

INVEST RATHER THAN SPECULATE

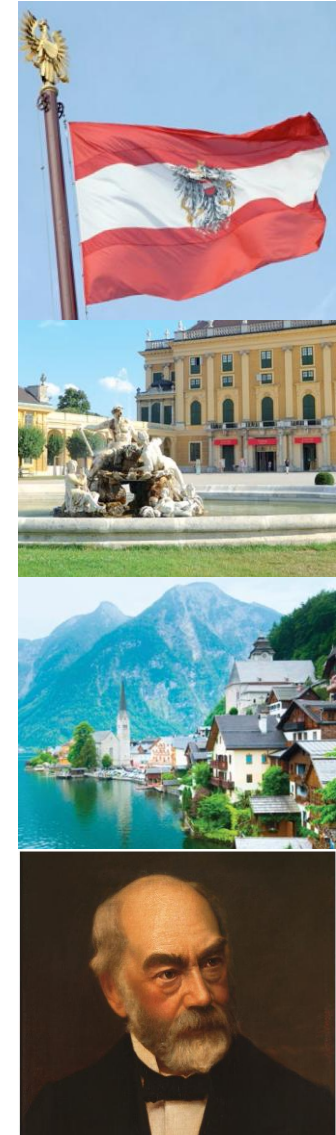
A TRADITION OF PRIVATE BANKING SINCE 1833



Stephan Maxonus, Bucharest, October 18th, 2012

AGENDA

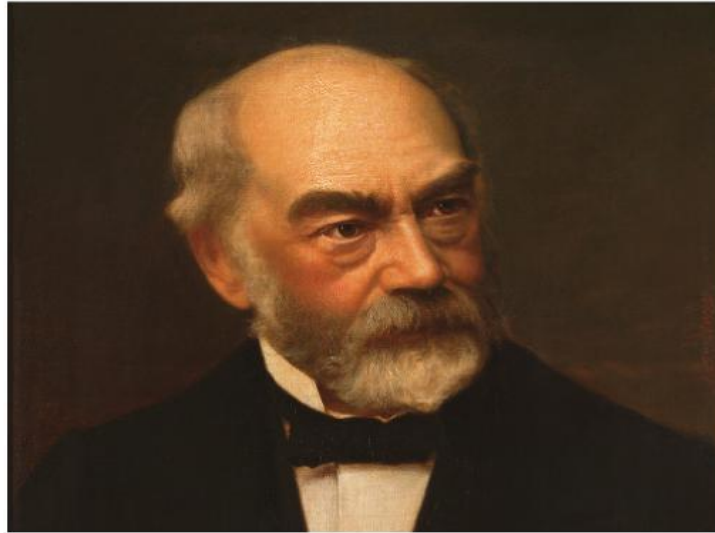
- HISTORY
- KEY INFORMATION
- ELITE ASSET MANAGERS & MORNINGSTAR
- UNICREDIT NETWORK
- SCHOELLERBANK OFFER
- SCHOELLERBANK'S PHILOSOPHY
- SCHOELLERBANK'S USPs
- AUSTRIAN FINANCIAL MARKET
- SCHOELLERBANK'S INVESTMENT STRATEGY
- SCHOELLERBANK'S RATINGS
- PRODUCTS AND SERVICES
- CONTACT



HISTORY

1833

founded by Alexander von Schoeller, owned by the Schoeller family until 1979



Alexander Schoeller

1979

Schoeller transformed into a public limited company

2005

Italy's Unicredit Group takes over Germany's HypoVereinsbank, and with it Bank Austria Creditanstalt and its subsidiary, Schoellerbank

