

## BCR – newer, stronger, better

Bucharest, September 3<sup>rd</sup> 2007 – Banca Comercială Română (BCR) launches on Monday, September 3<sup>rd</sup>, the new logo of the bank, the result of blending the experience and renown of the most important Romanian bank with the prestigious Erste brand, the most successful financial services provider in Central and Eastern Europe.

“The launch of the new BCR logo will be a memorable day for our bank, for our shareholders and especially for our customers. I am sure that the launch of the new logo represents only the beginning of a new successful stage in BCR’s history and the reinforcement of its position as a leader of the Romanian banking market and an important member of Erste Group. If, by now, the changes have taken place only inside the bank, the moment has come to see these changes from outside as well. The change of the most important identification element of the bank, the logo, proves that BCR steps into a new era”, added Danila.

The new logo adopts elements in the visual identity of the mother Group, namely the graphic and colours, while it stands for the integration within the Erste universe, a very successful European financial family which provides its partners with top quality banking products and services.

The most important change brought by the new logo is the adoption of the well-known red S at the end of BCR’s logo. The red S is a traditional symbol of the savings banks as well as a common element of Erste Group and all its subsidiaries. The red point above the red S is a symbol for savings, and it represents a coin entering a savings box.

“It is much more than a change in letters and colours. We have a new, more powerful logo for a new, stronger and better BCR. First of all, we wanted to improve the operating system as a whole, so that the customers could perceive the upgradings in products and services, as well as the enhanced care, at European standards, that they are treated with”, stated Nicolae Danila, CEO of BCR.

The launch of the new BCR’s logo does not mean erasing the history of the bank, the rich tradition it has, or the resonance and awareness of its name, which is easily recognisable and identifiable. This was the main reason behind the decision to maintain the current name: Banca Comercială Română, a very valuable asset.

“The specialisation of bank’s staff and branches by business segments (retail and corporate) and the continuous commitment to the branch network expansion policy stand for tailor-made solutions offered to each customer. The colours of the new logo, blue and red, convey professionalism and openness, as well as pro-activeness, dynamism and innovation”, stated Danila.

Accompanying the launch of the new logo, a new image campaign for BCR will start on September 3<sup>rd</sup>. The campaign sought the appropriate formula to convey the message behind the logo change to the public and to the customers. This message – **„We think alike”** – is aimed at emphasising the bank’s desire to meet the customers’ requirements and to harmonize the goals of both parts. The communication will be ensured through TV ads, but also through printed materials and press layouts.

Following the historical logo change, BCR will continue working to meet the needs of its customers by launching, in September, a wide range of new products and services. Thus, the bank takes a further step towards them, by proving with its offer that **“it thinks alike”** its customers and that it is constantly adapting to their requirements.

Among the new available products and services there will be:

- **The Mortgage Centers**; in Bucharest is operational as of Monday the 3<sup>rd</sup> of September; these centers are aimed at becoming the reference point of the Romanian banking market, when it comes to financing the real estate investments of individuals.
- A **re-launch of the design of the entire cards portfolio** offered to its customers; all the cards to be issued starting from the 3<sup>rd</sup> of September will have the new design.
- A **new web Portal**; by accessing [www.bcr.ro](http://www.bcr.ro), any customer will be able to apply on line for cards, loans and have access in real time to information regarding the entire products and services offer of BCR,
- **current account related new services** – will be launched later on in September. The new current account will be enhanced by the association with other products and services of the bank: debit/ credit cards, free of charge account balance inquiries and cash withdrawals from ATM, on line or phone transactions, various payments etc.
- A **new Contact Center** (to be launched at the same time with the new current account bundles) through which customers will have the opportunity to carry out multiple operations, as well as to receive permanent specialised assistance by phone or by e-mail.

BCR, member of Erste Group, focuses on establishing good and long term relationships with its customers. This is achievable by understanding the customers' requirements and by coming to meet their needs. From this aspect derives the new business philosophy of the bank: even if we all are different, we still „**Think alike**“, as we have a common goal: **the desire to have a better life**.

**BCR, member of Erste Group, is an universal bank and the most important banking institution in Romania, managing assets exceeding EUR 16 billion. The bank offers the full range of products and services, at present having 520 branches and agencies throughout the country, in most towns and cities with over 10.000 inhabitants. The bank offers to its customers a complex mix of banking products and services, including Internet banking and e-commerce services, issues 23 types of debit and credit cards and owns the largest installed domestic ATMs network – over 1,300 machines and 11,000 points-of-sale. BCR represents the most important Financial Group in Romania, performing domestic and foreign activities through its subsidiaries and branches operating on the banking, capital, leasing, insurance and asset management markets.**

**Erste Group is, with its more than 50.000 employees serving over 16m clients in more than 2.700 branches in 8 countries, one of the leading financial providers in CEE. As of 30.06.2007 Erste Bank has reached 198bn EUR total assets, net profit of 566m EUR and ROE of 13,8%.**

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**For additional information on BCR products and services, private individuals can call InfoBCR - 0801.0801.227, (0801.0801.BCR), charged as local call, irrespective of wherefrom Romania the call is made. The number can be called in ROMTELECOM network. InfoBCR can also be called in the Vodafone mobile network at the number: \*0801.BCR (\*0801.227). InfoBCR operates from Monday to Sunday from 8:00 to 22:00 hrs.**

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