

Erste Bank und Sparkassen: Customers Move Approximately € 70 million per Month at Banking Terminals at OMV VIVA Filling Stations

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Erste Bank und Sparkassen are cooperating with OMV for three years. The 24 hour service at by now more than 180 'banking stops' all over Austria has more than proved its value. Not only the classical ATM functions, but especially the deposit and transfer services enjoy great popularity. "Every month about 70 million euro are moved at our OMV service terminals", says Peter Bosek, member of the management board. The number of transfers once again rose by more than 20% year-on-year, cash deposits even increased by one third. "That's a clear signal that our customers value the possibility of being able to also use our services outside of a branch office."



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OMV: Filling up for free for one year



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Alois Wach, head of the OMV filling station business in Austria and Germany is pleased with the positive response on the part of filling station customers: "The continually growing number of transactions shows that we have hit the jackpot with this cooperation with Erste Bank und Sparkassen. Our customers gladly receive the service that while filling their tanks, they can also attend to other things in comfort, such as their banking business."

Under the slogan "Get Informed and Collect Petrol" there begins with immediate effect a new joint promotion for everyone who fills up or shops at an OMV filling station with VIVA. Upon payment in the OMV shops, every customer receives a new information flyer with an integrated scratch lottery ticket with which altogether 25,000 instant prizes are drawn, among them also vouchers for 10 times 1 free fill-ups worth 1,000 euro each.

Anyone who is not yet a customer of the Sparkassen Group receives in addition a change-over bonus in the form of OMV vouchers worth €20 each upon opening 'Austria's most modern account' within the promotion period until 31.05.2013. Austria's most modern account contains among other things the new Scan & Pay function, smart phone apps or the possibility to pay contactless with the ATM card: <http://www.sparkasse.at/erstebank-en/Private-Clients/Bank-Accounts-and-Cards/Most-modern-bank-account>