

EUROMONEY
BEST AUSTRIAN
PRIVATE BANKING
OF THE YEAR
2011

Erste Private Banking

Your Private Banking
in the Heart of Vienna



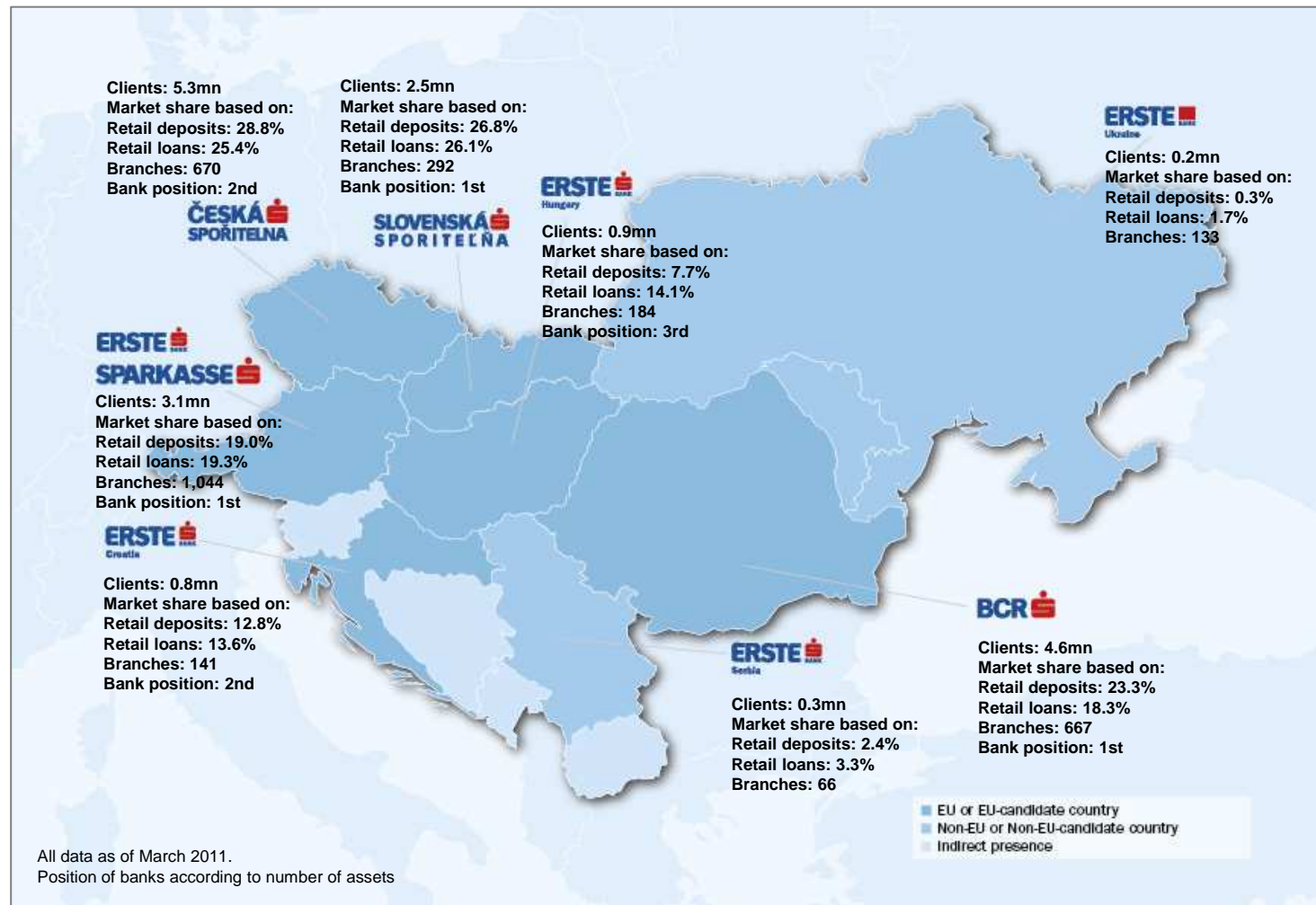
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ERSTE 
Private Banking

