

## PRESS RELEASE

Budapest, 23 November 2011

### **KEBA stock investment competition attracts record number of players**

Securities market and stock investment contest sponsored by Erste Befektetési Zrt.

**Budapest, 23 November 2011 – The competition in securities market education and stock investments held by Közép-európai Brókerképző és Értékpapír-piaci Ismeretterjesztő Alapítvány [Foundation for Central European Training Centre for Stockbrokers; KEBA] and Erste Befektetési Zrt. [Erste Investments Co. Ltd.] jointly has been going on for nearly a month with a record number of participants totalling 430 high-school teams. Boasting great tradition, the competition is the result of a wide-ranging cooperation of business entities. Supporters of the initiative include the most renowned representatives of the profession, and organisations such as the Budapest Stock Exchange, Budapesti Corvinus Egyetem [Corvinus University of Budapest], and KELER [Central Clearing House and Depository].**

Organised by KEBA, the securities market competition and stock investment contest designed for high-school students was launched on 19 October 2011 with a record-breaking 430 teams, representing 1,300 students in total. For the first time in the history of the competition, enterprising contestants from across the border also applied, so students from Transylvania, Kézdivásárhely [Târgu Secuiesc], and from Topolya in Serbian Vojvodina are sitting in front of their computers simultaneously.

One of the most important objectives of the contest is to provide and expand a knowledge base for high-school students in economy, finances, and stock markets—in line with priority development objectives outlined in the NAT [National Core Curriculum]. In addition to proven online tests, the elimination rounds of the contest, which are now under way, include innovative computer-based simulations whose game play supported by interactive e-books. Additionally, students can use the Erste Trader system to trade almost all the products that are available in the “live” version of the Erste Trader platform (including currencies, for example), simultaneously understanding economic and financial notions and learning how to invest in stock markets.

The first video simulation took place on 9 November in which students had to make decisions from time to time in a business situation enacted by actors, deciding which direction the simulation should be headed.

In the semi-finals of the contest and the final of the competition, which will focus on verbal tests, in the spring of 2012, contestants will have to tackle tests that demand creativity for the most part in front of a jury that comprises leading professionals from the Hungarian equity market. Best-performing teams and schools and their training teachers will be awarded valuable prizes (stock brokering courses; summer training at Erste Befektetési Zrt.; smartphones; iPods; etc).

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