

Erste Bank: World Savings Day – Austrians Fill Up Their Savings Passbooks

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- 1.8 million Austrians expected on World Savings Day
- Interest bonus on World Savings Day: 2.5% fixed interest p.a. for 2 years
- Savings deposits grow 17% at Erste Bank vs. previous year
- Sparefroh most frequent World Savings Day gift



s Jubiläumssparbuch © Erste Bank,
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Almost every fifth Austrian – around 1.8m – will make a trip to their savings bank or credit institution on World Savings Day according to a current study by IMAS. Apart from the gifts handed out every year, Erste Bank has a special savings offer this time:

The “s Jubiläumssparen”, a savings passbook that guarantees 2.5% fixed interest rate p.a. for two years. The minimum deposit is EUR 100. The design of the savings passbook is the same as the very first savings passbook issued in Austria by Erste Oesterreichischen Spar-Casse 190 years ago.

Sparefroh and World Savings Day

The most well-known element of the World Savings Day is the “Sparefroh”. 86% of all Austrian know the savings mascot according to the survey. On World Savings Day, the mascot is particularly active and decorates all gifts for this year. At all branch offices in Vienna, Lower Austria and Burgenland, Erste Bank offers will offer customers a “Sparefroh” PEZ candy dispenser, a “Sparefroh” coffee mug, and a multifunctional measuring tape with an integrated level, pen and writing pad.

On World Savings Day, demand for savings passbooks and savings card accounts has always been traditionally higher. The savings propensity of Austrians will climb to a peak value in 2009 as illustrated by the figures. Savings deposits at Erste Bank went up in 1HY 2009 vs. 1HY 2008 by 17%, hitting a record level of EUR 26.5bn. The savings ratio for all of Austria has increased to 12%, in 2005 it was 9.7%.



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