Erste Group

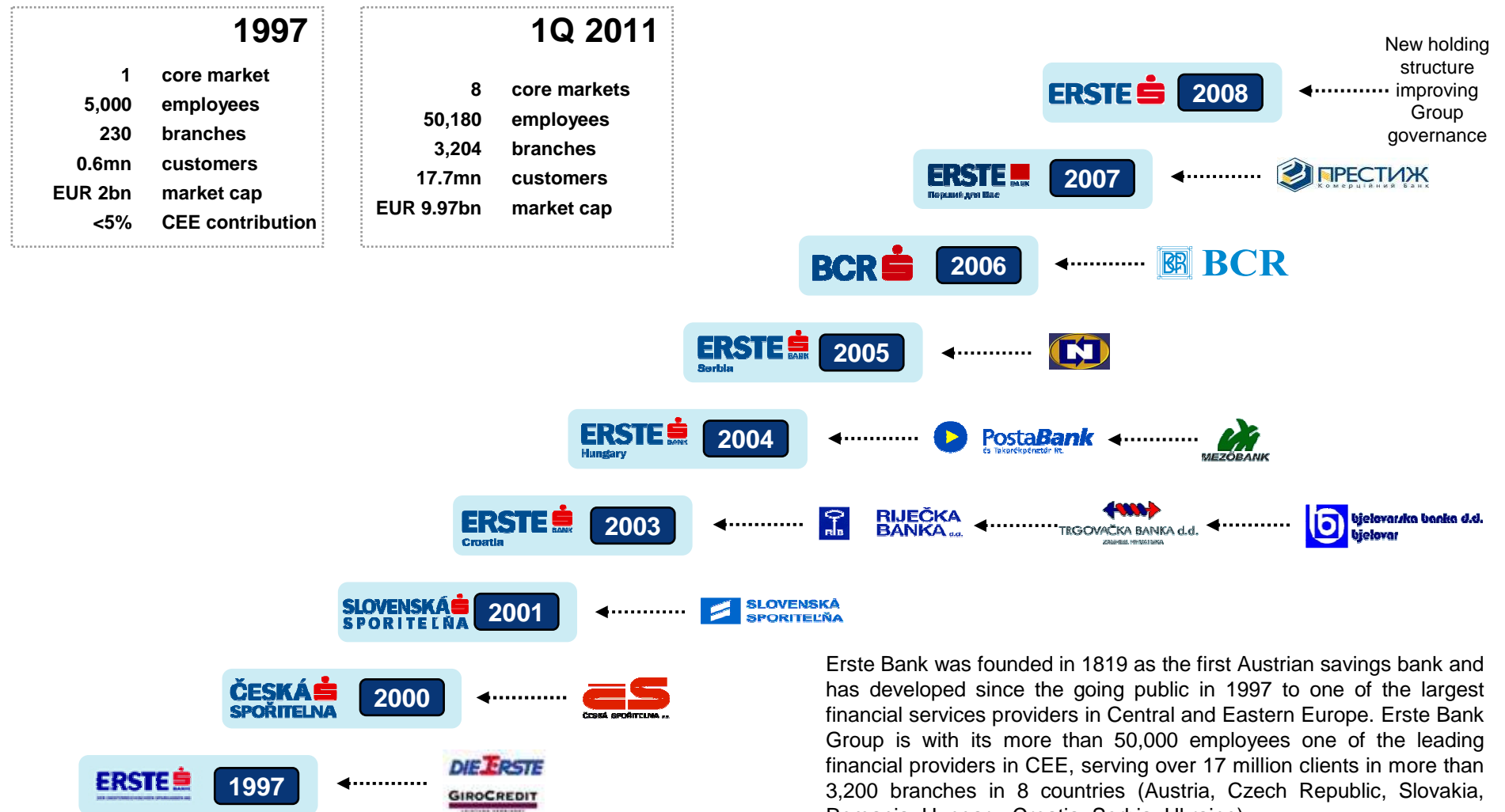
More than 17.7 million clients

Total population	120mn
Bankable population	92mn
Erste Group clients	17.7mn
whereof within EU	16.1
Share of loans and deposits within EU	>99%
Retail market share of 20-30%	AUT, CZ, RO, SK
of 5-15%	HU, CRO



Erste Group

History



Erste Bank was founded in 1819 as the first Austrian savings bank and has developed since the going public in 1997 to one of the largest financial services providers in Central and Eastern Europe. Erste Bank Group is with its more than 50,000 employees one of the leading financial providers in CEE, serving over 17 million clients in more than 3,200 branches in 8 countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia, Ukraine).

