

## PRESS RELEASE

Budapest, 29 Szeptember 2009

### Stock market contest and road show of lectures for students in higher education

**Budapest, 29 September 2009: Erste Befektetési Zrt. (Erste Investments Co. Ltd.) intends to contribute to expand the equity market related knowledge base of university and college students by launching a nationwide road show for higher education institutes and a two-semester stock exchange contest dubbed “Tanulj meg játszva tőzsdézni” [Learn to play the stock market playfully], slated to start in October.**

**The lecture circuit will feature experts from the Budapest Stock Exchange and Erste, who will give a basic know-how of trading and investments on stock markets, and the contest gives students a chance to familiarise themselves with the rules, laws, and operations of the stock exchange while having the chance of winning valuable prizes.**

Róbert Cselovszki, President and CEO of Erste Befektetési Zrt. [Erste Investments Co. Ltd.], said the idea that it's never too early to start learning the practice of how to manage investments could be one of the important lessons there is to learn from the global financial crisis. This is one of the reasons for Erste Befektetési Zrt. to believe it is very important to provide private investors with learning and training in a timely manner in order to arm them with appropriate knowledge for their investment decisions. People between 20 and 30 years of age at the moment, including the majority of students attending universities and colleges, have actually never traded securities in the equity market; and this demographic has an intoxicated, magical and mystical vision of the world of stock markets and investments.

It is precisely for the purpose of providing a better understanding of this seemingly mystical world and expanding the knowledge base of youths regarding stock markets and securities trading that Erste Befektetési Zrt. is organising, in collaboration with the Budapest Stock Exchange and a number of higher education institutions, a nationwide lecture circuit dubbed “Tőzsdei befektetések a gyakorlatban” [Equity market investments in practice] and a stock market contest that spans two semesters. The President and CEO added that the two-semester stock exchange contest, to be launched this October, provides an ideal opportunity to expand investment know-how in a playful design, at the same time focusing on educating students in various financial and investment products and information in addition to the contest.

In the contest in the first semester, dubbed Tőzsde Hírbróker [Stock Market News Broker], players could effect virtual trading in the odds of various domestic and international macroeconomic news and events as well as equity and money market developments becoming true, bidding on them using contest points. Róbert Cselovszki added the Budapest Stock Exchange has been an excellent partner in the Stock Market News Broker contest. The BSE offered the best players the opportunity to participate in its business events, and will support the expansion of players' financial literacy with stock market knowledge by attending the country-wide lecture road show.

Unorthodox prizes are up for grabs in this first contest, since players will be given a ‘trading capital’ (HUF 3,000,000 total for players in places 1 to 5) in the Stock Market News Broker contest, which they can use freely to trade securities with in the second leg of the contest. At the end of the contest, they get to keep the yield they've earned. Additionally, the best players may attend the traditional Santa Claus Broker event organised by the

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Budapest Stock Exchange, earning the chance to meet stock exchange executives and top brokers from major-league Hungarian brokerage houses.

In the second semester in the spring, when the Erste NetBroker HozamLáz [Erste NetBroker YieldRush] contest is introduced, the players, after a whole semester of training, will be competing by investing real money in the Budapest Stock Exchange for high-value prizes (notebook, party, language course, rafting, etc.) and trainee positions offered by Erste. Players will be evaluated at three stages during the contest. The highest yield, the most active trader, the most balanced investor, the most successful 'certificator' and even the most successful team and best higher education institution will also be awarded.

Regarding the contest, Róbert Cselovszki underlined that the Erste NetBroker Diákszámlla [Erste NetBroker Student Account] has been introduced to the market precisely with the objective of offering higher education students prices that allow them to experience active trading without having to pay high commission after their low-sum investments. This design ensures for students to address all products and services that are available at Erste's market-leading online trading platform. The CEO added that by adjusting the service to students' wallets Erste has no intention to encourage students to effect unreasonable trading without appropriately managing risks, but plans to be involved in forming them to become conscious investors by offering them this service at the best price.

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