

PRESS RELEASE

Budapest, 1 April 2010

Pay your “yellow checks” via Erste ATMs

Unique service in Hungary is being launched by Magyar Posta and Erste Bank Hungary

Budapest, 1 April 2010: Erste Bank Hungary and strategic partner Magyar Posta Zrt. [Hungarian Post Co. Ltd.] are implementing a unique new service in the Hungarian market for a trial period of three months for now. The essence of the service is that postal money orders, popularly dubbed “yellow checks” and extensively used by service providers to invoice utility bills, can be paid as of 1 April at 12 Erste Bank ATMs. If the trial run yields a positive experience, this service will soon be made generally accessible via Erste Bank ATMs.

Mrs. Ildikó Szűts, CEO of Magyar Posta, underlined that the postal company has reached an important stage in the scope of customer-friendly developments by ensuring payment of “yellow checks” at ATMs. In order to enhance the quality of customer services further in the future, continuing efforts will be made to remodel post offices in a friendlier open-desk design, install queue management systems, and develop other innovative solutions – for instance, the introduction of hybrid mail service – to modernise traditional postal services.

Mrs. Edit Papp, Chairperson and CEO of Erste Bank, added that the Hungarian bankcard market has reached yet another milestone by the implementation of this singular service in Hungary. Thanks to this development and the service background provided by Magyar Posta, you can pay “yellow checks” in the future without having to withdraw cash, simply by using your bankcard at Erste Bank ATMs. As a result of this innovative solution, Erste Bank has again implemented a service that focuses on real customer demands.

Accounting for the majority of transactions in postal money orders, machine-printed “yellow checks” (with the Code <51> visible in the lower right-hand corner of the slip) can be paid currently by bankcards at the ATMs that are suitable for this service. The process of paying postal money orders through ATMs is very simple, customers are given a step-by-step guide to help them through the transaction. Following successful payment, the ATM returns the slips, signed and furnished with payment identification codes, and prints a receipt that includes the images of paid slips in addition to standard transaction data.

During the three-month test period, customers of Erste Bank and “Posta banki szolgáltatások” [“Postal Banking Services”] can effect payment for their yellow checks without charge via Erste ATMs that are available for this service, Ms. Edit Papp emphasised. Of course, the service is accessible to non-Erste Bank customers against the fee of cash withdrawal transaction.

Ms. Ildikó Szűts added that the payment of postal money orders via ATM is equal and identical in every component to paying them in post offices. After the pilot run Erste Bank and Magyar Posta will be evaluating the results and experience jointly, then a decision will be made on the future of this service.

As a result of the implementation of this new service, the strategic partnership between the two corporations that has lasted for years is cemented even stronger, now offering the banking network online in 343 postal points where customers have opened over 160,000 accounts.

Further information

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The service is available at the following locations during the pilot run:

1024 Budapest, 87-89 Margit Boulevard, Shopping Centre Mammut II., entrance
1062 Budapest, 51 Teréz Boulevard, Budapest Post Office No. 62
1087 Budapest, 11/c Baross Square, Budapest Post Office No. 72
1106 Budapest, 25 Örs vezér Square, Shopping Centre Árkád, Erste branch
1134 Budapest, 9-15 Váci Road, Lehel Market Hall, ground floor
1137 Budapest, 10 Szent István Boulevard, Budapest Post Office No. 137
1138 Budapest, 24-26 Népfürdő Street, Erste Bank headquarters, lobby
1138 Budapest, 2-6 Dunavirág Street, Gateway Office Park, Magyar Posta Zrt., lobby
2040 Budaörs, 1-3 Kinizsi Road, Tesco hypermarket
4031 Debrecen, 7 Kishatár Street, Cora hypermarket
9024 Győr, 13 Lajta Street, Győr Post Office No. 13
9400 Sopron, 7-10 Széchenyi Square, Sopron Post Office No. 1

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