2008

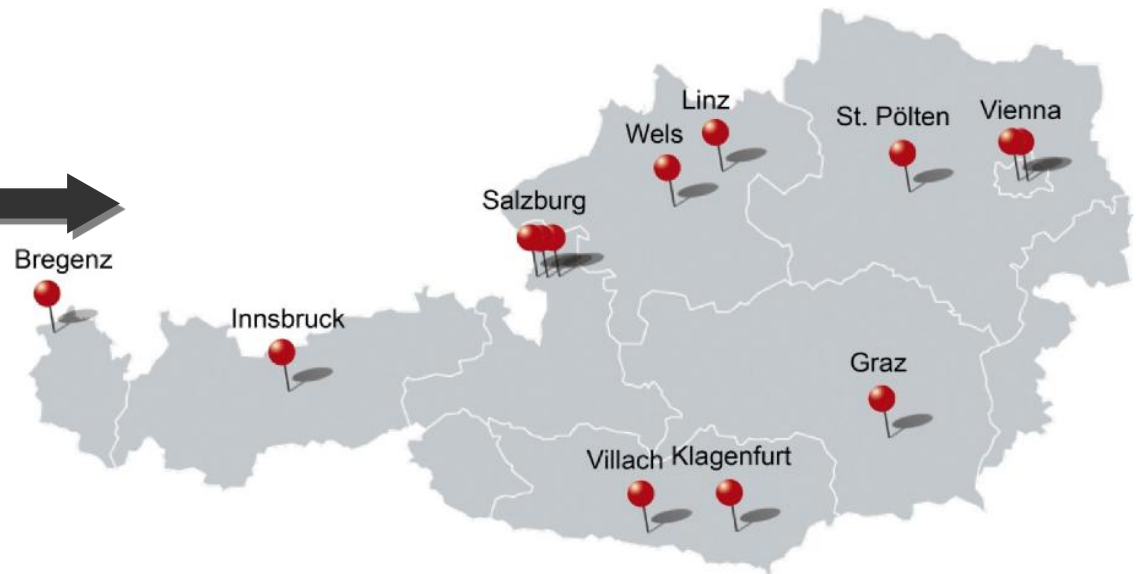
175th anniversary of Schoellerbank's founding

KEY INFORMATION

- ... Schoellerbank is a **100% subsidiary of Bank Austria** and **member of the UniCredit Group's "Private Banking Division"**
- ... Schoellerbank is **one of Austria's leading private banks**, with a specialist reputation for **high-quality investment management**.
- ... concentrates on its **core competences investment and portfolio management**.
- ... it offers its customers very **special services**, such as **financial planning, family office and foundation services** **in addition** to all the traditional private banking services.
- ... concentrates on acquiring and serving
 - Wealthy private customers (assets in excess of EUR 500,000)
 - Corporate customers (assets in excess of EUR 1 million)
 - Institutional investors (foundations, associations, etc. with assets in excess of EUR 1 million)

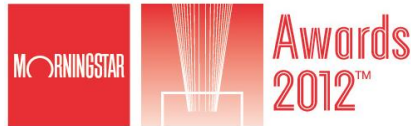
FACTS

- **24,455 customers**
- **13 offices throughout Austria**
- **Total Financial Assets € 8,4 bn**
(30th, September 2012)
- **332 staff**