Erste Group

One of leading financial services groups in CEE

We successfully operate in a region with high potential, aiming to provide a high standard in personal service and a comprehensive range of financial products to our 17.7 million customers

- Based in Austria, we are **one of the leading financial services groups in Central Europe** and are present in Czech Republic, Slovakia, Poland, Hungary, Slovenia, Croatia, Serbia, Romania, Moldova and Ukraine. Through cooperation with the Savings Banks we are also able to offer our services for Slovenia and Bosnia & Herzegovina.
- We provide banking, investment, loans and insurance services, and **focus on consumers and businesses, from SMEs to large corporate customers.**
- We successfully operate in a **region with high potential**, aiming to provide a high standard in personal service and a comprehensive range of financial products to our 17.7 million customers.



Erste Holding is responsible for the following three main functions:

Major **steering functions** for the group, such as strategy, marketing, performance management, strategic risk management, HR and talent development, etc.

Operating businesses, in the form of the newly established **Global Markets (GM)** and **Group Corporate and Investment Banking (GCIB)** divisions.

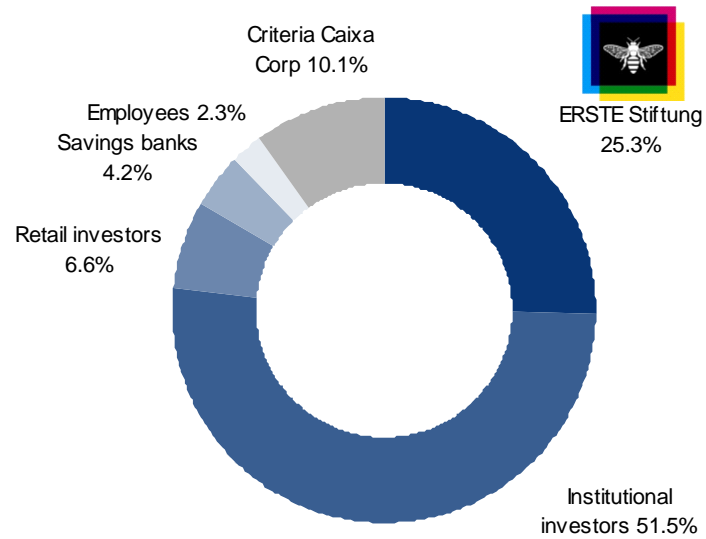
Provision and planning of **infrastructure** for Erste Holding as well as for local customer businesses.

Erste Group

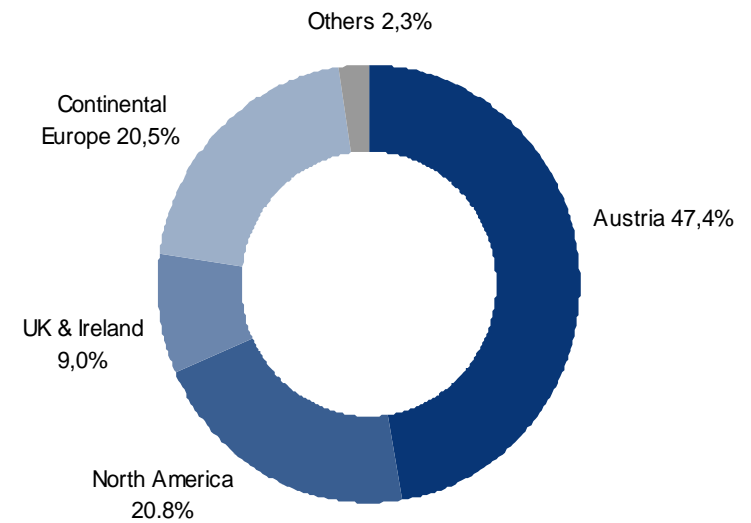
Shareholder Structure

Total number of shares: 378,176,721 (March 2011).

