

## PRESS RELEASE

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### Here's Erste iPhone app

Android and Windows versions to go online at the end of the year

**Budapest, 18 November 2010 – International Erste Group has implemented a new smartphone application named Erste Group. Available in ten languages, the new app adjusts to users' application usage habits. The app ensures maximum security for users, and Hungarian corporate customers may access their accounts via Vállalati MobilBank [Corporate Mobile Bank], a service integrated in the application. The app is already available in the App Store, and the version for Windows and Android platforms will be available before the end of the year.**

Ms. Emese Danks, Director of Communication at Erste Bank Hungary Nyrt., said Erste Group iPhone application was developed to provide customers with pocket-sized convenience and real-time assistance in their financial plans. Erste customers show increasing mobility across the Central and Eastern European region, and the bank is following the swarm by developing applications for smartphones.



Available in ten languages (Hungarian, German, English, Czech, Slovakian, Croatian, Serbian, Romanian, Ukrainian, and Russian), the application offers branch and ATM location search, loan calculator, current FX rates, share recommendations, and forecasts for FX rates, three-month interest rates, and ten-year bond yields.

Zoltán Kovács, head of business development of the bank, underlined that the application also offers Erste's Vállalati MobilBank [Corporate Mobile Bank] which allows corporate customers to use the functions of Vállalati NetBank [Corporate Online Banking] services. Consequently, they have real-time access to account information 24 hours a day and can initiate or approve account transactions.

By the end of the year, the iPhone application will be optimised for smartphones using Windows or Android. New functions are easy to add to existing ones, and new functions based on customer feedback and demand will be available via automatic updates.

Ms. Emese Danks added that the application was being developed continuously and optimisation of a news feed posting the latest news about Erste Group was also under way. The success of the application is best demonstrated by the fact that it has been in the Top 10 of most downloaded software in Austria since it came online.

#### 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)