

**PRESS RELEASE****Bucharest, October 31st 2011****BCR has launched the new portal – [www.bcr.ro](http://www.bcr.ro)**

Bucharest, October 31st 2011 – Banca Comercială Română launched the new portal [www.bcr.ro](http://www.bcr.ro).

With a new structure, tailored according to customers' needs, the new website brings forth and makes available to the visitors details concerning the most desired products and services provided by the bank (loans – Divers BCR, Credit cards and the loyalty program, distance transaction applications – 24Banking.ro, savings products – Maxiplus BCR)



„Concluding an endeavour of several months, BCR has managed to change the online platform into one of the most appealing and dynamic platforms within the Romanian banking system. Tailored according to and centered on the customers needs, from the perspective of a simple manner of use, the platform allows a customer who needs details/consultancy referring to a loan product, for example, to access the information desired just through a single click. Now, everything is handier and more comfortable for our customers.”

**Bogdan Marin, executive manager – Retail Channels Management Division BCR**

Moreover, the new portal has significantly enhanced the speed of accessing the web pages, providing further satisfaction to customers in using and surfing through the BCR offer of products and services.

The portal provides its visitors with a new tool, “the BCR savings-investments simulator”, <https://simulatorfinanciar.bcr.ro>, which creates customized solutions of savings-investments for the customers, taking into consideration their needs and financial particularities. The solutions refer to products, respectively, combinations of products existent in the consolidated offer of savings and investments of BCR and Erste Group in Romania.

The application provides information regarding the classical bank savings products, such as deposits and savings accounts, bancassurance products (ex. life insurance policies with an investment component), fund units, private and optional pensions, savings-lending products (ex. the BCR Banca pentru Locuințe products), and the classical investment products, such as corporate and state bonds.

Furthermore, BCR has considered the mobility needs of its customers and has come up with a mobile version of the portal - [m.bcr.ro](http://m.bcr.ro), version which has been optimized for the phones with internet access.

According to certain BCR surveys, the most frequent transactions the bank customers, who are internet banking users, carry out, include invoice payments and transfers between their own accounts, and the mobile phones most widely used (smartphones) are – Nokia, HTC and Iphone. The [m.24banking.ro](http://m.24banking.ro) solution is generally used for carrying out lei transactions (95%), of an intra-banking nature (65%).

„By developing this new solution, BCR prove sit responds to its customers’ needs, and seeks to providing new functionalities which allow them to be in permanent contact with their bank”, added Bogdan Marin.

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*Banca Comercială Română (BCR), member of Erste Group, represents the most important financial group in Romania, including the universal bank operations (retail, corporate & investment banking, treasury and capital markets), as well the profile companies on the leasing market, the asset management, along with the management of private pensions, housing banks and banking services through mobile phone. BCR is the number 1 bank in Romania, as per its assets value (over 16 billion EUR), the first bank as per the number of customers and the savings-lending segments. BCR is the most valuable financial brand in Romania, judging by the level of trust of its customers and by the number of people for whom BCR is the main institution they bank with.*

*BCR provides a wide and comprehensive range of financial products and services, through a network of 48 corporate (business) centers, dedicated to companies, and of 668 retail branches, located in most major cities across the country, cities of over 10.000 inhabitants. BCR is the first bank in Romania on the cards and banking transactions market and its customers benefit from the widest national ATM network – more than 2.000 ATMs and POS – over 18.000 terminals for card payments at merchants, as well as full Internet banking, phone-banking and e-commerce services.*

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*Erste Group is one of the main providers of financial services in Central and Eastern Europe. More than 50.000 employees serve over 17 million customers, in above 3.200 branches located in 8 countries (Austria, the Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia and Ukraine). On the 30<sup>th</sup> of June 2011, Erste Group owned total assets of 214,2 billion EUR, registering a net profit of 496,3 million EUR and a cost/income ratio of 49.5%.*

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