



**Primul supermarket financiar din România**

Servicii bancare  
Asigurări  
Leasing  
Asset Management  
Securities

GRUPUL BANCA COMERCIALA ROMANA

### Market

Romania is becoming an increasingly attractive destination for foreign investors, showing clear improvements in the business climate and strong opportunities for sound business development. The establishment of a fully functional market economy is drawing closer to completion, while the population's behaviour is constantly developing. It is under these circumstances that banks have proven to be the most profitable, modern and solid sector in Romania, able to compete on an equal footing alongside their European Union counterparts.

The Romanian banking system comprises 38 banks, with BCR being the largest and most important regardless of the measure used. 58% of the system's assets are owned by the top five banks. The same banks grant over 60% of the loans and hold over 56% of the deposits on the market. Overall, the Romanian banking sector is performing well, maintaining very good quality in terms of the loan portfolio (only 2.6% of loans are classified as risky) and making important placements in highly liquid assets.

The non-government loan portfolio has increased constantly, while changing, in recent years, its currency structure shifting from foreign to local currency and increasingly targeting retail customers. Financial intermediation, however, is still low, showing huge opportunities for growth, leaving room for product innovation and added value for all stakeholders.

### Achievements

Banca Comercială Română is the incontestable leader of the Romanian banking system (according to the data provided by the National Bank of Romania). Since its establishment fifteen years ago, BCR has focused on being the first, most reliable partner of the Romanian companies and individuals, a flexible provider of integrated financial solutions, an ingenious developer of banking products and last, but not least,

a responsible corporate citizen.

All these qualities, as well as all of BCR's extraordinary accomplishments, were rewarded and recognised by many, over the years. BCR has been awarded "Best Bank in Romania", four times since 2000, by the prestigious British magazine *The Banker*; part of the Financial Times Group. *The Banker* also ranked BCR:

- sixth in the Top 25 Central and Eastern Europe Banks (July 2005)
- ninth in the Top 100 Central European Banks (October 2005)

- thirteenth in the Top 100 Banks in the EBRD Transition Countries (May 2005)
  - 159<sup>th</sup> in the Top 300 European Banks (2005)
  - 353<sup>rd</sup> in the Top 1000 World Banks (July 2006)
- Other recent awards:
- Award for Excellence, Best Bank in Romania (*EuroMoney Magazine* 2003, 2004)
  - Best Emerging Market Bank in Romania (*Global Finance*, March 2005)
  - Best Internet banking service in 2004 - e-BCR (e-Finance)
  - "J.M. Juran" Romanian Quality Award for extraordinary performance in managerial excellence (December 2005)

The Bank also received several awards for transparency and efficient communication to the market, and for achievements in the card industry:

- Most Transparent Bank in Romania (*Bucharest Business Week*, 2000)
- Transparency Award for the Card Industry (No Cash e-magazine, 2001, 2002)
- Excellence Award for Financial Communication (*Piața Financiară Magazine*, 1999)
- Award for Efficient Communication (*Săptămâna Financiară Weekly Newspaper*, 2005)

Ever since the beginning, BCR has focused on creating a long-term partnership with its customers as a pre-requisite for its success. Research on the development of the Romanian banking system shows that BCR has the leading position in terms of banking assets, with a 25.9% market share as of December 2005, non-governmental lending, with a 26.4% share, and deposits, with a 26.4% market share.

### History

Banca Comercială Română was established in 1990, by taking over all the commercial operations of the National Bank of Romania, as part of the restructuring process in the Romanian banking sector. The moment marked the creation of the current, modern banking system in Romania.

Since 1990, BCR has focused on its key objective of increasingly and continuously adding value for its shareholders, has consolidated its structure, has developed its branch network and has increased its customer base. In 2000, BCR created the first Romanian financial group, which currently includes domestic subsidiaries covering leasing, brokerage, life and non-life insurance and asset management, which are very well positioned on the market. Thus, by developing the "one stop shop" concept, BCR managed to establish a financial "supermarket" to provide integrated financial solutions.

The bank currently owns foreign subsidiaries in London and Chișinău and a representative office in Moscow, sustaining its long-term goal to increase customer satisfaction. In 2004, BCR became the sole owner of the Anglo-Romanian Bank, its London-based subsidiary, with an equity of 100 million euros, which makes it the largest Romanian investment in the EU.

