

## **Ceska Sporitelna's Social Bank to Be Led by Klára Gajdušková**

**Ceska sporitelna, which has, through its foundation, been active in the social sphere on a sustained basis, is launching a social bank, a unique project in this country. It will be a bank for everyone for whom traditional banking and advisory services are unavailable or available only with great difficulty. The winner of the selection process for its head is Klára Gajdušková, who will assume her position in September 2015.**

**The social bank project is a logical step forward for the bank. Since its establishment nearly two hundred years ago, the bank has actively supported socially beneficial activities – assisting people on the fringe of society, sports, and the arts. “The social bank essentially means that we are getting back to our roots: a bank for people for whom banking and advisory services are not accessible, which means people on the verge of poverty and organisations that take care of them and help them. Klára Gajdušková has led social projects for many years and overseen the socially responsible activities of the bank. We unanimously agreed that under her leadership a strong and functioning entity will be created,” said Pavel Kysilka, Chairman of the Board of Directors of Ceska sporitelna.**

Klára Gajdušková has experience in communications, the sphere of social and charitable activities, and the implementation of new projects and programmes. Under her direction, professionally functioning corporate communication was developed in 2000. She has also invested great effort into the management of the reputation of the bank and two large foundations – she is the Chairman of the Board of Directors of the Ceska Sporitelna Foundation and Vice Chairman of the largest foundation in the Czech Republic, the Depositum Bonum Foundation. The social bank project is another interesting challenge for her, in spite of it being built from the ground up. “I enjoy new challenges, and our social bank is undoubtedly that. It will not be a piece of cake, as it is a unique project, unprecedented in the Czech Republic. We are obtaining all of our information and experience from abroad, and are combining it with our ideal conception of what a social bank could and should look like. There are definitely things to look forward to: we will offer banking products and services to the most at-risk group of people, to whom traditional banking offers are not directed,” explained Klára Gajdušková, new manager of the Ceska Sporitelna Social Bank.

Before joining Ceska sporitelna, Klára Gajdušková worked in the media – from 1993 she worked as an editor of the Czech Press agency, and from 1995 at Thomson Reuters. She studied English and political science at the Faculty of Arts of Charles University, andragogy at the University of Jan Amos Komensky and psychology at La Salle University in Philadelphia.

Ceska sporitelna is currently seeking a new communications manager.

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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 26,000,000,000** 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 76,000,000** 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 **10,000** seniors attended our "Seniors Communicate" educational courses in **900** Czech towns and cities · **2,092** of our employees participated in the Sporitelna Days for Charity in 2014. **234** of our branches are wheelchair-accessible and over **626** 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 16.4 million clients in more than 2,800 branches in 7 countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia) • As of Q1 2014 Erste Group has reached EUR 203.9 billion in total assets, a net profit of EUR 103,3 million and a cost-income-ratio of 57.0%.