

Erste Group revives and selects the Bee as its symbol

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The Bee, which has been the symbol of savings banks in Austria and in Central and Eastern Europe since the 19th century, will be revived to become part of the Erste Group's logo in all the countries where it operates. Following the Management Board's decision, the new symbol will be rolled out in the autumn of 2012 as the first joint logo for the entire Erste Group.

"The Bee has always stood for saving, sharing and hard work. By using this symbol we are going back to our roots as savings banks which were founded to promote growth and enable people to stand on their own feet. We chose the traditional bee symbol to also make it clear that like the bees savings banks are a substantial pillar of economic growth, but also of prosperity and the creation of wealth – for our clients and the whole region where we are active," explained Andreas Treichl, CEO of Erste Group.

In the past ten years, Erste Group has become one of the largest CEE financial groups, present in eight countries, employing over 50,000 employees and serving some 17 million clients. It is no longer merely a local bank but a strong financial Group built on the traditional principles of a savings bank.



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