

PRESS RELEASE

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Erste Bank Hungary to extend financial education program

New website, social media, and contest for schools

Budapest, 27 October 2010 – Erste Bank Hungary is expanding its nationwide education program launched last spring in order to enhance financial literacy in Hungary and expand the financial knowledge of youth. To date, branch managers of the bank have delivered nearly 200 lectures about basic financial knowledge in 38 primary and secondary schools.

With regard to the program, Ms. Emese Danks, Director of Communication at Erste Bank, has said Erste Bank Hungary, as one of the largest providers of retail financial services, feels obliged to be a pioneer in dispensing financial knowledge, setting an example to follow. This is why the bank has decided to expand the program Pénzügyi Kisokos [Financial Guide].

Consequently, the program now boasts of its own website at www.penzugyikisokos.hu, which is complemented by an informative blog at penzugyikisokos.blog.hu, but the latest news, information and updates about the program will be posted in social media interfaces as well in the future. In order to promote the program, Erste Bank has announced in cooperation with online game Honfoglaló [Settlers] a knowledge contest for students in primary and secondary schools that lasts a month and offers valuable prizes through the most popular Hungarian online game. As the essence of the knowledge contest, players in the game Honfoglaló will be collecting credits for their schools, in addition to individual points. The main prize of the contest is a digital broad which will be given to the school with the highest credits.

Ms. Emese Danks underlined that the World Savings Day, which is commemorated on 29 October this year, gives a fine occasion to direct public attention again to the fact that the Hungarian population is still quite uneducated in everyday finances. A number of programs and initiatives have been launched in the European Union and Hungary to promote financial literacy in as wide a scope as possible. Offering its own tools to the cause, Erste Bank Hungary also intends to contribute to this goal via its nationwide education program, also by promoting it, and by launching a knowledge contest for schools.

As part of Erste Pénzügyi Kisokos Program, experts from the bank give students between 12 and 18 years of age interactive lectures about basic finances. They cover topics such as what savings and loans are, how to use bankcards, how to apply for a student loan, what pension pre-savings (retirement plans) are. In addition to core topics, the bank's experts will be discussing with the kids what to watch out for when making financial decisions. The success of the program is indicated by the fact that nearly 200 lectures have been given by the experts of the bank in 38 schools to date since the launch of the program.

Further information:

Ms. Adrienn Illés – Communication Specialist
Erste Bank Hungary Nyrt.
1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4371 Mobile: (+36) 20 468 8709
Fax: (06 1) 373 2705
E-mail: adrienn.illes@erstebank.hu

Ms. Emese Danks – Director of Communication
Erste Bank Hungary Nyrt.
1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4347 Mobile: (+36) 30 499 6358
Fax: (06 1) 373 2705
E-mail: emese.danks@erstebank.hu