

Erste Group and Savings Banks are discussing a new logo

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Erste Group Bank AG alongside all of its subsidiaries and the Austrian savings bank group have decided to start a process to replace the current logo (red S). The respective discussion process has been started and is expected to be completed as soon as possible.

The basis for the discussion is the bee symbol, which is derived from the history of the savings banks and was used by nearly all savings banks in the past (also in the CEE region). The decision on whether the symbol will stay the same and what the exact graphic design will actually look like is still pending.

Erste Group has changed significantly over the past ten years through its expansion in the growth markets of Central and Eastern Europe. As a pan regional financial services provider it has become more international, but at the same, its business model as a retail bank has made it more local. Additionally, we as financial service providers aim to highlight our strengths as a source of financing for the real economy and the values, which are at the basis of our customer relationships.

As things stand today, the rollout of the new logo is expected for the second quarter of 2012.