

PRESS RELEASE

Budapest, 15 December 2010

Erste rewards best student stockbrokers

No fewer than 1,204 students from 89 faculties of 39 higher-education institutions participated in the second “Tanulj meg játszva tőzsdézni! [Learn to play the stock market playfully]” contest.

Budapest, 15 December 2010 – Organised by Erste Befektetési [Erste Investments Hungary] and launched for higher-education students in the fall semester of 2010, the stock investment contest “Tanulj meg játszva tőzsdézni!” has ended on a note of great success. The economic news analysis contest based on equities trading allowed students to bid virtual money on the probability of various news coming true.

Róbert Cselovszki, President and CEO of Erste Befektetési said the stock investment competition continued to be popular among students, and there was a remarkable demand for the extension of the contest “Tanulj meg játszva tőzsdézni!” which had been launched first in the 2009/2010 academic year. Erste Befektetési was more than delighted to launch the competition in the fall, and this time the company managed to mobilise close to 1,500 students from 89 faculties in 39 higher-education institutions and maintain or even raise their interest in stock investments.

The special feature of the contest “Tőzsdei Hírbróker 2010” was again that competitors needed to obtain information continuously and from as wide a scope as possible if they were going to stay in the game. As a result, they learned assessment of news items that are required for basic investment and financial decisions, preconditions to be able to cash in on this knowledge in real life. “In the course of the contest the competitors could turn into ‘pro’ investors that are familiar with the operation and mechanisms of the stock exchange,” the CEO said.

A total of HUF 3 million trading capital was distributed among the best competitors in their Erste NetBroker Diákszámle student accounts. Students have until the end of March to use the money for trading and they get to keep the yields they’ve realised until then. In addition, Erste Befektetési offers immediate career opportunities to the contestants with the best overall results. The list of prizes also includes three notebooks, several language courses, and wine selections. The best team is invited to a white-water rafting in May, while the higher-education institute with the most competitors – in other words the most active school; Budapesti Corvinus Egyetem [Corvinus University of Budapest] this year – won the challenge trophy “Az év tőzsdecápái – A legaktívabb felsőoktatási intézmény” [“Stock Market Sharks of the Year – Most Active Higher-Education Institute”] from first semester winner Budapesti Műszaki és Gazdaságtudományi Egyetem [Budapest University of Technology and Economics].

Róbert Cselovszki underlined that the company plans to maintain the interest of students in stock investments that has been raised in this past 18 months. It is important not only to Erste Befektetési, but is also crucial to enhance financial culture in Hungary and establish a scope of conscious private investors of the future, making this task a kind of mission, too.

Next year, the focus shifts from competition to education as the nationwide roadshow of stock market education that was launched this spring to tour major universities and colleges will continue and expand. In addition, Erste will establish a Tőzsdei Klub (Stock Market Club) where students have the chance to meet stockbrokers and investment specialists. Also, the quantity of online educational materials will be increased by establishing webinars, online seminars.

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

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