

Summer Festival Visitors Withdraw More Than 6.2 mil. CZK from Ceska Sporitelna Mobile ATM

- **5,276 mobile ATM withdrawals in the amount of 6,276,000 CZK**
- **Average withdrawal amount of approximately 1,190 CZK**
- **Almost half of the total amount withdrawn at Rock for People - 3,137,400 CZK**

Summer festival visitors made 5,276 withdrawals in a total amount of 6,276,000 CZK from Ceska Sporitelna mobile ATMs in 22 festival days. The average withdrawal amount was approximately 1,190 CZK. Visitors could use mobile ATM services at the Rock for People and Colours of Ostrava festivals as well as all Hradycz festivals with the exception of the Kunticka hora castle festival. The most successful festival was the Rock for People festival, where visitors withdrew more than 3.1 million CZK in four festival days.

"There was great interest in the mobile ATM at the festivals this year. Visitors withdrew almost twice as much as last year," said Tomas Kolar, Director of Corporate Marketing and Sponsoring at Ceska Sporitelna. "We have supported these festivals over the long-term because we are convinced of their quality. However, we want to continue to actively look for other events at which our mobile ATM will make clients' lives easier and contribute to their enjoyment," added Kolar.

The most successful festival was the Rock for People festival where visitors made 2,451 withdrawals in a total amount of 3,137,400 CZK in four festival days. The average withdrawal amount came to approximately 1,280 CZK. At the Colours of Ostrava festival, visitors made 1,602 withdrawals in a total amount of 1,946,200 CZK in four festival days with an average withdrawal amount of approximately 1,214 CZK. At the seven Hradycz festivals, visitors made 1,223 withdrawals in a total amount of 1,192,400 CZK in 14 festival days. The average withdrawal amount came to approximately 975 CZK. The most successful of the Hradycz festivals was the Rozmberk castle festival, where visitors made a total of 247 withdrawals in a total amount of 282,800 CZK.

Approximately 28,500 visitors took part in the Rock for People festival and 25,000 visitors in the Colours of Ostrava festival. Approximately 42,000 people visited all Hradycz festivals in total, with the most successful festivals being the Tocnik and Kunticka hora castle festivals, each attracting approximately 6,000 people.

The Bank prepared a Ceska Sporitelna FUN zone for the Rock for People and Colours of Ostrava festivals. There, visitors were able to watch interesting exhibitions or take part in competitions to win scooters or unicycles. Other attractions included body painting, henna tattoos, a dancing board, Nintendo, a chill-out zone and more.

For further information please contact the Press Centre of Ceska Sporitelna Financial Group (CSFG):

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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 926.7 bln) with a profit of CZK 13.0 bln); **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 664 branches) because CS clients are not tied to a single branch; **13** 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; **1,264** ATMs; **10,742** professional employees. *Figures as of 30 June 2010. 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 **50,000** employees serve **17.5** million clients in **3,200** branches in **8** countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia, Ukraine). As of 31 March 2010 Erste Group has reached EUR **209.1** billion in total assets, a net profit of EUR **471.9** million and ROE of **7.2** %.