

## Erste Bank named Best Private Bank

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British finance magazine “The Banker” and industry magazine “PWM Professional Wealth Management” have named the Erste Bank Oesterreich the best for private banking, with the Austrian bank tanking out the title for “Best Private Bank in Austria” as part of the “Global Private Banking Awards 2013”. “Receiving this award is a huge honour, and shows us that we are perfectly positioned,” said Wolfgang Traindl, Head of Private Banking and Asset Management at the Erste Bank Oesterreich. The Erste Group’s Private Banking division had also been named “Best Private Bank in Central and Eastern Europe” in 2012. The Private Banking division of the Erste Bank und Sparkassen manages assets worth around 40 billion Euros, corresponding to a market share of 25 percent. The Erste Bank is thus a market leader in this top segment.



The “Global Private Banking Awards 2013” have been presented annually by The Banker and PWM since 2009, with entrants being judged on qualitative and quantitative factors. A jury consisting of nine industry experts compares private banks using KPIs in the areas of portfolio management, asset allocation, due diligence, risk management, growth strategies, customer service, ethical factors, business models, employee loyalty, and innovation. This year saw more than 100 banks from 45 countries take part. Prizes were awarded in 53 categories.

**About “The Banker” and “PWM Professional Wealth Management”:** “The Banker” is a monthly magazine specialising in banking, run by the London-based Financial Times Group. “The Banker” is primarily aimed at the senior management level and finance experts, and is thus considered an important source of banking information in banking circles. Its rankings are a recognised benchmark in international banking.

“PWM Professional Wealth Management” is a recognised industry magazine run by the Financial Times Group, providing information and analyses on products, market developments, tax issues and funds for high net-worth individuals.