By investor



By region



Erste Group

Ratings

Erste Bank has excellent long-term ratings from the most important rating agencies. (March 2011)

Rating from the most-important rating agencies

Moody's.com

Moody's

Short-term rating:	P-1
Long-term rating:	A1
Outlook:	Stable

STANDARD & POOR'S

STANDARD & POOR'S

Short-term rating:	A-1
Long-term rating:	A
Outlook:	Stable

FitchRatings KNOW YOUR RISK

Fitch

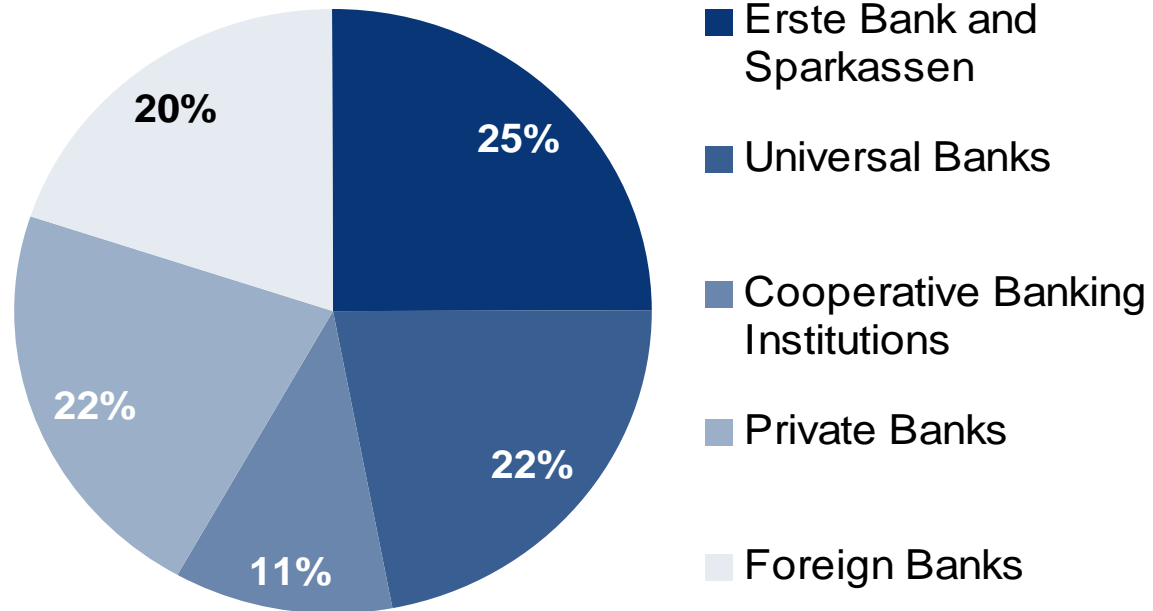
Short-term rating:	F1
Long-term rating:	A
Outlook:	Stable

Private Banking market in Austria



- more than 3,500 customers
- more than 35 billion Euro assets
- market leader: approx. 25% market share in Austria (incl. Sparkassen-PB)
- Erste founded 1819

market shares by competitors



Source: Booz & Company

Erste Group Bank (1/2)

The Bank for Central and Eastern Europe



As one of Central and Eastern Europe's leading financial services company, Erste Group Bank has expanded its home market to nearly 120 million people and increased its client base to more than 17 million clients in 8 countries. Through our local and CEE-wide network and expertise we can offer the following advantages:

- With a market share of approx. 25% in the Austrian Private Banking market, Erste Bank together with the Austrian savings banks is with approx. EUR 32 bn of clients' assets the leading provider of Private Banking services
- Profound CEE know-how and investment research
- Holistic approach to your financial needs

Erste Group Bank (2/2)

The Bank for Central and Eastern Europe



- A broad range of investment solutions customized to your individual situation
- Products which have passed our thorough due diligence process
- Erste Private Banking believes in guided open architecture including own and third party products
- Comprehensive and regular reporting
- Multi-language approach
- Cooperation network with lawyers, auditors, notaries for special expertise and real-estate experts who will be pleased to support you in solving your personal needs
- Best Service Quality (Euromoney Award 2010 and 2011)

Your Perfect Financial Center

Vienna in the Heart of Europe



Being perfectly located in the heart of Europe and an attractive travel location, Vienna is renowned worldwide not only for its culture and shopping opportunities but also as a perfect place for Private Banking.

