

## PRESS RELEASE

Budapest, 30 December 2011

### Financial Guide: Contest of Schools concluded in Settlers game

**Budapest, 30 December 2011 – Sponsored by Erste Bank Hungary Zrt. and launched for the second time as part of the most popular online game in Hungary, Honfoglaló [Settlers], the competition Pénzügyi Kisokos Iskolák Versenye [Financial Guide Contest of Schools] has been won this year by Endre Ady High School and Vocational School. This year, more than 9,200 participants entered this contest of knowledge, collecting coins for 1,320 secondary schools. Second place went to last year winner Chief Árpád High School of Sárospatak, and third place is now occupied by Mihály Babits Teaching High School and vocational School of Pécsi Tudományegyetem [Pécs University of Sciences]. The winner won a digital board, and the institutions grabbing runner-up and third spot were awarded a projector each.**

After a loud success last year, Erste Bank launched Iskolák Versenye [Contest of Schools] again in the popular game Honfoglaló [Settlers] in the middle of November. In addition to playing in the core game, the players were collecting gold coins for their schools for over a month. The popularity of the game is well reflected by the fact that more than 9,200 players participated in the return game of Iskolák Versenye, collecting coins for 1,320 secondary schools. Player activity is best described by the fact that the performance of last year's winner would have earned fifth spot this year and participants collected more than 140 million gold coins in total.

With regard to the program, Ms. Emese Danks, Director of Communication at Erste Bank Zrt., has said Erste Bank Hungary, as one of the largest retail financial service providers in the country, considers it important to pioneer in disbursing financial awareness, setting the example as a "caring bank". This commitment led the bank to launch its nationwide education program named Pénzügyi Kisokos two years ago. One of the most popular sections of the program last year was debuting Iskolák Versenye, prompting over 7,000 players to collect golden coins for more than 1,300 high schools in the first contest already. The return game proved an even bigger hit, as the number of players increased considerably this year.

The nationwide educational program Pénzügyi Kisokos was launched by Erste Bank Hungary Zrt. in May 2009. As part of the program, experts from the bank give students between 12 and 18 years of age interactive lectures about basic finances, approved by the National Bank of Hungary, at headmasters classes. For instance, what savings and loans are, how to use bankcards, how to apply for a student loan, what pension pre-savings (retirement plans) are. The success of the program is well indicated by the fact that nearly 250 lectures have been given by experts of the bank in more than 75 schools to date since the launch of the program.

[www.penzugyikisokos.hu](http://www.penzugyikisokos.hu)

[www.penzugyikisokos.blog.hu](http://www.penzugyikisokos.blog.hu)

[www.facebook.com/penzugyikisokos](https://www.facebook.com/penzugyikisokos)

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