

Erste Bank Hungary Zrt in Financial Cards and Payments (Hungary)

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Abstracts

Erste Bank is Hungary's number two retail bank in terms of number of customers (900,000) and number five in terms of total assets. The bank pursues a universal model, ie offers a wide spectrum of financial services to the retail sector and micro/SME companies. In doing this, the company relies strongly on its extensive nationwide branch network (128 branches) strong brand awareness and highly advantageous conditions, both in the fields of asset and liability products. The Erste Group in Hungary...

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