High Safety & Stability

- Austria has a stable and reliable economic, legal and political environment and offers highest standards of discretion

Highly developed economic and financial centre

- Home of many large domestic and international companies (CEE headquarters)
- Strong focus on and expertise in CEE markets

Favourable legal and tax situation

Ideal geographic location

- all CEE capitals within 3 hours flight distance

Our Professional Private Banking Services

Strong Service and best Advice

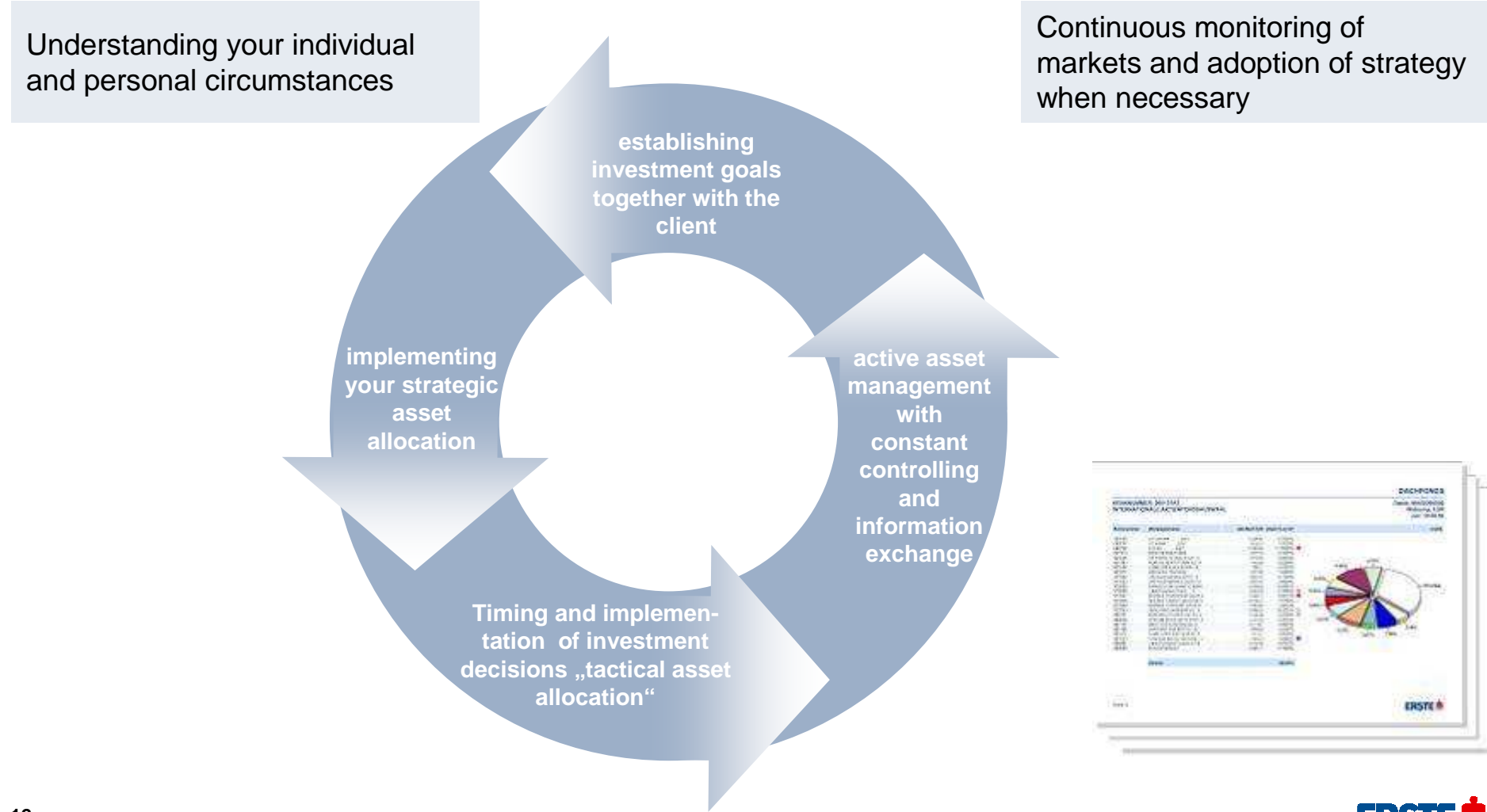


As a customer with Erste Private Banking you can rely on strong service and best advice provided by our team of committed and well-trained Private Banking advisors.

