

Press release

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Erste Group: Discussion of a new logo underway

Vienna, 28 March 2011 – Along with all its subsidiaries and Austrian savings banks, Erste Group Bank AG has decided to launch a process aimed at replacing its current logo (the red S). Discussions have already started, and the new corporate symbol is likely to be implemented in the first half of 2012.

Although the decision about replacing the current logo has yet to be made, the management of the banking group has decided to launch a discussion process as to the fate of the current corporate logo, the red S.

Erste Group has gone through considerable changes in the past ten years as a result of expansion in its growth region of Central and Eastern Europe. As a financial service provider that embraces the entire region, the banking group has become an international entity, but at the same time its local approach has also intensified due to its business model, which focuses on retail banking activities. Additionally, it is the objective of the bank as a provider of financial services to underline its strengths in financing real economy and wealth creation, as they provide the basis for its relation with customers.

Current plans indicate that the implementation of a new logo is expected to take place in the first half of 2012.

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