georgian Public Broadcaster, the National Television of Ukraine, and TeleRadio Moldova. For additional information, visit: www.adamimediaprize.eu.

About the ProCredit group

ProCredit Holding AG & Co. KGaA, headquartered in Frankfurt am Main, Germany, is the parent company of the international ProCredit group, comprising banks with a focus on Eastern Europe that have specialised in serving small and medium-sized enterprises. As of 30 June 2016, the group's total assets amounted to EUR 6 billion. The total outstanding loan volume was EUR 4.1 billion, against customer deposits totaling EUR 3.8 billion, and its equity base stood at EUR 608 million. The core shareholders of ProCredit Holding AG & Co. KGaA are the strategic investors Zeitingen Invest and ProCredit Staff Invest (an investment vehicle for ProCredit staff members), the Dutch DOEN Foundation, KfW and the IFC (World Bank Group). For additional information, visit: www.procredit-holding.com.

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