

The Ceska Sporitelna “Bike for Life” Amateur Race Series Turns 16

- ⇒ **For the sixteenth consecutive year, Ceska sporitelna is the General Partner of the Bike for Life series; and it has supported the elite MTB Team for 22 years**
- ⇒ **The popular biker Tereza Huříková and the Paralympic athlete Michal Stark will appear at the Bike for Life races**
- ⇒ **Amateur contestants can take advantage of the Ceska sporitelna Blue Zone and Mechanical Depot facilities**
- ⇒ **Ceska sporitelna clients will get 30% off the start fee when they register on-line at www.kolopro.cz**

The Bike for Life project was launched in 2000 with the support of Ceska sporitelna. To this day, the bank has remained faithful to the series and its racers, as the General Partner. Ceska sporitelna's cooperation with the dynamically developing world of cycling began in 1994, when the bank became the General Partner of the elite Ceska sporitelna MTB Team (today the Ceska sporitelna – Accolade Cycling Team). Thanks to Ceska sporitelna, the popular biker Tereza Huříková and the paralympic athlete Michal Stark will appear at some of the Bike for Life races. People can compete with them and win biking jerseys and a free start fee.

For contestants, there will be the Ceska sporitelna Blue Zone, which offers a comfortable place to sit, and this year newly also a children's corner. There will also be a cafe serving exclusive Italian coffee to visitors (free as a bonus, to Ceska sporitelna clients). The bank will also provide a Mechanical Depot for everyone looking for some last-moment first aid for their bike before the race.

“For all visitors, there will be an interesting side programme for the entire family. In the children's Blue Zone, parents with children will be able to compete in new competitions testing their skills, and win interesting prizes, such as a voucher for the autumn weekend camp with Pepa Dressler. Our client's children will again get small presents,” said Lenka Bogrová managing sponsoring at Ceska sporitelna, in presenting the interesting features for visitors.

Furthermore, Ceska sporitelna clients get 30% off their start fee if they register on time, on-line, and sign up for the race of their choice at www.kolopro.cz. In every race, the discount will be given to the first 150 clients who use the Ceska sporitelna Payment 24 service offered in our internet banking, when paying their start fee. Children who visit the Junior Trophy children's club can take part in the popular Drawing Contest and design their own jersey.

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 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%.