

Number of customers using Erste NetBanking grows by 15% in first five months of 2009

Zagreb, 15 June 2009 – Erste & Steiermärkische Bank d.d. recorded 58,700 individual customers of the Erste NetBanking online banking service in the first five months of 2009, which was an increase of more than 15% in comparison to the number of these users by the end of 2008. Increase was also seen among business customers who use NetBanking services. As of 31 May 2009, there were more than 18,700 of them, or almost 6% more than by the end of last year.

In that same period, more than 830,000 transactions were carried out by individual customers via NetBanking, or by 31% more than in the first five months of 2008. At the same time, our corporate customers carried out 3,350,000 transactions via NetBanking, which was a year-on-year increase of over 12%.

Higher user numbers were recorded in other alternative channels of distribution in Erste Bank in this period, as well. The number of customers using the Erste mBanking mobile banking service thus went up by more than 11%, compared with late 2008, reaching almost 12,150. An increase of around 20% since December 2008 was also seen in the Erste Fon telephone banking service, which was used by more than 16,000 customers by 31 May 2009. The total number of individual customers who were using the Erste SMS service by 31 May 2009 surpassed 102,500 – up by approximately 4% since late 2008. In that same period, the number of corporate customers who were using the Erste SMS service increased by more than 5%, and reached almost 3,400. There were almost 4,200 customers using Erste Bank's text messaging service for current account statements, in the first four months since this on-demand service was introduced.

„Given the changed circumstances in the market, our clients pay increased attention to reducing their costs, and for that reason find additional benefits in the services of e-banking, which not only save their time, but their money, as well, since fees are lower. Furthermore, this increased interest by our individual customers in services of this type also resulted from continuing developments and upgrades in Erste Bank's existing services“, Head of Erste e-Banking **Daniel Mamić** highlighted.

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