



Tibor Bárci joins Erste Group as “Group Identity Officer”

From February 2008, Tibor Bárci, the internationally renowned advertiser and communications expert, has been appointed Group Identity Officer and will take charge of the strategic development of the Erste Bank Group identity.

Erste Bank Group has grown dynamically in the past 10 years and caters to 16 million customers with over 50,000 employees in eight different countries of Central, Eastern and South-Eastern Europe.

Through the benevolent ERSTE Foundation, which holds a 30% stake in Erste Bank Group, a substantial share of the profits are used for the benefit of the people in the region.

As chief identity officer, Tibor Bárci will integrate the key messages of Erste Bank Group while further developing and consistently communicating these using all channels of communication available to the Group.

In doing so, the focus will be on closely examining the Group's new corporate identity against the backdrop of dynamic developments in recent years with a view to achieving the following: making tangible the added value generated in the relationship to customers, creating corporate identity among the Group's employees and highlighting the uniqueness of Erste Bank in comparison with competitors. In this way, Erste Bank intends to assert its leadership role in the region.

Tibor Bárci supported Erste Bank between 1995 and 2001 as head of his agency and successfully deployed advertising campaigns such as “Hubert mach'was!” After selling his agency, Bárci continued his successful career as a consultant. In his new staff position, he will report directly to Andreas Treichl.