

## **Ceska Sporitelna Launches Round Two of the Successful Campaign *Your Card Too Can Help*, Again Donating at Least CZK 1 mil. to the Visually Impaired**

- ⇒ Ceska sporitelna's marketing campaign *Your Card Too Can Help* kicks off on 1 April 2015.
- ⇒ For every payment made with a CS card during the campaign, the bank will make a contribution to its long-standing partner – The Palata Home.
- ⇒ In round one of the campaign, which ran last autumn, CS donated over CZK 1 million to Palata for the purchase of reading aids.

Between 1 April and 31 May 2015, Ceska sporitelna will repeat its successful marketing campaign of last autumn: for every payment that clients make with any Ceska sporitelna card during that period, the bank will make a contribution to visually impaired seniors from The Palata Home. The bank has been supporting the facility for a full 122 years and the bank's legal predecessors were also among its founders. Last year, Ceska sporitelna donated CZK 1,079,000 to The Palata Home, for purchasing special reading aids and other equipment. This year, funds will go primarily towards the purchase of special positioning hospital-type beds. Two pleasant and vital residents of The Palata Home – ninety-one year old Jiřina V. and the three years older Alena L. – will be the faces of the campaign.

"Sporitelna is celebrating its 190<sup>th</sup> anniversary this year and The Palata Home is its oldest corporate social responsibility project. That is why we jumped at the opportunity to link our clients' abundant activity in paying by card with providing assistance to visually impaired people. I trust that clients will again get involved this year and help Palata get the equipment it needs, by using this accessible, comfortable, and secure payment method," said Lukáš Hemek, Director of Retail Support and the Card Centre at Ceska sporitelna.

The Palata Home is one of the oldest facilities of its kind in this country, providing care to visually handicapped people from throughout the entire country. It was established at the initiative of Ceska sporitelna's legal predecessors at the end of the 19<sup>th</sup> century, and the bank supports it to this day through the Ceska Sporitelna Foundation.

www.kvasekartapomuze.cz

**Dnes jí uděláte radost tím, že zaplatíte kartou.**  
 Za každou platbu Vaší kartou přispíváme na péči o seniory se zrakovým postižením.



**ČESKÁ SPORITELNA**  
 Jsem Vám blíž.

100 LET SPOLU ŽIJEME

paní Alena L.  
 94 let, klientka se zrakovým postižením

palata



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palata



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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%.

Material for the Public

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