

## PRESS RELEASE

Budapest, 27 May 2010

### Erste Befektetési stock investment contest ends

Nearly 500 students from 88 faculties of 36 higher-education institutions participated in the second Erste NetBroker Hozamláz [Erste NetBroker Yield Rush] contest

**Budapest, 27 May 2010 – Held in the school year of 2009/2010 and designed for students attending higher education institutions, Erste Befektetési's [Erste Investments Hungary] stock investment contest dubbed "Tanulj meg játszva tőzsdézni!" ["Learn to play stock markets playfully"] has ended on a note of success. The competition "Tőzsdei Hírbróker" ["Stock Market News Broker"] in the first semester was a game in assessing economic news based on stock trading and using virtual money, but in the second-semester competition, "Erste NetBroker Hozamláz" ["Erste NetBroker Yield Rush"], students had the chance to try stock trading in a real environment with real money.**

Róbert Cselovszki Róbert, President and CEO of Erste Befektetési Zrt., said it was a remarkable success that nearly 2,000 students from 125 faculties of more than 42 higher-education institutions had been mobilised in the first round of the contest by stimulating their interest in stock trading. That stage of the competition had been held for virtual points only, as the participants had been asked to assess economic and financial news with impact on share prices, bidding on the probability of the news becoming true by using virtual points. The Top 5 players were given HUF 3 million total, a "trading budget", which they could use in the second round to make real investments.

Launched for the second semester, "Erste NetBroker HozamLáz" competition invited players to put their acquired academic knowledge to use in a real environment with real money through Erste's NetBroker trading platform. The second round received registration from nearly 500 students from 88 faculties of 36 higher-education institutions. The main prize of the competition, a notebook, was drawn among players that achieved the highest returns, and the winners of the rounds were offered a trainee position by Erste Befektetési Zrt.

Róbert Cselovszki underlined that Erste never had the intention to urge students to trade stocks in an unreasonable way or without proper risk management but to help them show the way of becoming responsible investors. Therefore, the most balanced investor, the most successful certificate trader, the best team, and the higher-education institution boasting the highest number of players and most successful contestants were also awarded in addition to competitors earning the highest returns. The team race was decided by the aggregate individual results, and the best team was invited to a rafting program. This year, the title of most successful higher-education institute went to Budapesti Műszaki és Gazdaságtudományi Egyetem [Budapest University of Technology and Economics], earning this year's debuting challenge trophy "Stock Market Sharks of the Year – Most Active Higher-Education Institution".

Simultaneously to the contest a research by the Finances Department of Budapest University of Technology and Economics were conducted, offering players a chance to identify the correlation

#### Further 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](mailto: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](mailto:emese.danks@erstebank.hu)

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between their financial performance, temperament, and risk aversion and also to map their financial behaviour pattern by filling out an anonymous questionnaire. The research and the results have been put down in a scientific paper.

The President and CEO said Erste Befektetési Zrt. held a road show about equity markets at a number of universities and colleges in close collaboration with the higher education institutions in question, and also launched Erste NetBroker Diákszámlla Tőzsdeklub [Erste NetBroker Student Account Stock Exchange Club], which offered students to participate at intensive, interactive, and free courses about stock markets.

The stock investment contest series “Tanulj meg játszva tőzsdézni!” [“Learn to play stock markets playfully”] had a unique feature in that players were compelled to obtain a constant flow of information from an ever-widening scope if they were to stay in the race, thus they could learn how to assess news required for basic investment and financial decisions, benefiting from this knowledge. “The contest even facilitated for players to become ‘pro’ investors with a fair insight into the operation and mechanisms of the stock market,” the President and CEO evaluated the competition.

Plans indicate that Erste Befektetési Zrt. will regularly organise similar competitions, thus higher-education institutions, youths, and potential players are welcome to enrol or make their suggestions and feedback known at [tozsdejatek@erstebroker.hu](mailto:tozsdejatek@erstebroker.hu).

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