ELITE ASSET MANAGERS & MORNINGSTAR

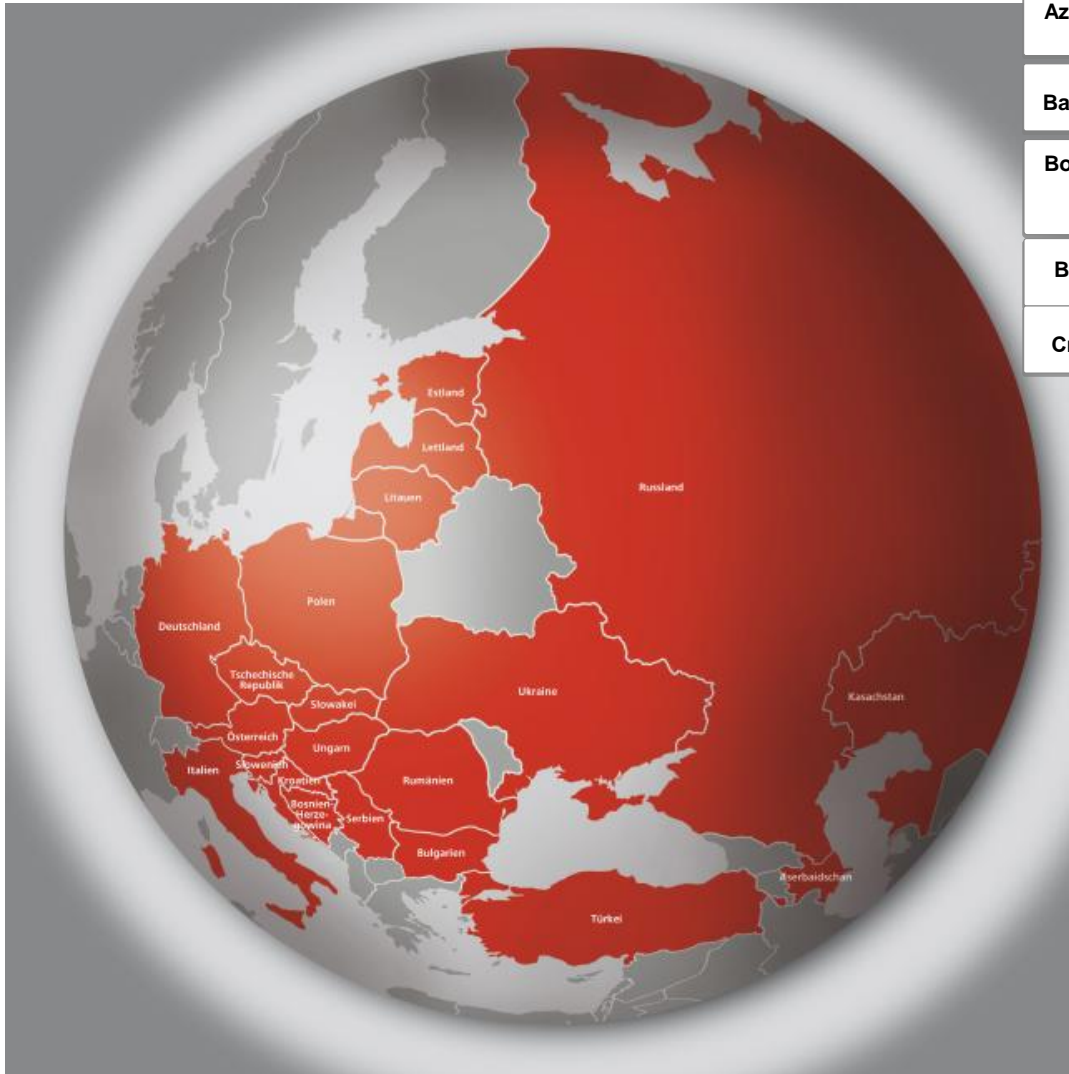
In the prestigious “Elite Report” published by the German “Handelsblatt”, Schoellerbank has repeatedly been awarded the top mark “summa cum laude”. It was awarded 499 out of a possible 550 points. This makes Schoellerbank the best private bank in Austria and one of the leading private banks in the German-speaking world. The largest and most comprehensive test of its kind in this field, the Elite Report examines criteria such as the quality of advisory services, the level of diligence and how well assets are protected. It is considered to be the Oscar of asset management. Products offered by Schoellerbank are also regularly awarded top international ratings by Morningstar, a leading service provider in the field of independent investment analysis. In 2012, Schoellerbank was voted the “Best Fund House: Specialist Fixed Income” in Germany and Austria.



