



News Release

Prague, 15 January 2014

Cheer to Win a Medal Made of Pure Gold!

- ⇒ Ceska sporitelna launches a campaign for the fans of Czech Olympians – Fan Olympics
- ⇒ A limited CS offer for fans: a Personal Account and credit card free of charge
- ⇒ Ceska sporitelna's clients will be rewarded with five times more loyalty i-points for card payments made during the Olympic Games

Ceska sporitelna, General Partner of the Czech 2013-16 Olympic Team, will launch a campaign on the www.fanouskiada.cz website on 20 January, at the end of which the three most active fans of the Czech Olympic team at the Sochi Winter Olympics will receive medals made of pure gold, in an aggregate value of CZK 1 million.

Fan Olympics

What will matter in the Fan Olympics is primarily how big a fan of Czech athletes you are and to what extent you invest your heart into supporting them. Anyone can win in this great game. Fans will collect points for daily activities, obtain interesting information from the centre of Olympic events in Sochi, and be able to see how other fans experience the achievements of Czech athletes. They can play at www.fanouskiada.cz. Every day, we will distribute clothing from the official Alpine Pro Olympic collection to the best fans. In weekly competitions, we will compete for a home cinema with an LCD TV, tablets, and game consoles. For the three best fans, we have had medals made of pure gold, which are in aggregate worth CZK 1 million.

Personal Account Free of Charge

The Fan Olympics will be accompanied by a product campaign with a special Olympic offer. Until 28 February 2014, we offer the free opening of a Personal Account with a year of free maintenance and a Visa debit card featuring a special Olympic design. Furthermore, we will add more free months for every medal earned by Czech

athletes. Three months for every gold medal, two months for every silver, and one for every bronze. The more medals Czech athletes bring home, the longer our clients will not have to pay for their account.

Credit Card Free of Charge

A special credit card featuring a limited-edition design will be offered to clients. The credit card is free for three months and we will add additional free months for each medal that Czech Olympians win: again three months for gold, two months for silver, and one for bronze. Furthermore, we will provide clients with a rebate of 1% of each purchase made with the card.

iBOD

It pays to root for Olympians with Ceska sporitelna. The CS Partner programme will offer many discounts at selected retailers and the iBOD bonus programme will bestow 5x more loyalty points. All that is required is to pay with a Ceska sporitelna card on a day when Czech athletes win a medal, and we will automatically multiply loyalty points earned that day. Everyone can also add additional points in their iBOD account by becoming a fan of the Czech Olympic Team on the www.fanouskiada.cz portal and participating in a guessing competition, in which we hand out one million i-points.



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

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Ceska Sporitelna's Profile

Ceska Sporitelna is a modern bank focused on retail clients, small and medium-sized enterprises, and towns and municipalities. The financing of large corporations and the provision of financial market services also play an integral role. Ceska Sporitelna, whose history reaches back to 1825, is a member of Erste Group, one of the largest providers of financial services in Central and Eastern Europe. In the Czech Republic, it has the greatest number of clients and the most extensive network of branches and ATMs of all of the banks.

Benefits that Česká spořitelna has brought to its clients in 2012:

In 2012, Ceska sporitelna provided its clients with housing loans amounting to CZK 41.8 bn, which nearly 40,000 families used to purchase a new home or renovate their existing one. During the same period of 2012, 139,000 households made their dreams come true and bought something that made them happy or eased their lives – clients fitted out their households, renovated their cottages, bought a car, made their world nicer or travelled to different countries thanks to a loan from Česká spořitelna. Česká spořitelna is also the first bank in the Czech Republic to launch the widespread introduction of touch-free technology: more than 600,000 ČS clients can already use touch-free payments. As of the launch in October 2011, these clients carried out over 3.2 mil. transactions using touch-free cards worth a total volume of more than CZK 813 million.

Ceska Sporitelna in Figures

Almost 1.5 million clients use Ceska Sporitelna's direct banking; the No. 1 bank in the Czech Republic as for Total Assets (CZK 958.17 bn with a profit of CZK 4.20 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 5.3 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; 25 branches throughout the country are open 7 days a week, available to any client (overall, CS has 653 branches) because CS clients are not tied to a single branch; 11 subsidiaries covering the entire spectrum of financial services and client needs; 15 Regional Corporate Centres for SME clients; 153 ATMs for the visually impaired, throughout the country; more than 180 years of history and tradition; 1,497 ATMs and Transaction terminals; 10,925 professional employees. *Figures as of 30 June 2013. Financials are consolidated, and calculated according to the International Financial Reporting Standards.*

Ceska Sporitelna's Investment Advisory Services: The Optimal Solution for Everyone!

Ceska sporitelna has been involved in investing for 20 years, aiming for the best possible appreciation of its clients' funds. Each client's wishes, needs, and approach to risk are different, which is why Ceska sporitelna approaches each client individually and helps him find the optimal investment solution.

Erste Group

Erste Group is the leading financial services provider in the Eastern part of the EU. Approximately 46,000 employees serve 16.6 million clients in around 2,900 branches in 7 countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia). As of HY 2013 Erste Group has reached EUR 210.2 billion in total assets, a net profit of EUR 301.2 million and a cost-income-ratio of 52.8 %.