

PRESS RELEASE

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Stock investment contest to go on

Second-semester stage of Erste Befektetési Zrt. stock investment contest begins

Budapest, 9 February 2010: Dubbed Erste NetBroker Hozamláz [Erste NetBroker Yield Rush], the second-semester phase of stock investment game “Tanulj meg játszva tőzsdézni!” [Learn to play the stock market playfully] has started. In this leg of the contest, available to college and university students, contenders can now fight it out for valuable prizes and trainee positions using real money.

To ensure a better understanding of the often fabled world of equity markets as well as to enhance the knowledge of youth about trading securities on stock markets, Erste Befektetési Zrt. [Erste Investments Co. Ltd.] launched a two-semester stock investment contest last September in collaboration with the Budapest Stock Exchange and several higher-education institutions.

Róbert Cselovszki, president and CEO of Erste Befektetési Zrt., has said the first round of the contest, dubbed “Tőzsdei Hírbróker” [Stock Market News Broker], was a loud success, boasting nearly 2,000 participants from 125 faculties of 42 higher-education institutions from all over the country. The contest, where competitors assessed economic news based on the fundamentals of equity market trading, gave players a semester-long preparation time to master the basics of securities trading on the stock exchange.

After a virtual environment, the second stage of the contest now requires venturesome contenders to use real money to keep competing for valuable prizes and the trainee positions offered by Erste Befektetési Zrt.

In the current leg of the contest, named Erste NetBroker HozamLáz, competitors will pit themselves against the others in a number of respects. First, those achieving the highest return are recognised, irrespective of the size of the assets, as the percentage of gain is what matters. However, as the president and CEO underlined, since Erste has no intention to encourage students to an unreasonable trading approach that manages risks inappropriately but wants to be involved in forming conscious investors, therefore the most balanced investors, the most successful certificate trader, the most successful team, as well as the higher-education institution with the highest number and most successful stock investment contestants are prized.

Róbert Cselovszki has also emphasised that real market environment is the only setting that provides students with the chance to experience the beauty, challenges, and risks of trading. Therefore, reasonably-priced Erste NetBróker Diákszámla [Erste Online Broker Student Account] has been implemented precisely with the aim of providing higher-education students the experience of active trading, for this way they will not have to pay high commission on their low-amount investments. At the same time, the account design ensures access to all services and products that are available in Erste’s market-leading online platform. The chief executive officer added that training opportunities are organised for students in order to give them a more in-depth knowledge of this specialised field in this semester as well, but this time in smaller, seminar-like, groups.

The contest Hozamláz lasts from 8 February to 30 April 2010 in three stages, but application are continually welcome until 20 April at the following web address <http://tozsdejatek.erstebroker.hu>.