“ Private Banking par excellence. ”

In numeral order

UNICREDIT NETWORK (9.466 Branches)



Azerbaijan: Yapi Kredi Azerbaijan	Czech Republic: UniCredit Bank
Baltics: UniCredit Bank	Hungary: UniCredit Bank
Bosnia and Herzegovina: UniCredit Bank UniCredit Bank Banja Luka	Kazakhstan: ATF Bank
Bulgaria: UniCredit Bulbank	Kyrgyzstan : UniCredit Bank
Croatia: Zagrebačka Banka	Poland: Bank Pekao
	Romania: UniCredit Tiriac Bank
	Russia: UniCredit Bank
	Slovakia: UniCredit Bank
	Slovenia: UniCredit Bank
	Serbia: UniCredit Bank
	Turkey: Yapi Kredi
	Ukraine: UniCredit Bank Ukrsotsbank

SCHOELLERBANK OFFER

SCHOELLERBANK OFFER

- 178 years of history and **private banking tradition**
- Schoellerbank allows UniCredit Group to complete the range of offshore services in terms of **geographical diversification**
- Schoellerbank allows CEE banks to **improve the quality** of products and services offered to customers, completing the continuously improving local offer
- **Increase the share of wallet** for UniCredit's PB division (by approaching customers that have already assets with other banks abroad, e.g. in Switzerland)
- With the CEE initiative, Schoellerbank also enforces the internal **know how transfer** by offering several strategic papers and documents, training courses for CEE RMs, etc...
- Schoellerbank establishes and ensures an **effective customer advisory service** by the already existing team of international private banking experts (native speakers)
- Track record in serving high and ultra **high net worth individuals**
- Schoellerbank enables CEE banks the full access to its long run **co-operation partners** such as Salzburger Festspiele, Wiener Musikverein, State Opera, Golf and many more...

SCHOELLERBANK'S PHILOSOPHY

- Schoellerbank's business philosophy is based on a single
- **Corporate purpose:**
"We contribute to the increasing prosperity of our customers" (which is what the customer pays for)

and a single

- **Core value:**
"We focus exclusively on the needs of our customers"

- Schoellerbank's **investment strategy** is based on the motto:
"invest rather than speculate"

We are conservative in the positive sense of the word and value safety, transparency and objectivity.

SCHOELLERBANK'S USP_s

- **Specialisation**
creates added value for our customers

 - **Investment, not speculation**
“Performance is important, but avoiding the mistakes that result in wealth destruction is 10 times as important!”

 - **Objectivity**
We design first-class products of our own, but advise our customers on an “open architecture” basis

 - **Holistic advice**
includes such complex areas such as Family Office and Foundation Services

 - **No signing at initial meeting**

 - **Innovative products**
First bank in Austria to address customer-focused topics: funds of funds, guarantee investments, funds with index-linked bonds, tax-optimised investments
-

AUSTRIAN FINANCIAL MARKET

AUSTRIA

- a political stable and economic safe haven
- Vienna: the headquarter for CEE activities of many multinational companies
- Vienna: attractive living place for CEE and CIS community
- GDP per capita 2011 EUR 35.786,- (3rd richest country in EU)

AUSTRIAN FINANCIAL MARKET

- Financial Market Stability (Financial Market Authority FMA, Austrian National Bank OENB, European System of Central Banks ESCB)
- Favorable Tax Environment
- Ratings: AAA (Fitch), Aaa (Moody's), AA+ (S&P)

AUSTRIAN BANKING SECRECY

- The uniqueness and strictness of its banking secrecy is part of Austria's attractiveness
- To change the provisions of section 38 of the Austrian Banking Act requires the equivalent of a constitutional amendment (2/3 majority in both houses of parliament)

SCHOELLERBANK'S INVESTMENT STRATEGY

The 8 principles of sensible investment in securities

- 1.** Act anticyclically and don't be carried away by fashionable trends!
- 2.** There is no free lunch!
- 3.** A forecast is just a forecast – nothing more!
- 4.** In the long term, investing in equities offers a higher return than investing in bonds.
- 5.** Equities also have a net asset value!
- 6.** Taking individual risks is always associated with a high risk.
- 7.** Look for quality (= credit standing)!
- 8.** Discipline!