In 2004, BCR's shareholding structure changed in favour of EBRD and IFC, two highly reputed financial institutions, whose expertise set the bank on track for excellent achievements, preparing it for privatisation with a strategic investor;

starting with 2005. The bank's employees and former employees also became shareholders in 2004, with an 8% stake in the bank.

In December 2005, after a very well organised and transparent privatisation process, the Austrian bank Erste Bank der Oesterreichischen Sparkassen was declared the winner of the tender and, by acquiring a 61.8825% stake, became the majority shareholder in BCR from the end of September 2006.

### Product

BCR's constant aim is to satisfy every customer's need and create a long-term partnership with its clients, by providing them with products and services based on financial innovation. BCR enjoys high brand awareness, repositioned as "innovative" and "dynamic".

BCR's product range targets all types of customers, from individuals to companies, from sole traders to local public administrations and municipalities. BCR offers loans with attractive interest rates, deposits, funds through programs with financing from reputed financial institutions, debit, credit and co-branded credit cards, internet banking services and more. Through its domestic subsidiaries, the bank also provides leasing, insurance, brokerage and asset management services. In 2005 alone, BCR launched 21 new products (eleven for corporate and ten for retail customers).

### Recent Developments

BCR completed the reorganisation of its retail activity in 2005 and is currently undergoing the implementation of its corporate optimisation project. These projects aim at best satisfying customers' needs, with increased flexibility and efficiency. Moreover, the bank has built an improved, integrated, in-house IT system, offering a strong and reliable platform for the development of its businesses.

The bank ended 2005 with a branch network of 372 outlets, 60 of which opened in 2005 alone. As of end-August 2006, BCR has boasted some 445 outlets, and constantly aims at expanding its network to reach all of its business partners. Starting with 2005, the bank also opened two banking cafes, thus enhancing its brand promotion.

### Promotion

The top position the BCR brand occupies on the Romanian market is very important for developing the bank's businesses. BCR ranks third among the best-known Romanian brands according to the "High Impact Brands 2005" study performed by Synovate. It is worth mentioning that the top two companies have a 60-year presence on the market, while BCR was established only fifteen years ago. As regards the Corporate Social Responsibility, BCR understands that today its

corporate identity is of fundamental importance. A company has to exude transparency and fairness in its dealings with communities. Providing a product or a service is no longer enough. The bank has a responsible corporate behaviour that reaches all areas: its business practices, its relations with its own employees, with its customers, shareholders and providers, with the environment and with the entire community. The purpose of the bank's activities, in the end, is to give something back to the community which sustains it.

BCR proves its corporate citizenship by actively involving itself in the community, aiming to achieve not only commercial success, but also the respect of the community in which it operates.

### Brand Values

In the eyes of the consumer, BCR is known as the bank that can secure proper solutions for its clients' needs in a very professional manner, providing high quality, value-added products and services, tailored to meet the requirements of all customers. BCR's products embody strong values, such as integrity,

trustworthiness, loyalty, stability and strength. BCR's corporate responsibility approach enjoys wide recognition throughout the local communities - including individuals and local administrations - which rely upon the bank's support.


The bank acts in a very flexible, pro-active manner, constantly expanding and innovating, creating long-term partnerships with its clients, all of which makes it the undisputed leader of the Romanian banking system.

[www.bcr.ro](http://www.bcr.ro)

THINGS YOU DIDN'T KNOW ABOUT

### BCR

- BCR is the only Romanian bank with an ISO 9000:2001 certification for designing and developing new retail banking products, loans, deposits transfers for retail customers, issuing and acquiring cards, collateral valuation services and feasibility studies, business plans and corporate credit
- Almost 60% of the people in managerial positions in BCR are women
- BCR is the title sponsor of the Romanian Open Tennis Tournament
- Mortgage lending was launched in Romania in 2001, by BCR
- BCR is the first Romanian company to have established a corporate university - UBCR
- BCR operates in almost every Romanian town having more than 10,000 inhabitants

Vreau să am casa plină de flori

Creează-ți propria ta lume. Noi te asigurăm că o să dureze.

aproape de tine

www.bcrasig.ro

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