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*****Press information*****

Financial education on wheels: FLiP2Go tours Austria

- **Double-decker bus with seven interactive multimedia game stations**
- **Financial knowledge supports a healthy financial life and helps prevent over-indebtedness**
- **FLiP2Go is aimed at children aged ten to 14 and teenagers from 15 to 17 years of age, but adults are also invited to expand their financial knowledge**

On the occasion of the 200th anniversary of the Austrian savings banks, Erste Financial Life Park (FLiP) is receiving a mobile extension on wheels: With the "FLiP2Go" education bus, Sparkassen, Erste Bank and Erste Group are launching an innovative financial education facility that travels to its visitors. Since the beginning of April, the double-decker bus has been bringing financial education closer to children and young people throughout Austria in a playful way.

Numerous studies have shown that Austrians have deficits in their financial knowledge. For example, many cannot explain what inflation, stocks, bonds or interest rates are. What is also apparent is that more and more young people are accumulating debts that they do not manage to pay back. The crux of this issue lies in financial knowledge. Under the motto "The Future is Yours - 200 Years of Erste Bank und Sparkassen", the Sparkassen Group is now launching FLiP2Go, an Austria-wide financial education initiative for a healthy financial life and the prevention of over-indebtedness. *"Dealing with the issue of personal finances is an extremely good investment in the future. If you do this, you've already won,"* says Peter Bosek, Member of the Managing Board of Erste Group Bank AG. The Sparkassen Group remains true to its founding idea of helping all people achieve financial independence and thus, the basis for prosperity. After all, adequate financial education is an important prerequisite for people to achieve these aims. With FLiP2Go, the Sparkassen Group is applying its founding idea in the 21st century.

FLiP2Go on the road throughout Austria

There is a great need for targeted transfer of knowledge on economic and financial topics. This broad demand is also reflected in the resounding success achieved by FLiP: more than 34,000 mostly young visitors have already improved their general financial knowledge in a playful way at this educational institution since it opened in October 2016 at the Erste

Campus in Vienna. With the FLiP2Go, this innovative transfer of knowledge can now also be experienced in Austria's federal provinces, as the double-decker bus is travelling throughout the country since launching in early April. On weekdays, FLiP2Go is stationed in front of schools and in public places in the provinces, while on weekends it stops off at events. Gerhard Fabisch, President of the Austrian Savings Banks Association, emphasizes the importance of FLiP2Go for the regions: *"We are concerned about people's financial health -- and financial knowledge plays a key role in ensuring that health. With FLiP2Go, we are bringing financial education under the patronage of the regional savings banks to the local people -- in all federal provinces, 250 days a year. This offering is also intended to help prevent over-indebtedness and, ultimately, poverty -- something that is fully in line with the purpose of the savings banks: bringing prosperity to the people, including those in the regions."*

Seven multimedia stations in FLiP2Go

Visitors to FLiP2Go pass through seven interactive multimedia game stations, whose challenges they tackle by playing either as a team or individually. At the "World Trip" station, for example, the influence of individual consumers' decisions on global production chains is explained to the players on a virtual cruise. At the "Expenditure Check" station, visitors have to allocate household budgets to such expenditure groups as housing or food, a process that quite playfully underlines the importance of personal budget planning. The "Job-O-Mat" station conveys the linkage between education and earning opportunities. At the "Market Trade" station, the players slip into the role of market traders and experience the effect that supply and demand have on prices. At the "Money Labyrinth" station, they not only learn about how money works, but also discover the dangers of indebtedness. *"We have already welcomed many visitors from Austria's federal provinces to the FLiP at the Erste Campus in Vienna. With the launch of FLiP2Go, we are now able to bring financial education even closer to young people. And we are bringing financial education into the present by offering a transfer of knowledge that is both digital and playful,"* says Philip List, Head of Erste Financial Life Park. The double-decker bus was made possible by the financial contributions of all Austrian savings banks, Erste Bank Oesterreich, and Erste Group.

100-minute game round in two difficulty levels

FLiP2Go addresses two primary target groups: children aged ten to 14 years and teenagers who are 15 to 17 years of age; however, adults are also invited to expand their financial knowledge. Up to 32 players can simultaneously complete the 100-minute round on the bus's two levels. The bus's lower deck also offers a barrier-free play station for wheelchair users.

The bus is equipped with large high-definition touch screens on which the stations' varying tasks can be played and solved.

Scientific advisory board of experts

The FLiP2Go teaching content was developed by Erste Financial Life Park in Vienna. Stuttgart-based Jangled Nerves provided its game design, software and interior design. Following on the principles established by the FLiP on the Erste Campus, FLiP2Go explicitly serves the transfer of knowledge and does not advertise any products or services. All content in FLiP2Go has been reviewed and approved by a scientific advisory board of international experts headed by Christoph Badelt, Professor of Social Policy at WU Wien (Vienna University of Economics and Business) and the Head of WIFO (Austrian Institute of Economic Research). With their personal expertise, the members of FLiP's advisory board guarantee the quality of the content communicated in FLiP2Go.

Information on FLiP2Go available at www.financiallifepark.at/flip2go

The FLiP2Go press release and photos are available for download at www.financiallifepark.at/presse

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Erste Financial Life Park, or "FLiP" for short, is a unique facility worldwide that aims to improve the financial ability of children and adolescents. Set up on the Erste Campus in Vienna, the FLiP is a place of innovative financial education, where the importance of finance for personal life planning can be experienced. The FLiP thus promotes financial self-reliance, fosters knowledge of how to avoid individual over-indebtedness and ultimately contributes to poverty prevention. The FLiP's offer is inclusive and provides barrier-free, multilingual access to financial education to all types of schools and all levels of education. It is an independent institution with no marketing or sales purpose. The objectivity of its contents is ensured by a scientific expert advisory board composed of WU Vienna, Stanford University, the Austrian Advisory Service for Debtors and the OECD.
