

PRESS RELEASE

Budapest, 26 May 2011

4th Erste stock investment contest ended

Close to 1,000 players obtained considerable experience in forex and international market this time

Budapest, 26 May 2011. – Launched in the academic year 2009/2010 by Erste Befektetési Zrt. [Erste Investments Co. Ltd.], the popular stock investment contest organised for higher-education students and dubbed “Tanulj meg játszva tőzsdézni!” [Learn to play the stock market playfully], has concluded with success. In the fourth game, which has just ended, competition was even more thrilling than before, because students had the chance to try their luck with forex instruments and other products that could be traded in international markets. The success of the contest has been uncontested as nearly 1,000 students from more than 30 higher-education institutions learned the trick of the trade. As a result, nearly 4,000 students have participated in the game since it was launched in 2009.

Róbert Cselovszki, President and CEO of Erste Befektetési Zrt., says the extension of the contest was justified by its popularity: In the most recent round nearly 1,000 students participated as players. One of the main attractions in this year’s stock investment contest was the opportunity for players to trade with virtual money in Erste Befektetési Zrt.’s professional trading platform Erste Trader in “live” situations.

As a special feature, Erste Befektetési Zrt. offers participants a number of education and information opportunities along with the contest (10 venues; nationwide road shows in higher education; online training and analysis material), ensuring continuous and comprehensive orientation in order to let them easily accumulate the know-how necessary for decisions in investments and finances.

In this year Erste Befektetési Zrt. launched a dedicated Facebook page (www.facebook.com/tozsdejatek) where students can access necessary information faster and easier. On that page participants may become “pro” investors that know the tricks of the trade in the stock market by perusing the posts written by stockbrokers and analysts. Közép-európai Brókerképző Alapítvány [Central European Foundation for Stockbroker Training; KEBA] was involved in the contest as business partner of Erste Befektetési Zrt., making the game even more exciting and businesslike by including stock market quizzes and simulations that required a serious amount of professional knowledge.

The winner in this round was Péter Lizák of Budapesti Corvinus Egyetem [Corvinus University of Budapest], his prize was an **Apple iPad** and a **100-hour training course for stockbrokers’ licence**. This year the trophy “Az év tőzsdecápái – A legaktívabb felsőoktatási intézmény” [Equities Sharks – Most Active Higher-education Institution] was claimed by Corvinus University of Budapest in a tight race.

Róbert Cselovszki underlines that Erste Befektetési Zrt. intends to wants to keep up students’ interest in equity markets that they have acquired over the course of 18 or 24 months . This is a commitment important not only to the company, but is essential also from the aspect of developing financial culture in Hungary along with a conscious scope of investors for the future, making this task a sort of mission for Erste Befektetési Zrt.

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