

## Press Release

Prague, 13 March 2015

### Ceska Sporitelna's 190<sup>th</sup> Anniversary Spot Earns TV and Internet Success

- ⇒ A survey showed that the commercial can draw attention, strengthen brand awareness, and 93% of viewers remember its main message
- ⇒ On Facebook, the video addressed more than 54,000 users, 28,000 of whom viewed it
- ⇒ On YouTube, it has been seen by nearly 5,400 people

Ceska sporitelna filmed a unique spot to celebrate the 190<sup>th</sup> anniversary of its founding, and presented it to the public on 12 February 2015. In a single month, it was viewed by nearly 5,400 people on the video-server YouTube.cz and further tens of thousands of users saw the spot on Facebook. Our commercial has also appealed to the general public through television, where it proved to be more effective than is the standard and to positively influence how both clients and non-clients think about Ceska sporitelna.

“This is the most successful contribution ever on our Facebook profile,” said Lukáš Burda, the head of Ceska sporitelna's digital team. “In this short time, our spot addressed more than 54,000 users on Facebook, and 28,000 of them viewed the video. About a thousand people put a “like” on the contribution, and more than 200 people have shared it. There was a live discussion under the spot, too – people have written more than 80 comments, nearly all of them being positive,” added Lukáš Burda.

The success of the commercial has also been confirmed by a survey conducted among the bank's clients as well as non-clients. “We have released a very well-done spot. People like our anniversary commercial; it can capture the viewer's attention and, having seen the spot, nobody is left wondering what bank it pertained to. These three indicators show that the commercial has been more effective than is the standard,” said Pavel Vaněček, the head of the marketing survey team at Ceska sporitelna.

The success of the spot is supported by the fact that the vast majority of viewers, a record 93%, precisely remember its main message – “We have been closer to you for 190 years”. An above-average number of people who are the bank's clients, as well as non-clients, state that, thanks to this commercial, they would consider Ceska sporitelna next time they have to deal with or address financial matters.

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#### **Ceska sporitelna's profile**

Ceska sporitelna is the largest bank in the Czech Republic • More than 5 million clients use its services: individuals, small and medium-sized enterprises, and municipalities, but we also finance large corporations and provide financial market services • Ceska sporitelna has been a member of Erste Group since 2000, and under that brand, it serves affluent and corporate clients • It boasts the most extensive branch and ATM networks in the Czech Republic • It also plays an important role as an innovator: for example, it was the first bank on the Czech market to start issuing contactless cards comprehensively, and to develop a network for their use • *For additional interesting information about Ceska sporitelna, read here.*

#### **Ceska sporitelna – A Responsible partner of the Society**

We have invested **CZK 5,000,000,000** into projects for electricity generation from renewable sources and energy-efficient projects • We endowed the Depositum Bonum Foundation with **CZK 1,450,000,000** to support education in the Czech Republic • Together with the Ceska sporitelna Foundation, we donated **CZK 80,000,000** to publicly beneficial projects in 2012 • In 2013, we divided **CZK 2,000,000** among 34 charitable projects on the basis of votes taken in our employee and client grant programmes • **8,000** seniors attended our "Seniors Communicate" educational courses in **634** Czech towns and cities • **1,879** of our employees participated in the Sporitelna Days for Charity. This means that we donated **14,440** of our employees' work hours • **376** of our branches are wheelchair-accessible and over **250** of our ATMs are adapted for use by visually impaired clients • Each employee can use **2** work days for public benefit activities thanks to Sporitelna's Days for Charity • *For additional interesting information about Ceska sporitelna's corporate social responsibility, read here.*

#### **Erste Group's Profile**

Erste Group is the leading financial services provider in the Eastern part of the EU • Approximately 46,000 employees serve 16.5 million clients in around 2,900 branches in 7 countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia) • As of YE 2013 Erste Group has reached EUR 199.9 billion in total assets, a net profit of EUR 61 million and a cost-income-ratio of 52.5%.