

Erste bank created a Facebook profile

Zagreb/Rijeka, February 10, 2010 – In an attempt to find new communication channels to reach its current and potential clients, Erste&Steiermärkische Bank d.d. (Erste bank) is the first bank in Croatia that has created a Facebook profile. With its Facebook profile, **Erste bank** enters the field of social networking which has experienced tremendous growth and great expansion in the past years. Following the initial adjustment period, the bank could soon enter other social networks that fit a similar profile.

Erste bank has always strived to have recognizable products and services and it has always focused on innovation. Creating a Facebook profile that can be accessed on www.facebook.com/Erstebanka reflects the bank's wish to follow the latest trends and implement state-of-the-art technology. For example, Erste bank was the first bank in Croatia to introduce chip-technology to its debit cards, the first one that had mobile internet banking (Erste mBanking), it introduced completely different types of loans – loans that require no guarantor, housing and cash loans with residual value and revolving cash loans as the most recent innovation

On Erste bank's Facebook profile visitors will be able to read and comment on recent bank-related news, ask questions or simply have fun with interesting and diverse content that will be regularly updated. As part of its strategy which is aimed at finding and developing new communication channels to reach its clients, Erste bank has recently launched its electronic newsletter called Erste WORLD. In this monthly newsletter the clients will find recent bank-related news and stories.

For further information:

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