



Press Release

Konstantinos Sarafopoulos: *“Being extrovert is at the core of Alpha Bank’s purpose and values”*

Alpha Bank is a modern, European and humancentric bank

In the new era of normality opening up for the Greek economy and the banking sector, **being extrovert will be at the core of Alpha Bank’s purpose and values for its future course**, was the message sent by the **Chief Investment Officer of Alpha Bank Group, Konstantinos Sarafopoulos**, from this year’s Delphi Economic Forum. Speaking at the panel “Banking Sector in Greece and Challenges Ahead”, Mr. Sarafopoulos discussed the **advantages of Alpha Bank’s strategic partnership with UniCredit**, while he also made special reference to the **positive course that the Greek economy is expected to follow in the new environment of lower interest rates**.

Alpha Bank will be able to serve all UniCredit Clients looking to invest in Greece

2023 was a milestone year for Alpha Bank, Mr. Sarafopoulos said, as the Bank achieved **strong performance levels, in terms both of profitability and of strengthening the resilience of its balance sheet**. In the same year, the Bank entered into a **strategic partnership with UniCredit Group, launching a new era of extroversion**, he said. As he explained, **“For us in Alpha Bank, extroversion is a catalyst for our future success and evolution. A perfect example of this is our strategic partnership with UniCredit, a multinational European Group that shares the same values and vision with us.”** Describing the **advantages of this strategic partnership**, Mr. Sarafopoulos stressed that **“the products available to our Customers will be complemented with new products from the UniCredit product factory, while at the same time our corporate Clients will have access to the Italian group’s multinational banking network.”** At the same time, however, the agreement with UniCredit creates **new opportunities for the Greek economy too**, since, as he said, **“Alpha Bank will be able to serve all UniCredit clients looking to invest in Greece or expand their activities to our country”**.

The Group’s Chief Investment Officer also attached particular importance to **another aspect of extroversion**, which concerns the Bank’s strategic initiative **to actively contribute to the repatriation of the talent that have left Greece during the previous years**. **“This initiative, which is related to the creation of the Alpha Ithacans community, of which I am a member myself, has been since 2019 at the top of the agenda of the Group’s CEO, Vassilios Psaltis,”** he stressed. **“Our goal is to make Alpha Bank a pole of attraction for talented Greeks from abroad, who will staff the entire range of our Group’s services. Blending this new talent with the accumulated expertise and skillset of our People will help us achieve our vision for Alpha Bank: to become a modern, European and humancentric bank”**.

Alpha Bank has the pole position in the distribution of alternative investment products

Mr. Sarafopoulos expressed his **optimism about the course of the Greek economy going forward**, stressing that the fundamentals show that **the economy remains on a positive trajectory of healthy growth at rates of 2.3%-2.5%**. **This prospect is expected to also be supported by the new environment of lower interest rates** anticipated for the next couple of years, which will reinforce credit expansion. **“Lower interest rates are expected to incentivize savers and investors to look for alternative investment products offering higher returns, an area where Alpha Bank has the pole position in Greece, thanks also to its strategic partnership with UniCredit,”** he said.



Greek banks offer savings and investment products which are equally attractive to those of their European counterparts

Mr. Sarafopoulos also made special reference to the reasons why **the high market rates did not significantly affect deposit rates**, stating: *“There are several reasons why the growth rate of deposit rates as a percentage of the increase in market rates (beta) in Greece is among the lowest in Europe, although the difference is of the order of 50 bps.*

*In particular, the **deposit base in Greece consists mainly of retail deposits**, which are generally less affected by interest rate fluctuations. At the same time, **the banking sector is characterized by a particularly low loan-to-deposit ratio** and by **low deposit balances, with the average deposit balance per account** standing at Euro 4,000 to Euro 5,000. These are **two additional factors that depress the beta** of deposits downwards.”*

In his statement, Mr. Sarafopoulos stressed, however, that **as far as returns on time deposits and other investment and savings products are concerned, “Greek banks offer returns which are equally attractive to those of their European counterparts”**. **“Retail accounts with higher balances, as well as wholesale accounts, have actually made use of the various products offering higher returns, similar to those observed in European core countries,”** he concluded.

Finally, regarding the **pricing of loans**, Mr. Sarafopoulos recalled that *“the Greek banks worked closely with the Greek government to find the right mix of measures for reducing the cost of servicing household loans in an environment of rising interest rates. In this respect, **the banks introduced, as early as in May 2023, a cap on floating-rate mortgages** for punctual payers, while recently they extended the application of this measure to April 2025.”*