

## Erste Bank named best “Private Bank” in Austria

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**02.03.2010**

British finance magazine "Euromoney" has named Erste Bank der oesterreichischen Sparkassen (Erste Bank Oesterreich) the best bank in Austria's Private Banking sector. LGT and Credit Suisse come in at 2nd and 3rd places respectively. The next best local bank is RZB in 4<sup>th</sup> place (see table). The special thing about the award is that it is based on a survey within the sector. This means that not a jury, but industry experts themselves rate the individual banks.

Peter Bosek, of the private customer executive board of Erste Bank Oesterreich, comments on the award: "We are very pleased about this award, because it proves that our customer service agents in private banking and asset management did an amazing job in the 2009 financial crisis year, despite the very difficult conditions."

The private banking sector of Erste Bank und Sparkassen manages assets of around 300 billion Euros. This corresponds to a market share of 25 percent, making the Erste Bank a market leader in this top sector as well.

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