Broad service and product range from cash accounts, credit cards, multi currency term deposits to sophisticated investment solutions like:

- Discretionary portfolio management
- Advisory mandates
- “Execution-only” accounts
- Individual fund solutions
- Pension planning
- Succession planning

Advisory Process



Continuous monitoring of markets and adoption of strategy when necessary



Discretionary Managed Portfolio versus Advisory Mandate

Definition of your investment goals based on your individual financial and personal circumstances:

Discretionary Managed Portfolio

- Discretionary Management of your portfolio within the parameters you set up together with your Private Banker
- No individual investment decisions necessary, but possible
- You are provided with regular Portfolio Reporting through the channel you choose

Advisory Mandate

- Your Private Banker actively supports you in making your individual investment decisions
- We optimally execute your orders (best execution)
- You are provided with regular Portfolio Reporting through the channel you choose

Selection of our Product Range

Money Market

Term Deposits

Savings Accounts

Money Market Funds
(tax optimized)

Bonds

Government Bonds

Corporate Bonds

Bond Funds (Europe & CEE)
(tax optimized)

Equities

Austrian, CEE and
International Brokerage

Global and regional
Equity Funds

Real Estate Products

Real Estate Investment
Trusts

Direct Investment
Possibilities

Structured Products

Open end/Bonus/Guarantee
Certificates, Certificates on
Indices and individual
Underlings'

Commodities

Gold
(bullion, coins, gold accounts)

Commodity Funds and
Certificates

Contact

For further questions please do not hesitate to contact me.

Best regards,

Private Banking
Corporate & International Clients



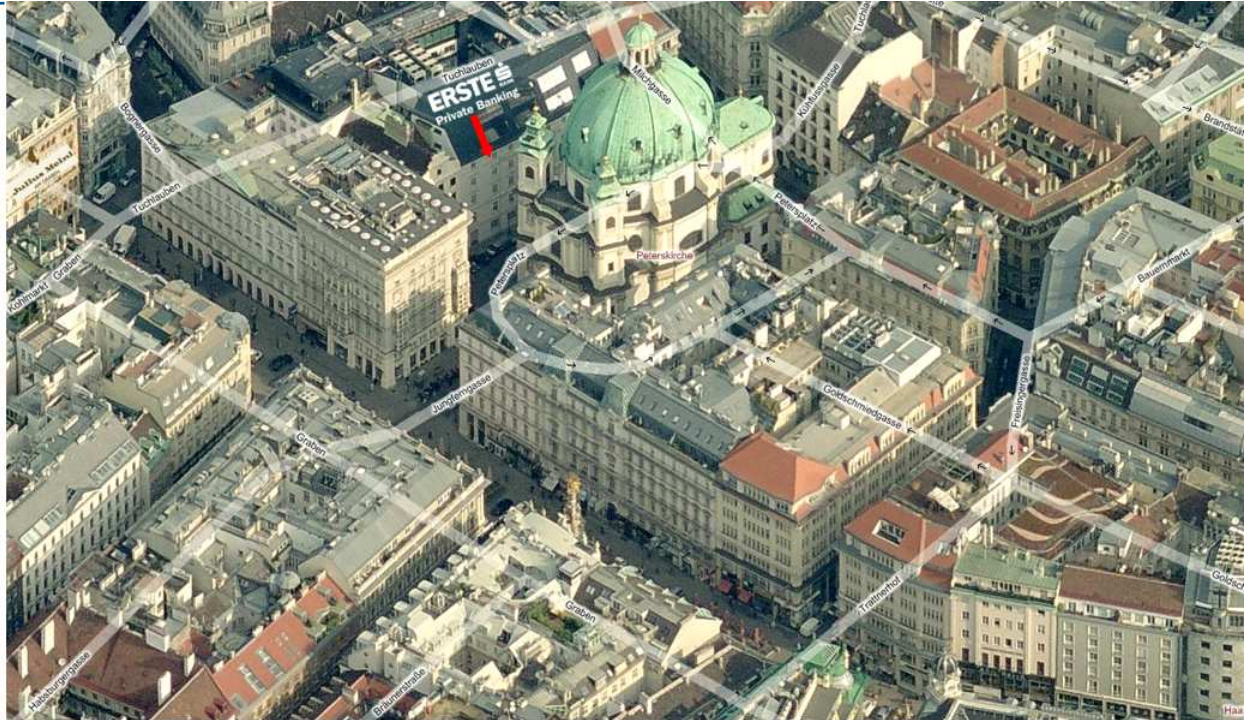
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How to get to us

