

BAWAG P.S.K. takes multiple awards

- **Best web site of all Austrian banks – www.bawagpsk.com**
- **Maecenas Prize 2012 for the best art sponsoring concept**

BAWAG P.S.K. came out very well with its web site when pitted against 55 leading banks in Germany, Austria and Switzerland in the German PASS study titled Online Banking 2012. The bank was voted the best Austrian bank for its web site and came in number three in terms of usability. The navigation and outstanding integration of social media were noted in particular.

The Online Banking 2012 study by PASS Consulting Group examined the current standard of service offered by bank portals on the German-speaking market. In this, it assessed the sites of 55 leading banks in Germany, Austria and Switzerland. The entire sales process from information dissemination and the provision of concrete advice to contract conclusion was analysed for nine different product groups. The group examined both the public area of each web site, such as the service offerings and contact options, as well as the transaction area. The assessment also included social media and mobile banking. In terms of usability, the review was expanded to include security and accessibility both on the public pages and in the customer area. And in line with the vision of individual banking, the individualisation offerings were also evaluated and scored.

The results of the portal assessments were supplemented with a user survey. Roughly 84,000 users responded and expressed their wishes and expectations for the bank portals.

The overall winner and the winners in 18 categories were then named. The winners were chosen by the award committee consisting of scientists and researchers, which based its decisions on the results of the new PASS Online Banking 2012 study.

BAWAG P.S.K. was named the best Austrian bank for its web site (www.bawagpsk.com) and third overall for usability of all 55 evaluated banks in Germany, Austria and Switzerland. The very good results for user-friendliness, which show how the users perceive the quality of the web site when they interact with it, confirms that the bank actively applies its high customer orientation and that it truly offers solutions and services that are focused on the customer's needs in accordance with its slogan "Mitten im Leben". The study especially praised the site navigation and the excellent integration of social media (the Mitten im Leben blog).

BAWAG P.S.K. also won the Maecenas Preis 2012 (for the second time, the first being in 2009) for its art sponsoring concept, especially for the promotion of film festivals like the Diagonale Festival of Austrian Film and the espressofilm short film festival. This officially recognises the bank's efforts to live up to its social responsibility in the promotion of cultural events even under difficult economic conditions.

Sponsoring is part of BAWAG P.S.K.'s public relations work and is intended to support our communication and marketing activities for positioning the Bank and lending it a modern character. The Bank strives to improve its sponsoring image and general profile by focusing on the three core areas of **the arts, education and social issues** and by creating and using synergies between these areas. For the bank, it is important to remain involved in projects over the long term in the interests of sustainability.

BAWAG P.S.K. sees itself as a facilitator and initiator of projects and provides a networking platform. BAWAG P.S.K. promotes interaction between the sponsoring partners to enable them to develop projects and synergies together. In the field of sponsoring, a structural shift is taking place from the linear relationship between funders and recipients to mutual partnership with an intense exchange, the development of joint ideas and the creation of synergies and added value for all involved parties.

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