

Erste Bank marked 28% increase in NetBanking customers in 2009

Zagreb, January 21, 2010 – As of December 31, 2009, Erste&Steiermärkische Bank d.d. (Erste Bank) had more than 65,205 natural persons using its **Erste NetBanking** service, which is an increase of close to 28% compared to the number of users at the end of 2008. In the same time period, 2,214,940 transactions by natural persons via Erste NetBanking were registered, which marks an increase of 33% compared to the previous year.

An increase was also marked in the number of users of other alternative Erste Bank distribution channels. Thus the number of **Erste mBanking** (mobile banking) users increased more than 20% in 2009 compared to the end of 2008, and more than 13,190 mBanking users were registered as of December 31, 2009. An increase of more than 32% in relation to the end of the previous year was also marked in the **Erste fon** phone banking service, with more than 17,630 users as of December 31, 2009. The overall number of natural persons using the **Erste SMS** service amounted to more than 99,180 on December 31, 2009, which is approximately 7% more in comparison to the end of 2008.

Along with this, some of the services Erste Bank offers its clients have marked exceptional results. Slightly more than eleven months after the introduction of the SMS **balance enquiry service**, Erste Bank had almost 7,850 customers using this service. An increase of close to 38% was also marked last year in the number of standing orders in relation to 2008 and it amounts to slightly less than 117,200 orders. The number of standing orders carried out, i.e. transactions made, amounts to more than 912,160, which is an increase of more than 25% compared to 2008.

“Erste Bank is continuously working on improving its service level, i.e. on introducing new and improving and updating existing services, which is also proven by increased interest from customers and a continuous increase in the number of customers using these services. Last year, for example, we introduced new SMS services adapted to client needs, while we plan to improve and update some existing services this year and to expand our offer in terms of self-service devices”, pointed out **Daniel Mamić**, the head of Erste Bank’s Electronic Banking Department.

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