SCHOELLERBANK'S INVESTMENT STRATEGY

70 : 30 recommendation for securities

70 % Core investments

Bonds and equities

- Schoellerbank asset management
(Europe or global)

or

- Individual selection after
in-depth consultation

Objective: Steady growth over many years

30 % Opportunity investments

Selected focus areas:

- Overweighting of certain markets
and industries
- Taking into account customer preferences
- Our own specific recommendations

Objective: Increasing returns

SCHOELLERBANK'S RATINGS

Strict Schoellerbank ratings

The rating principles applied when evaluating third party financial products or developing our own have been developed based on decades of experience and have proven correct even in turbulent times.

Share rating system

Comprehensive company analysis on the basis of 6 criteria:

- Low sensitivity to business cycles
- Market leadership
- Select product range
- Tried and tested management
- Systematic expansion strategy
- Sustainable earnings and revenue growth

The share is given one star for each criterion that is satisfied. The highest rating accounts six stars.

Bond rating system

Securities are rated on the basis of six criteria:

- Rating
- Currency
- Features
- Taxes
- Maturity
- Added value

The stars stand for quality – a quick summary of our current assessment of an issue.

Fund rating system

Comprehensive fund analysis on the basis of 6 criteria:

- First-rate funds management company
- Experienced management and research team
- Clear and understandable investment strategy
- Above average price performance
- Core investment
- Tax optimized

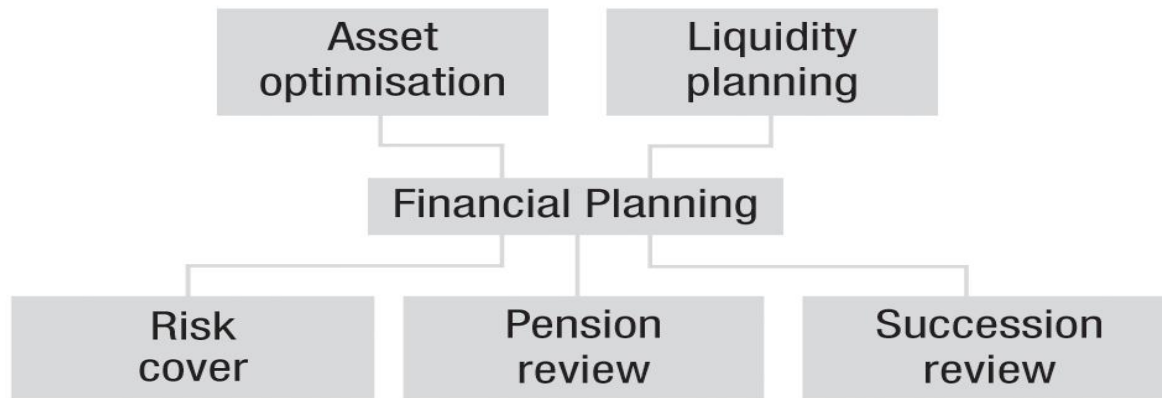
This comprehensive rating system draws on a wide range of sources for up-to-the-minute information and can be relied upon to reflect the most recent state of affairs.

