

1.6 Million Austrians Want 'Smart Bank' on Their Mobile Phone

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Almost Two Thirds Have a Smart Phone, Every Second One Uses Apps

New Product for Austria: QuickCheck App

Ideas Laboratory "Erste Hub" as a Driver of Innovation

A special analysis by the Austrian internet Monitor (AIM) of INTEGRAL has revealed that banking with smart phone apps is no longer a niche product. After all, 1.6 million smart phone owners want to have banking facilities on their mobile phone. Almost two thirds – six out of ten Austrians – already have a smart phone, an increase of 40% in two years. In view of this galloping trend it is not enough to only have a standard app, there rather have to be mobile solutions for everyday life. Erste Bank introduces a completely new product to the Austrian market: QuickCheck. It is a simple and quick way of always staying up to date on one's finances while on the move.

AIM: Smart Phone Becomes Commonplace

While internet usage has over many years leveled off at a high level (82%), mobile usage via smart phones is still rising rapidly. In early 2011, 21% stated that they were occasionally surfing the internet on their mobile phone. This year the number has already nearly doubled (39%). Concurrently smart phone ownership is rising massively in this part of the world: from 43% in 2011 to 61% in 2013. Just because someone has a smart phone, he doesn't necessarily know what an app is though. However, there has been quite a bit of change in this respect as well. While about three years ago, 40% of respondents stated that they didn't know whether one could install apps on one's mobile phone, the number of those still in the dark has declined to a mere 7%. Overall, 43% of mobile phone owners currently use apps, which represents an increase of 87% versus 2011.



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Mobile Banking as Part of Life with a Smart Phone

The potential for mobile banking is huge. 1.6 million Austrians can imagine using mobile services and apps offered by banks. 47% want to be able to block their account or their cards via apps. 41% would use an app to search for ATMs or bank branches, 40% want to retrieve their account balances. One quarter wants to transfer funds, 21% want to inquire about current exchange rates. At present, 2 out of 10 mobile phone owners state that they are already using their smart phone for various financial activities. The area that is growing the strongest is 'mobile banking' with 9%. That is a 125% increase versus 2011. Services like mobile payments (e.g. for parking tickets) are on the decrease, sinking from 12% to 8%. Mobile securities trading over a smart phone is also only of interest to 1% (+/- 0). More than 300,000 customers already use the netbanking app of Erste Bank. "We are also noticing that more and more daily payment transactions are moving to smart phones", says Peter Bosek, member of the management board. At present 10% of all domestic remittances are done via smart phones. Growth rates in this area were at 20% in the first quarter of 2013 alone and continue to rise strongly.

A New Product for Austria: QuickCheck

It is no longer about merely having one standard banking app. "Our customers should be able to quickly and easily access relevant information in any type of situation", Bosek continues. Many log-ins into the existing netbanking app are only used to quickly retrieve information about one's account. With this new app, no transfers or other transactions can be carried out. Therefore, no complicated log-in procedure is necessary anymore. Clients of Erste Bank are to receive information that is



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relevant to them through the app, without having to extensively search for it. The app is available for download for Android and iPhone with immediate effect. An overview of the features:

Account Balance at a Glance

One can simply check one's balance or other account data and transactions while on the move. Moreover, one can quickly retrieve IBAN, BIC or one's overdraft facility in the financial overview.

Log-in, Depending on One's Security Needs

Often one spends more time with the log-in procedure than with the actually using the app – after all, a quick glance at one's account balance only takes a few seconds. Therefore the QuickCheck app, which is designed to provide a quick overview, offers several log-in options: either direct access without log-in via Easy Access, or logging in with the familiar netbanking data.

Administration of Funds Borrowed or Lent Out

This function provides a complete overview of amounts borrowed from or lent to friends. One makes a note which friends or acquaintances one has either lent money to or borrowed money from. With a single click one can set a notification of due dates of payments, or one sends a reminder to a friend who owes money via e-mail.

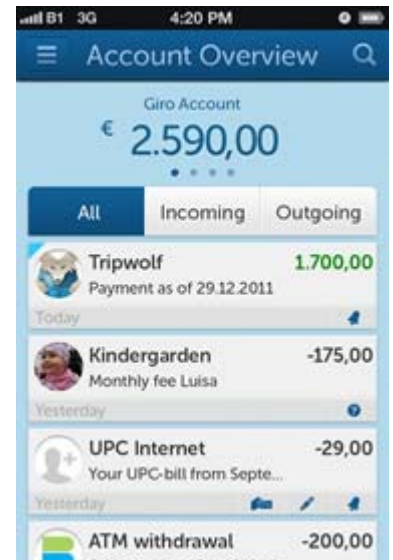
Watchdog: Notification About Specific Account Activities

It isn't always easy to keep an eye on one's account balance or keeping track of unplanned expenses. If one activates the Watchdog, one is automatically notified when certain account activities take place. At one's request, QuickCheck automatically sends notifications if e.g. the account balance moves above or below a certain amount, or the account is credited with payments from a specific source.

[A brief QuickCheck Tutorial:](#)

Erste Hub – the Innovations Laboratory of Erste Group

In order to be able to react to societal or technological developments quickly and decisively, the innovations laboratory 'Erste Hub' has been brought into being. "The goal is to give room to ideas, to try things out and to think laterally beyond the usual banking models", Boris Marte, head of Erste Hub explains. Erste Hub pools the forces of internal as well as external collaborators from different industries and countries in one place: IT specialists, product experts, marketing and social media



experts, unconventional thinkers. The focus is on initiating and coordinating real customer experiences. Within Erste Hub, the digital innovation unit "Bee.One" with its creative minds and the best technicians sees to it that initial ideas are quickly transformed into prototypes. The process will be continually perceptible for customers of Erste und Sparkassen Group. "We will present novelties time and again in coming months, which will make financial life easier for our customers as well as being fun", Marte explains.