

PRESS RELEASE

Budapest, 1 March 2011

Erste Bank launches mobile payment

Pay for parking, wheel clamp release, motorway fee, or magazine subscription directly from your bank account by using a mobile phone

Budapest, 1 March 2011 – Erste Bank Hungary Zrt. has implemented a new mobile payment option to expand its NetBank services as of 1 March 2011. The new service allows customers of the bank to pay for services provided by Első Mobilfizetés Elszámoló Szolgáltató Zrt. (EME Zrt., www.fizessenmobillal.hu) [First Mobile Payment Settlement Services Co. Ltd] (EME Zrt., www.fizessenmobillal.hu [www.paywithmobile.hu]) available through mobile phone. Consequently, they can now use their mobile phones to pay for parking, wheel clamp release, or purchasing motorway stickers and magazine subscription, and for additional services to be implemented by EME Zrt. in the future in a convenient way as the price is debited from their account the moment payment is made.

Kálmán Boda, head of Erste Bank Call Center and Electronic Channels Directorate, said the new services ensure a great degree of convenience for customers, because the services can be used immediately after registration in the Erste Bank NetBank platform, which means users can pay for the fees of parking, wheel clamp release, motorway use, and magazine subscription directly from their bank accounts.

To date, customers planning to use mobile payment services offered by EME Zrt. first have had to register, then monitor their credit balance constantly and transfer credits to it when needed. Erste Bank has now made this process more comfortable for customers, as there's no need to monitor or credit their EME balance from time to time, for the fees charged for those services are debited from the customer's bank account.

The director underlined that the new service offered by the bank is free of monthly fees and represents no additional banking costs for customers. Of course, parking fees are in line with the official tariffs charged by operator of the parking zone in question. Motorways fares are also identical to the fees specified by Állami Autópálya Kezelő Zrt. [State Motorway Management Co. Ltd.]. Additionally, customers have to pay a convenience fee after each transaction, the extent of which is defined and charged by EME Zrt. even in the event customers buy the services directly from EME Zrt.

Successful transactions are displayed as "EME MOBILFIZETÉS" [EME MOBILE PAYMENT] in the NetBank account history and balance statement, allowing customers to keep track of their mobile spending easily.

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