

## **Marketing of Ceska Sporitelna to be managed by Daniel Šturm**

Marketing of Ceska Sporitelna is getting a new Head. As of February 1st, it will be headed by Daniel Šturm, the current chief of Advertising Department within the Marketing Section of the Bank. Daniel Šturm, who won the Bank's public tender for the marketing director, is replacing Vaclav Kubata, who left the bank in August 2009.

**"It is a new challenge and a great pleasure at the same time. The marketing of Ceska has the right direction and I am eager to support Ceska Sporitelna to help our customers better understand and use our products and services," Daniel Šturm said, director of CS Marketing Section.**

Daniel Šturm (born 1969) has been in Ceska Sporitelna since April 2007 when he took over the position of the Head of Advertising department. After Vaclav Kubata left the bank, Daniel Šturm was assigned to manage the entire Marketing. Prior to his mission in Ceska Sporitelna, Daniel was an Executive Director of Stratosfera publishing house.

**Klára Gajdušková**  
CS Corporate Communication Director

**Kristýna Havligerová**  
CS Press Officer

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#### Ceska Sporitelna in Figures

Over 1.2 million clients use Ceska Sporitelna's direct banking; the **No. 1** bank in the Czech Republic as for Total Assets (CZK 856.70 bn) with a profit of CZK 9.65 bn); **3** main direct banking channels – Servis 24 (Telephone, Internet, and GSM); **4** main groups of clients – retail, small and medium-sized enterprises, municipalities, and large corporations; over **5** million clients – the largest number of clients in the Czech Republic; clients have **6** ways of servicing their accounts: in person at branches, through collection boxes, via a telephone, the Internet, ATMs, or a mobile telephone; **18** branches throughout the country are open 7 days a week, available to any client (overall, CS has 652 branches), because CS clients are not tied to a single branch; **12** subsidiaries covering the entire spectrum of financial services and client needs; **15** Commercial Centres for SME clients; **52** ATMs for the visually impaired, throughout the country; more than **180** years of history and tradition; **1,195** ATMs; **10,877** professional employees. *Figures as of 30 September 2009. Financials are consolidated, and calculated according to the International Financial Reporting Standards.*

#### Ceska Sporitelna – A Responsible Partner for Society

Ceska Sporitelna develops and maintains the philanthropic tradition that has been a part of the savings bank principle for 180 years. Ceska Sporitelna supports charities, non-profit organisations, civic associations, foundations, and funds. In 2002, Ceska Sporitelna established its own foundation – **Nadace České spořitelny** (Ceska Sporitelna Foundation). The foundation's purpose is to support projects from the fields of culture, education, science, public and social concerns, healthcare, charity, community activities, sport, and ecology. The following non-profit organisations are among the partners supported by the Foundation's resources: **Charita Česká republika** (Caritas Czech Republic); the humanitarian association **Život 90** (Life 90); the civic association **Sananim**; **Nadační fond Livie a Václava Klausových**; **Nadace VIA** (VIA Foundation); and the **Partnership Foundation**. Since November 2005, Ceska Sporitelna has included its clients in its charitable activities, through the bank's loyalty Bonus Programme, which enables clients to donate their points collected for card transactions to selected charitable projects. Since 2007, Ceska Sporitelna has made it possible for all of its employees to donate two workdays per year to charitable causes. Ceska Sporitelna's social responsibility on the financial market is exemplified by its responsible lending policy initiative. In January 2008, it took part in the birth of the Counselling Centre for People in Financial Distress, an independent organisation, and the first of its kind in the Czech Republic.

#### Erste Group

Erste Group is one of the leading financial providers in CEE. More than **51,000** employees serve **17.5** million clients in **2,900** branches in **8** countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia, Ukraine). As of 30 September 2009 Erste Group has reached EUR **203.6** billion in total assets, a net profit of EUR **720.1** million and cost-income-ratio of **50.9%**.