

Erste banka records growth of close to 37% in Medo Štedo children's savings in the first eight months of 2009

Zagreb/Rijeka, September 23, 2009 – In the first eight months of 2009, overall Medo Štedo children's savings records an increase of close to 37 percent in relation to the end of 2008 and amounted to around HRK 47 million at the end of August. The number of finalized children's savings amounted to close to 10,800, which marks an increase of more than 32 percent in comparison to the end of 2008.

Medo Štedo children's savings enables customers to make multiple deposits according to their financial possibilities and thus clients can deposit as much as they like in the same account whenever they want, while the selected maturity data remains the same. The savings account is made out in the name of a child and the minimum deposit time is 12 months plus 1 day, while the minimum deposit is HRK 100 or the equivalent value in another currency. Deposits to the savings account can be also made via Erste banka's electronic banking – Erste NetBanking, Erste mBanking or Erste Fone. It is also possible to make regular deposits through a standing order. In case a client needs his savings earlier, the agreed upon interest rate will be validated until the day of the cancellation of the savings account if the time deposit is cancelled after a minimum of six months and one day from the opening of the account.

Interest rates up to 4.15% and premium on calculated interest up to 60%

Medo Štedo children's savings are also possible in HRK with an interest rate of 4.15%, while interest ranges from 1.90% to 3.45% for savings in foreign currencies or HRK with a currency clause, depending on the savings amount. The special benefit of this kind of savings is the fact that apart from regular interest, clients also realize an additional premium on the calculated interest of up to as much as 60%, depending on the deposit time. In order to make savings even more interesting to the little ones, Medo Štedo awards them with gifts for diligently saving HRK in their account, depending on the realized points. Medo Štedo children's savings is also unique in the sense that it can be given to every child as a gift in the form of a gift voucher. The aim of Medo Štedo children's savings is to point out to young children and their parents the importance of savings and thus motivate and encourage them to learn how to best manage money.

Through cooperation between Erste banka and Erste Card Club, the first savings credit card on the Croatian market has been put on the market – the Diners Medo Štedo credit card, which consolidates Erste banka's children's savings and a Diners credit card. All those using a Diners Medo Štedo credit card partake in a special program which offers them an interest rate of up to 13% on savings (Medo Super Štedo) and they take part in a reward program for children with interesting gifts for the small savers.

Growth in overall deposits by Retail Sector

Latest data that indicate that overall deposits by the Retail Sector amounted to around HRK 18.5 million as of July 31, 2009, which is an increase of more than 6 percent in relation to the same time period last year, best show the Retail Sector's trust in Erste banka. In comparison to the end of last year, Erste banka managed to increase its market stake in the retail deposit segment from 12.19% to 12.54% in the first seven months.

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S oko 2.000 zaposlenika, više od 700 tisuća klijenata koje uslužuje putem 124 poslovnice i više od 490 bankomata, Erste & Steiermärkische Bank d.d.predstavlja jednu od vodećih finansijskih institucija u Republici Hrvatskoj. Na dan 30.06.2009. Erste & Steiermärkische Bank d.d. imala je ukupnu aktivu od 47,5 milijardi kuna, neto dobit od 315,3 milijuna kuna te povrat od kapitala od 12,0 %.