

## **Marta Krejcarová to Lead Ceska Sporitelna's Communication**

**Marta Krejcarová will become the new director of Ceska sporitelna's Communication on 1 September. For several years, she led Communication and Sponsoring at Slovenska sporitelna and now will replace Klára Gajdušková in her position.**

**Marta Krejcarová will be responsible for both external and internal communication and will also take care of Ceska sporitelna's CSR activities. "I appreciate that at Ceska sporitelna I will be able to make use of all of my experience in communication. It is not only the Czech market leader but also a star of the Erste Financial Group. I want to take part in ensuring that communication inside the bank and towards the public will be comprehensible and will continue to shape a clear image of what Ceska sporitelna offers its clients and what makes it unique," said Marta Krejcarová, about her plans in her new position.**

Marta Krejcarová studied journalism at the Faculty of Arts of Comenius University in Bratislava. She started her career as a television reporter, first at Prima Television and later at Czech Television. In 1992, she switched to public relations and began working as a PR manager. Three years later, she became the press officer of the German universal insurance company R+V. In 2002, she transferred to Československá obchodní banka in Bratislava as its press officer. Five years later, she began working for Slovenska sporitelna, first as the head of its sponsoring and events department, and then three years later, she became director of communication and sponsoring. At that time, she also served as a member of the board of the Slovak Sporitelna Foundation.

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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.*

**Erste Corporate Banking – an exceptionally strong partner in corporate and investment banking and financial markets**

The largest provider of loans to corporations in terms of the aggregate loan amount • Major arranger of syndicated, club, acquisition, and project financing solutions • A leader in arranging domestic and foreign bond issues for local as well as international clients • A major advisor on mergers and acquisitions • The largest trader on capital markets in the Czech Republic, measured in terms of the number of stocks issued (IPOs and SPOs) and their volume • One of the most important partners of the European Investment Bank in Central Europe • A leading M&A consultant for local and regional clients from the business and public sectors • The largest EUR/CZK trader and a leading provider of Treasury services to corporate and public sector clients • The largest asset manager for corporate and institutional clients • *For additional interesting information about Ceska sporitelna's corporate banking, 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%.