

PRESS RELEASE

Budapest, 7 December 2009

First round ends in equities contest organised by Erste Befektetési Zrt. for higher education students

Nearly 2,000 students from 125 faculties of 42 higher education institutions participated

Budapest, 7 December 2009 – Launched in October , the first stage, dubbed Tőzsdei Hírbróker [Stock Market News Broker], in the equities contest „Tanulj meg játszva tőzsdézni!” [Learn to play stock markets playfully] organised for higher education students has been concluded with success. In the contest of economic news assessment based on stock market trading, Budapesti Értéktőzsde Zrt. [Budapest Stock Exchange Co. Ltd] acted as business partner. In the second-semester contest starting next spring, students may try stock market trading in real-life environment with real money.

In order to give youth a better insight into the seemingly magical world of stock markets and enhance their understanding of equities and trading, Erste Befektetési Zrt. [Erste Investments Co. Ltd.] has launched a nationwide road show dubbed „Tőzsdei befektetések a gyakorlatban” [Stock market investments in practice]. At the same time the company, in collaboration with the Budapest Stock Exchange and a number of higher education institutions, launched a two-semester stock market contest in October this year. The first stage of the contest has been concluded. In this challenge, participants were tasked with assessing financial and economic news with a potential impact on share prices. In the contest they were bidding with token points on the probability of the news coming true. Contestants holding the most points at the end of the stages and at the end of the first-semester contest were given valuable prizes with the main prize being HUF 1 million “trading capital” to be used by the winner in the second-semester HozamLáz [Yield Rush] contest.

Róbert Cselovszki, president and CEO of Erste Befektetési Zrt., says it is an outstanding success that nearly 2,000 students from 125 faculties of 42 higher education institutions from across the country applied in the first stage of the contest. The contest was supplemented by a nationwide lecture circuit in which the experts of Erste and the BSE visited eight higher education institutions and held the lectures *Stock market investments in practice* to a total audience of a thousand students.

Róbert Cselovszki believes that one of the most important benefits of the stock market contest *Learn to play stock markets playfully* is that the contestants were compelled to gather news constantly about the knowledge and information necessary for their investments and financial decisions in order to be able to assess these information efficiently and employ them in practice. And the biggest benefit the contest ensured for the contestants was to learn the operation of equity markets and stock exchange in a playful manner and to become professional investors almost without even noticing it in the heat of the challenge, the president and CEO emphasises.

The best players in the three-stage contest and the absolute winners in the aggregate scoreboard will receive their prizes at the Best of Stock Market Gala, the most prestigious year-evaluating event of the brokerage community. At the gala event to be held in the Hungarian Academy of Sciences building, the

Additional information:

Ms. Adrienn Illés – Communication Specialist
Erste Bank Hungary Nyrt.
1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4371 Mobile: (+36) 20 468 8709
Fax: (06 1) 373 2705
E-mail: adrienn.illes@erstebank.hu

Ms. Emese Danks –Director of Communication
Erste Bank Hungary Nyrt.
1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4347 Mobile: (+36) 30 499 6358
Fax: (06 1) 373 2705
E-mail: emese.danks@erstebank.hu

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students will have a chance to meet leading brokers in the country, and also the representatives of the major issuers and brokerage houses.

The contest continues next February with the round Erste NetBroker HozamLáz [Erste NetBroker Yield Rush], where contestants will be able to capitalise on their theoretic knowledge in practice, trying stock trading in real-time environment with real money in Erste NetBroker's online trading platform against their discount-fee Erste NetBroker Diákszámla [Erste NetBroker Student Account]. The first 500 in the scoreboard for the first-semester contest will be given considerable discounts in fees and commissions to start their second-semester challenge.

A notebook is the main prize, and Erste Befektetési Zrt. offers the winners in each round a trainee position each. Higher education institutions mobilising most students will also be awarded, and also a five-strong team whose members achieve the highest yield combined. Anyone can still join the contest which starts next year following registration after 10 December 2009 at <http://tozsdejatek.erstebroker.hu>.

Aggregate final results:

1. István Joó – István Széchenyi University, Gyula Katz Faculty of Economic Sciences
2. Ms. Nikoletta Huller – István Széchenyi University, faculty of Technical Sciences
3. Máté Brezovszki – Budapest College for Economy, Faculty of Finance and Accounting
4. Ms. Beáta Huller – István Széchenyi University, Gyula Katz Faculty of Economic Sciences
5. Gábor Zsolnai – Szeged University of Sciences, Faculty of Economic Sciences

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