

PRESS RELEASE

Budapest, 23 November 2010

Erste helps Órmester Nyrt. go public

A new Hungarian company to be listed in Budapest Stock Exchange

Budapest, 23 November 2010 – Following years of work and preparation Órmester Nyrt. [Sergeant Plc.] is going to become a listed company before the end of this year with help from Erste Befektetési Zrt. [Erste Investments Co. Ltd.]. The floatation of the shares of the fully Hungarian-owned company is a special occasion, because there have been just 12 IPOs in the past three years. No new shares will be issued or capital increased in the transaction.

Órmester Nyrt. contracted Erste Befektetési Zrt. for the provision of professional assistance in the preparations for the technical floatation of the company's shares. The asset security outfit has been prepared by Erste Befektetési Zrt. in a pre-IPO advisory service for the past year to be able to meet the requirements of going public and being a listed company.

Róbert Cselovszki, President and CEO of Erste Befektetési Zrt., underlined that an IPO is a unique event in the life of any company and this specific transaction has great significance for the entire Hungarian stock market, because an IPO is not a daily occasion in Hungary. The pre-IPO advisory service provided for Órmester Nyrt. meant full-scale management consulting for the purpose of making the company floatable, from strategic planning to restructuring the corporate organisation and processes and making them efficient (including the creation of functions required for floatation and being listed). as well as from participation in upgrading the accountability and reporting system to involvement in the creation and implementation of growth and expansion plans.

The objective of the advisory and preparatory process was for Erste Befektetési Zrt., a brokerage company that has dominated the share section of the BSE spot market for years, to present standards, processes, and organisational and strategic component, and have them approved and implemented, that will help the company reach the next level of growth cycle and, by leveraging its listed status, start down the road of becoming a large corporation and being an active player in the stock market.

Órmester Nyrt. is market-leading in asset security in Hungary and has reached the level in development where external equity influx and acquisitions could represent an efficient tool for additional expansion both domestically and internationally. An increase in publicity generated by the technical floatation and a strong transparency demanded by being a listed company not only could strengthen partners' confidence but could also heighten investor interest. Following a subsequent capital influx, Órmester Nyrt. intends to use those fresh funds to step up its acquisition activities primarily and to finance development plans.

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