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## Vienna Insurance Group:

### Bernhard Fauster appointed Head of Group Marketing

**Bernhard Fauster**, 52, will take over as **Head of Group Marketing** at **Vienna Insurance Group AG Wiener Versicherung Gruppe** with effect from 1 December 2011. He will mainly be responsible for internationally positioning the Vienna Insurance Group.

*“By appointing Bernhard Fauster we have secured the services of a true expert for the Group’s international brand management activities,”* said **Günter Geyer**, **CEO** of the **Vienna Insurance Group**. *“Vienna Insurance Group’s multi-brand strategy presents its own particular challenges. His experience in finance, especially in the CEE region, will help to drive forward the Group’s cross-border marketing operations.”*

#### In profile

Born in Tyrol, Bernhard Fauster worked in marketing and communications at Tiroler Sparkasse for ten years, and headed the department from 1997-2000. He then moved to Erste Bank in Vienna, where he was in charge of international and sector marketing. His responsibilities there included brand management and coordination of marketing activities at Erste’s newly acquired Czech and Hungarian subsidiaries. Fauster also oversaw the merger of the advertising and marketing operations of all Austrian Savings Banks with those of Erste Bank. In 2002 Bernhard Fauster was appointed head of Marketing at Erste’s Slovakian subsidiary, Slovenská sporiteľňa. He began working as an independent consultant specialising in business start-ups, management and financial planning in Slovakia in 2010.

Bernhard Fauster is a trained musician, with a degree in classical clarinet from the Mozarteum Innsbruck.

With a Standard & Poor’s rating of A+ (with a stable outlook), the Vienna Insurance Group is the best ranked company on the Vienna Stock Exchange’s ATX index of leading companies. The Vienna Insurance Group (VIG) is one of the leading insurance groups in CEE headquartered in Vienna. Outside of its home base in Austria, Vienna Insurance Group is also active, through subsidiaries and insurance holdings, in Albania, Bosnia-Herzegovina, Bulgaria, Germany, Estonia, Georgia, Croatia, Latvia, Liechtenstein, Lithuania, Macedonia, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, the Czech Republic, Turkey, Hungary, Ukraine and Belarus. Moreover, Wiener Städtische Versicherung has branches in Italy and Slovenia; Donau Versicherung has a branch in Italy.

On the Austrian market, the Vienna Insurance Group (VIG) positions itself with Wiener Städtische Versicherung, Donau Versicherung and Sparkassen Versicherung.

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