

PRESS RELEASE

Budapest, 4 April 2011

Erste's stock investment contest continues

Learn to play the stock market playfully – this time with forex and global markets in the focus

Budapest, 4 April 2011 – As of today, the stock investment contest, dubbed “Tanulj meg játszva tőzsdézni!” [“Learn to play the stock market playfully”] and organised by Erste Befektetési Zrt. [Erste Investments Co. Ltd.] first in the 2009/2010 academic year for students in higher education, continues. The game now offers even more thrills than before, as student can now try themselves with products traded on forex and international markets as well. What makes the Erste Befektetési Zrt. contest exciting is the chance for competitors to trade with virtual money in “real-life” situations via Erste Trader platform.

President and CEO of Erste Befektetési Zrt. Róbert Cselovszki said continuation of the contest was justified by its popularity above all. An incredible number, close to 1,500 students from 89 faculties in 39 higher-education institutions had been mobilised in the fall semester of the 2010/2011 academic year. In fact, many have started to be interested in equity markets because of the contest.

A special feature of the contest is still a wide range of numerous opportunities in education and information offered by Erste Befektetési Zrt. to participants (nationwide roadshow, web-based training, and analyses), ensuring continuous and comprehensive information for them to learn basic knowledge required for decisions in investments and finances, which they will be able to draw on in the future.

This year, Erste Befektetési Zrt. even launched a dedicated facebook page (www.facebook.com/tozsdejatek) where students can access necessary information faster and easier. The contest helps them become “professional” investors conversant in the workings and mechanism of the stock exchange.

For the contest Erste Befektetési Zrt. has found a professional partner in Közép-európai Brókerképző Alapítvány [Foundation for Central European Training Centre for Brokers], which provides exciting quizzes and simulations related to equity markets to make the contest even richer.

Róbert Cselovszki underlines that the company wants to keep up students' interest in equity markets that they have acquired over the course of 18 or 24 months . This is a commitment important not only to Erste Befektetési Zrt., but is essential also from the aspect of developing financial culture in Hungary along with a conscious scope of investors for the future, making this task a sort of mission for Erste Befektetési Zrt.

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