

## Study: 1.5 million Austrians will visit their banks on World Savings Day

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The day on which the banks hand out small canapés, champagne and small presents has become popular again. These are the findings of the latest IMAS study conducted on behalf of Erste Bank and Sparkassen. According to the study, some 1.5 million Austrians are planning to visit their banks on 31 October on World Savings Day. In 2010, the figure was 400,000 lower. There are many different motivations for visiting the bank this day: Almost three-quarters stated “reasons of tradition”, 44% combine it with an outing with their children or grandchildren, and one-third comes to get their World Savings Day gift. This year, Erste Bank is offering customers at all branches in Vienna, Lower Austria and Burgenland the following gifts:

A “Sparefroh Jo-Jo” doll

A “Sparfroh” softball

A post-it box



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Additionally, a special World Savings Day premium savings passbook will be on offer from 17 October to 4 November 2011. The terms: **3.00% p.a. interest in the first year**; maximum deposit per quarter: EUR 1,500. After the end of the first year, “s Prämien Sparen” deposits will bear standard interest rates as applicable at the time.