

GRAWE Press Release

## GRAWE wins Recommender Award 2010

GRAWE was honoured with the "Recommender Award" – presented by the Finanz-Marketing Verband Österreich (Finance Marketing Association Austria) – already for the third time. This year, GRAWE is the winner in the category "National insurances" with the grade "Excellent customer orientation" and was given the title "Climber of the Year".

No other Austrian insurance company is recommended by its customers more than the Grazer Wechselseitige Versicherung AG! The company was successful on two counts during the award ceremony of this year's Recommender Award - the Austrian award for customer orientation of banks, insurance companies and building societies: Here GRAWE was the winner in the category "National insurances" with the grade "Excellent customer orientation" and was further honoured with the "Climber of the year" award.

"Customer proximity and customer satisfaction are key issues for a service provider such as GRAWE. This special award is a confirmation of our work and proves the exemplary commitment of all GRAWE employees", says Dr. Othmar Ederer, GRAWE's General Manager.

The Recommender measures the willingness of bank, insurance company and building society customers to recommend another company – one of the most accurate measurements of customer satisfaction. This is assessed by the market research institute Telemark Marketing through a survey based on 5,000 telephone interviews carried out in the first quarter of 2010.

The Recommender is part of a comprehensive study of the financial industry and commissioned by the independent Finanz-Marketing Verband Österreich (Finance Marketing Association Austria).

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