PRODUCTS AND SERVICES

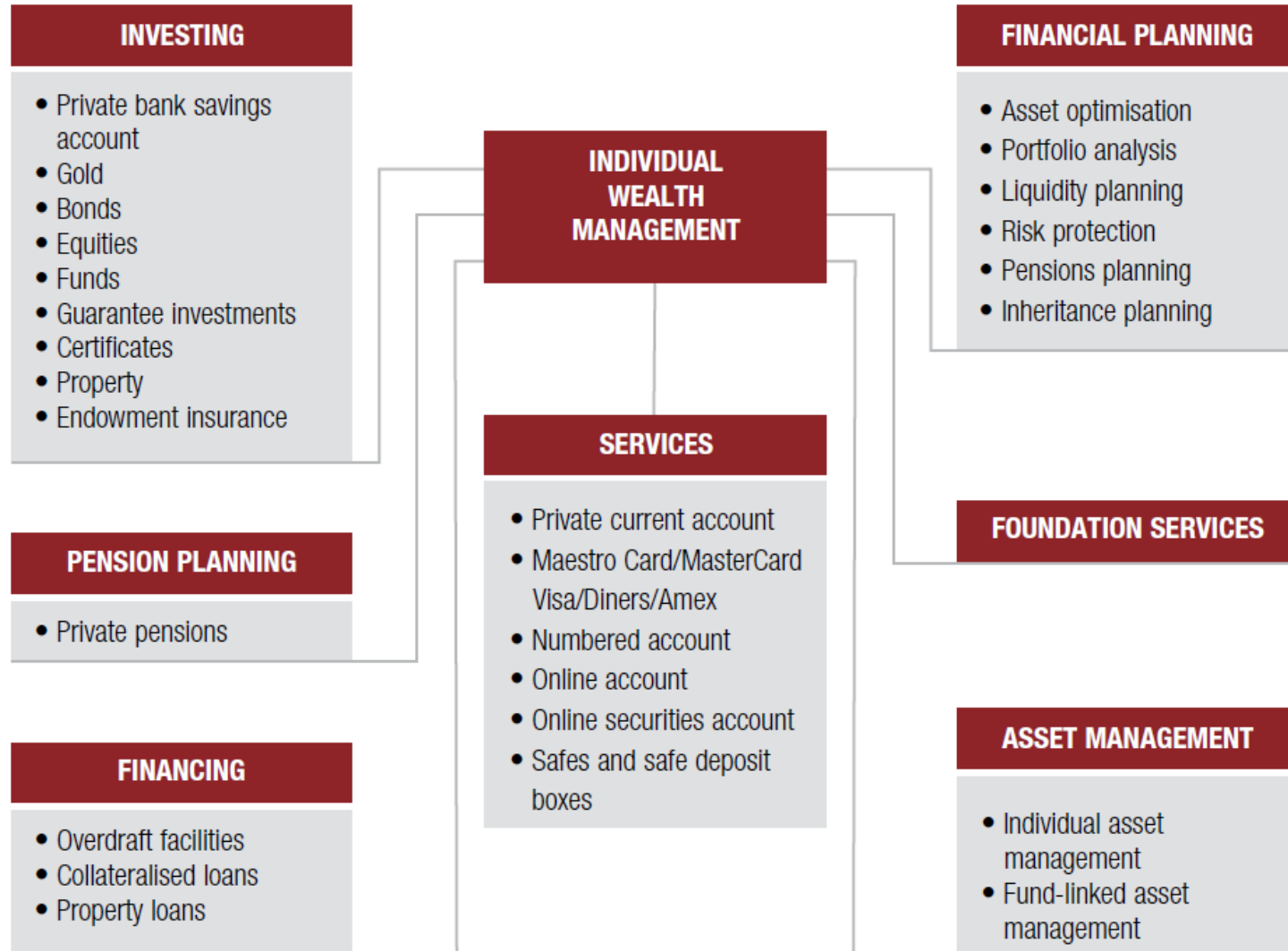
A better overall picture of your assets: Financial Planning

With Financial Planning Schoellerbank has developed a way of providing comprehensive advice that gives an overall picture and therefore also transparency. Financial Planning brings order to asset structure that evolved over time and in doing so builds a solid foundation for important financial decisions

Financial Planning Modules



PRODUCTS AND SERVICES



CONTACT

THANK YOU FOR YOUR ATTENTION

Stephan Maxonus

Director

T: +43/1/534 71-1391, F: +43/1/534 71-4413 91

E: stephan.maxonus@schoellerbank.at

Johannes Koutny

Deputy Director

T: +43/1/534 71-1396, F: +43/1/534 71-4413 96

E: johannes.koutny@schoellerbank.at

Emrah Kaya

Relationship Manager

T: +43/1/534 71-1399, F: +43/1/534 71-44 13 99

E: emrah.kaya@schoellerbank.at
