

OTP Bank Group in Financial Cards and Payments (Hungary)

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Abstracts

With around 20% of total Hungarian banking sector assets, 30% of all household loans, 30% of deposits, 5 million customers, 20% of all bank branches and 40% of all financial cards in 2013, OTP Bank Nyrt was the dominant player in the domestic retail banking market. The bank's main priorities within consumer credit in 2014 were non-performing loan management, directing customers with overdue payments back to normal payment habits, prudent approach to credit and rigorous assessments for loans.

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