



## Press Release

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9 March 2010

### **LBBW Bank motivates its employees**

**Lecture and a special training about overcoming the obstacles called “Everybody has its own Everest” took place during the Sales Power Meeting conference held by LBBW Bank CZ in Chocerady on February 27, 2010. The lecture was given by experienced coach David Fojtík who donated his fee to the charity – elementary school and children’s home in Prostějov.**

David Fojtík exploits his sports experience such as climbing the Mt. Everest or skiing down the 8,000 metres high mountain of Dhaulagiri in his coaching and compares the business and sport and overcoming the obstacles. The main motto when overcoming any obstacle is motivation, never giving up and bearing the responsibility and the risks.

“This untraditional view of the world of tough business compared to sports is simple and clear. It only needs the right handling!” comments Henrik Pregel, Member of the Board of LBBW Bank CZ responsible for the Individual Banking division.

David Fojtík is the co-founder and director of training and consulting company Develor. He gained his experience in marketing and finance both in the Czech Republic and abroad. He holds a law degree from Charles University and an economics degree from the Prague University of Economics. He also studied at the University of Minnesota and University of San Francisco. He enjoys cycling,

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mountain-climbing and skiing. In 2006, Mr. Fojtík conquered the Mt. Everest with no artificial oxygen and last year he skied down the Dhaulagiri Mountain.

“In May 2006 I have claimed without the help of sherpas and artificial oxygen the north-west edge of Mt. Everest. Firstly, I haven’t looked for the similarities between the climbing and management. However, the positive feedback from my colleagues and corporate lectures has enabled me to re-think and formulate some of the ideas,” says David Fojtík giving comments to the topic of his lecture.



David Fojtík

### Note for editors

**LBBW Bank CZ a.s.** has been present on the Czech banking market since 1991, and over the years it has established a firm position as a modern and universal commercial bank. From September 1, 2008 Landesbank Baden-Württemberg (LBBW) has been its 100% shareholder. LBBW Bank CZ a.s. provides top-class services in the area of corporate, retail, investment and international banking as well as on the financial markets. LBBW Bank was selected and awarded by experts as the **Third Most Dynamic Bank of the Year 2008.**



In the past, the bank has changed both its shareholder and its name. Under the name of LBBW Bank CZ a.s. it is known as of September 17, 2008. Until this time the bank was active on the Czech market under the name of BAWAG Bank CZ a.s.

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**Landesbank Baden-Württemberg (LBBW)** is a universal bank and an international commercial bank. LBBW belongs to one of the largest banks in Germany and ranks among the 50 largest credit institutions worldwide. The LBBW Group offers a wide range of products and services for retail, corporate and institutional customers, as well as the public sector and savings banks.

LBBW's head offices are located in Stuttgart, Karlsruhe Mannheim and Mainz. With more than 200 branches, mainly in Baden-Württemberg, along with the LBBW Centers for Financial Services in all major financial hubs in Germany, Landesbank Baden-Württemberg is the largest bank in southwest of Germany.