



PRESS RELEASE

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Erste Bank to collaborate with Tchibo/Eduscho in Austria

- **“Sparefroh” bundles available at some 60 Tchibo/Eduscho locations in eastern Austria**
- **Erste Bank to offer a promotional savings card with 4.6% interest for a period of nine months**
- **Erste Bank aims to achieve growth this year by acquiring 20,000 new customers**

Erste Bank is forging new paths in the marketing of financial products in Austria. From 11 January 2008, the bank will offer “Sparefroh” bundles for a limited time at some 60 Tchibo/Eduscho locations as part of a collaboration with Tchibo/Eduscho. The “Sparefroh” bundle contains a “Sparefroh” toy, a “Sparefroh” coffee mug, two vouchers that are each good for one cup of coffee and a brochure and application form for opening an s Kapital savings account. Customers will receive an additional EUR 15 gift certificate for Tchibo/Eduscho when they open an s Kapital account at any Erste Bank branch. The “bank product you can touch” will cost EUR 7.90. The special interest rate for this account will be 4.6 per cent for a period of nine months. This is currently the highest interest rate for a savings product with this duration.

“We want to use collaboration projects to explore new possibilities in the banking business. Such projects will primarily help us acquire new customers. We have found an ideal partner in Tchibo/Eduscho. The company is known for low prices and high quality. Our core competence as a bank continues to be providing customers with sound advice at our branches,” says Peter Bosek, the board member responsible for private banking at Erste Bank. While the “Sparefroh” bundle will be exclusively carried by Tchibo/Eduscho, the s Kapital savings account can only be opened in Erste Bank branches. Erste Bank sees this collaboration, which is the first of its kind on the Austrian financial scene, as a market test in the search for new marketing methods. For the time being, the company wants to wait and see how customers react to the “Sparefroh” bundle.

“Tchibo/Eduscho and Erste Bank share a very important basic philosophy: ‘Every relationship is about people.’ In this context, we want to offer transparent products with top conditions and straight-forward processing. Both companies have certainly achieved this,” says Harald J. Mayer, president of Tchibo/Eduscho, describing the collaboration.

Erste Bank plans to acquire 20,000 new customers in 2008

Erste Bank’s primary goal is the acquisition of new private banking customers. By the end of 2010, Erste Bank intends to increase its customer share to 25 per cent (currently 21 per cent). This means that the bank must acquire about 20,000 new customers each year. In order to achieve this, Erste Bank is exploring new paths: The bank is currently working on new cooperative sales and distribution projects. In addition to the collaboration with



Tchibo/Eduscho, the bank is also planning a joint-venture with Vienna Insurance Group. The venture will be called *Finanzpartner GmbH* and will facilitate improved cross-selling between the two companies and provide more convenience for customers. The target group is employees, who are to be served in close cooperation with employee councils. Overall, Erste Bank Austria wants to distinguish itself from the competition even more with high-quality advice and customer service.

Eduscho (Austria) GmbH based in Vienna is the market leader in the roasted coffee segment. The company employs about 1,500 people and wins customers over with its unique business model. Eduscho combines the highest level of competence in roasted coffee products with an assortment of everyday consumer goods that changes weekly. The company has a multi-channel distribution system combining its own outlets, a high amount of Internet business and an extensive presence on the retail market. Tchibo/Eduscho markets two brands in Austria: Tchibo and Eduscho.

Erste Bank und Sparkassen is the second-largest provider of financial services in Austria. Some 15,000 employees serve 2.8 million customers in nearly 1,000 branches. The bank's market share in retail domestic banking is around 20 per cent.

Erste Group is one of the leading financial services providers in **Central and Eastern Europe**. Over 52,000 employees service over 16 million customers in 2,800 branches in eight countries. The balance sheet total of Erste Group was EUR 201 billion as of 30 September 2007. The bank achieved a net profit of EUR 838 million in the first three quarters of 2007 at a ROE of 13.5 per cent.

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The "**Sparefroh**" bundle, which is available exclusively at Tchibo/Eduscho, contains the following:

A brochure and application form for opening an s Kapital savings account with a special interest rate (fixed for nine months, available at all Erste Bank branches until 7 March 2008). Upon opening an s Kapital account, customers will receive a **EUR 15 gift certificate for Tchibo/Eduscho**.



One "**Sparefroh**" bendy toy (contained in the bundle)



One "**Sparefroh**" coffee mug (contained in the bundle)



Two vouchers for a cup of coffee (contained in the bundle), a EUR 4.20 value, redeemable at Tchibo/Eduscho

