

## PRESS STATEMENT

8<sup>th</sup> November, 2006.

### Erste Bank launches Hozam Plaza

Investment units purchased on Index website

**Budapest, 8<sup>th</sup> November, 2006 – Erste Bank Befektetési and the news website Index have launched Hungary's first online investment unit supermarket. The "supermarket" was named Hozam Plaza (Yield Mall), and it stocks 53 investment units offered by seven fund managers (Aegon, Budapest, CIB, ING, Erste, ESPA, Quaestor).**

Erste Bank Befektetési chairman-CEO Róbert Cselovszki said Hungary's investment fund market developed rapidly over recent years, and by now some 200 funds were operating in Hungary, while numerous foreign fund managers' investment units have become available through Hungarian distributors. The bulk of clients with online brokerage accounts are predominantly not the kind of clients who trade in shares daily, but generally have long-term investment plans. Hozam Plaza is aimed at this target group, by offering specialist investment fund products. This solution caters to the market's demand of one distributor handling the product range of a variety of fund managers. This helps investors avoid having to sign contracts and maintain contact with several distributors at the same time. The purchase of investment units thus becomes more comfortable, faster and cheaper.

A great advantage of the system is that clients need to go to an Erste branch only once – after registration online – to sign the contract. After that time everything can be handled through the internet. Hozam Plaza consists of two parts: a freely accessible web page and a transaction system available only to Hozam Plaza's contracted and registered clients who hold a securities account. The purpose of the open web page is to provide simple and comprehensive information on the range of investment products on offer, and the individual characteristics of each product. Hozam Plaza clients with little investment experience are offered practical tips, and useful information in the Financial Investment Glossary. An important element of the system is the investment fund Search engine, which helps less experienced clients to find the appropriate funds with a few clicks of the mouse and very little effort.

There is no monthly charge for using Hozam Plaza. The account management commission is 0.01 per cent, but no more than HUF 1,000 and no less than HUF 125. Mr Cselovszki said the minimum investment was HUF 50,000. He added that the target group would usually invest between HUF 1m and HUF 2m.

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