Erste Bank Private Banking
Petersplatz 7 / 5th floor in 1010 Vienna



garage Petersplatz 7: via
Brandstätte/Bauernmarkt/
Freisingergasse or
garage Am Hof 1010



subways U1/U3 station
Stephansplatz (exit
Graben) or
bus 1A/2A/3A station
Petersplatz



via Graben to Petersplatz and
walk along the left hand side
distance from Stephansplatz
150m or Meinel 80m

Please take the elevator in the 5th floor and ask for your Private Banker at the front desk.
We are looking forward to welcoming you at our Private Banking department in Vienna!



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Product information: Please note that an investment in securities bears not only the described opportunities but also risks. The complete information (prospectus, terms, Securities Supervision Act of 2007 [WAG 2007], client information) on our products is available for viewing during regular business hours at the issuer's registered office, Graben 21, 1010 Vienna; it is also available for download from the website of Erste Group Bank AG. Please read the following risk disclosure and information, particularly with respect to the securities below:

Shares: Supply and demand determine the share price. Shares are therefore subject to strong price fluctuations. The return from equity investments comes from dividends and price gains/losses and cannot be predicted with certainty. In the case of **real estate shares**, the market primarily depends on supply and demand, so that such shares are subject to significant price fluctuations. Real estate investment shares may fall in value. The return from the real estate shares in accumulation shares is based exclusively on the price gains/losses and cannot be predicted with certainty.

Bonds: The poorer the bond issuer's credit rating, the riskier it is to invest in that bond. In the case of **bonds**, a rising interest level will lower the bond's market price. In the case of **cash-or-share bonds**, the following rule applies: losses may occur from redeeming cash-or-share bonds and comparable securities in the form of delivery of shares. The price of the bond may fluctuate until it reaches maturity, and if you sell it before maturity you may have to sell it at a lower price. The chances of earnings are limited to the amount of the fixed coupon.

Funds: When investing in funds, please take into account the recommended investment horizon, the selection of the fund securities according to the risk-to-return ratio, and the possibility of price fluctuations in an investment in volatile markets. In particular, foreign currency fluctuations may affect the fund growth, fund share prices fluctuate considerably, the stock exchanges of emerging markets are subject to a higher risk of price fluctuation, rising interest rates can quickly lead to drops in share prices, and regulatory changes may have effects on the applicable rules of taxation. Moreover, exchange rate changes have an effect on the fund price, and price fluctuations occur through the use of financial derivatives. In the case of a product (e.g., investment fund) of **ERSTE-SPARINVEST Kapitalanlagegesellschaft m.b.H.**, the relevant prospectus (and any changes) are published in accordance with the Austrian Investment Fund Act of 1993, as amended, in the "Amtsblatt zur Wiener Zeitung" and is also available to interested parties free of charge at the registered office of ERSTE-SPARINVEST, as well as the registered office of Erste Group Bank AG (custodian bank). The most recent publication dates and places where you can pick up a copy are indicated on the website of ERSTE-SPARINVEST KAG (www.sparinvest.com).

Foreign currency investments: Please note that in the case of investments denominated in foreign currencies, the rate of return is highly dependent on the foreign currency exchange rate trend.

Futures und options: The price may fall if the value of the underlying of a future or option moves in the opposite direction from what you were hoping for when you decided to buy or sell it.

Structured securities: In the case of structured bonds or comparable structured securities, the return on investment and repayment of principal often depend on certain future events or trends that might not occur.

Guaranty certificates: Depending on the terms and conditions of the guaranty certificate, the capital guarantee may only be effective up to the maturity date. Price fluctuations are possible before the certificate reaches maturity and if you sell it early you may have to sell at a lower price.