

1-3 / 2023 • Issue 87

# Mazi

THE WORLD  
OF ALPHA BANK

IN  
FOCUS



**Alpha Bank has reduced its electricity  
consumption by 43% since 2015**



Serial Publication  
for the Alpha Bank  
Group Personnel

1-3/2023 • Issue 87

Editor: **CORPORATE COMMUNICATIONS DIVISION**  
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Serial Publications

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## Alpha Bank has reduced its electricity consumption by 43% since 2015

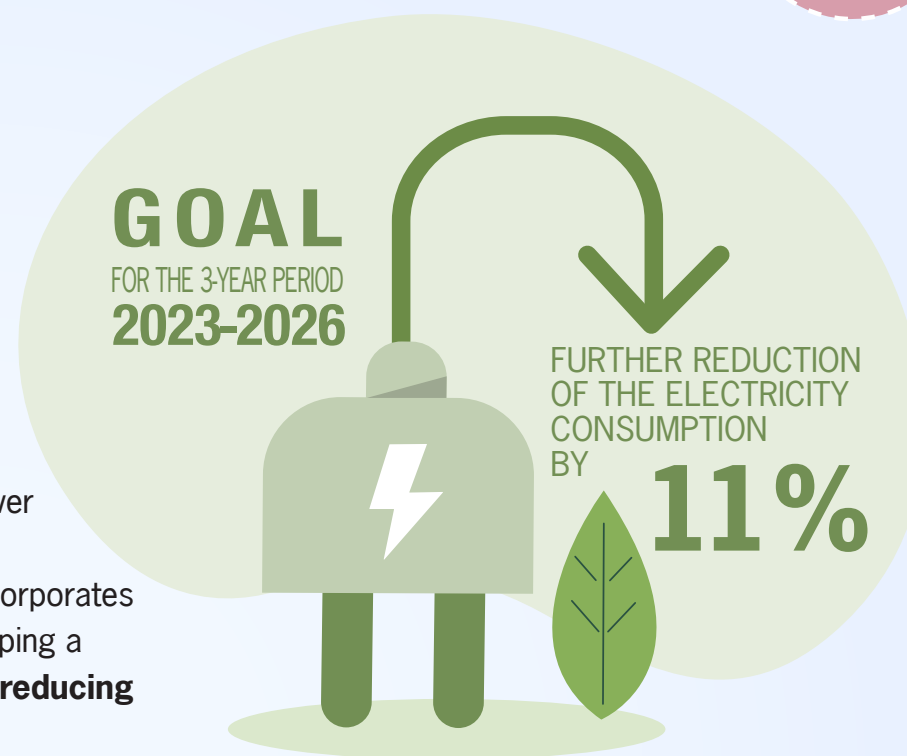
Faithful to its commitment to a more sustainable and responsible business operation, **our Bank** has been making solid progress over the last few years in the implementation of its policy **towards green transition**. The Bank has adopted a **sustainability strategy** and incorporates the **ESG criteria** in its operations along its entire value chain, developing a **series of initiatives and actions** focusing, among other things, on **reducing its energy footprint on the environment**.

The Bank took major steps in this direction in the period **2015-2022**, as it managed to **reduce its total electricity consumption by 43%**, through upgrades of the energy efficiency of its Branch Network and Head Office Buildings in Greece, which enabled significant savings in energy to be achieved.

In **2022**, the Bank managed to further **reduce its total energy consumption by 11%**, on the back of its strong “green” performance of 2021, when it had achieved a **reduction of its annual CO<sub>2</sub> emissions by 13.4%** (representing a reduction by 15.6% of Scope 1 emissions). It should be pointed out that **98% of the electricity** consumed by the Bank is covered by **Guarantees of Origin** from Renewable Energy Sources (RES).



At the same time, through the Recycling Program, the **annual paper consumption rate for 2021 decreased by 12.3%**, with 660,817 kg of paper being recycled that year, while recycling also involved 27,840 kg of obsolete electronic equipment, 5,885 kg of printer consumables and 16,053 kg of lamps and luminaires. Moreover, the donations of fixed electronic and office equipment made in 2021 **reinforced the principle of the circular economy**, while at the same time they helped prevent the emission of 38.9 tonnes of CO<sub>2</sub> equivalent.



## Upgrading of the Branch Network's energy efficiency

**A**lpha Bank is currently operating **a network of 284 Branches** throughout the country, whose infrastructure is constantly upgraded to meet the latest energy efficiency standards.

In **2022**, the Bank implemented **energy-saving projects in 29 of its Branches and buildings** across the country, giving priority to **upgrades or repairs to lighting and air conditioning systems**.

**During the 3-year period ahead, i.e. up to 2026, the project for the replacement of old, high-consumption air conditioning systems in 63 Branches will be continued**, while the project concerning the upgrade of luminaires in the entire Branch Network, with the **replacement of high-consumption fluorescent lamps in 167 Branches** to LED-technology ones, is expected to be completed. It is estimated that the completion of these projects will result in **total energy savings in excess of 2,200 MWh annually**.



## Towards a more sustainable Tomorrow

In order to achieve further savings in energy, the Bank, in addition to the actions currently under way is launching a number of initiatives among which are the following:



**Installation of photovoltaic panels on the roofs of its facilities**, in combination with **net metering**



**Installation of smart meters and of an energy management system**



**New operating hours for the systems of the Branches**, with estimated **total annual energy savings of 800 MWh**



**Modifications to the operation of the Branches' luminous LED signs and spotlights**, with **estimated savings of 900 MWh and 300 MWh per year respectively**, and **installation of motion detectors and photocells** in common areas



**Use of central set points for regulating the operating temperature of air conditioning units**, expected to result in **annual savings of approximately 2,000 MWh**. For air conditioning in particular, additional technical modifications considered include the **installation and adjustment of A/C timers**, the **replacement of key cooling-heating installation circulators** with new inverter-type ones, and the **replacement or upgrading of central air conditioning units** with/to air-to-air exchangers (VAM)



**Optimization of the Power Usage Effectiveness (PUE) indicator in the Bank's Data Centers**, with the installation of a smart energy management system



**Installation of window membranes**, expected to help **reduce the energy** consumed for heating purposes.

At the same time, actions are planned for **a more active involvement of Employees in the adoption of good energy consumption practices and the cultivation of a culture of responsible environmental behavior**, such as rewarding rational energy consumption through energy saving competitions and the appointment of an Energy Officer in office areas and in the Branches.

Overall, the implementation of the above set of actions concerning all the facilities owned by Alpha Bank Group and used for its operations will result –according to estimates and analyses of the Bank's Property and Security Division– **to 4,500 MWh of energy savings in the period 2023-2026 (reduced by 11% compared to 2022)**.

## Transformation with a positive environmental impact

In tandem with the above, our Bank ensures the positive footprint of its operations, in line with the strictest European and international standards, as it is **ISO 14001-certified** (Environmental Management System) **since 2019** and **ISO 14064-certified** (Greenhouse Gas Emissions Management System) **since 2021**. Moreover, it prepares and publishes every year an **Environmental Statement** in accordance with the requirements of the European Union's **Eco-Management and Audit Scheme (EMAS)**.

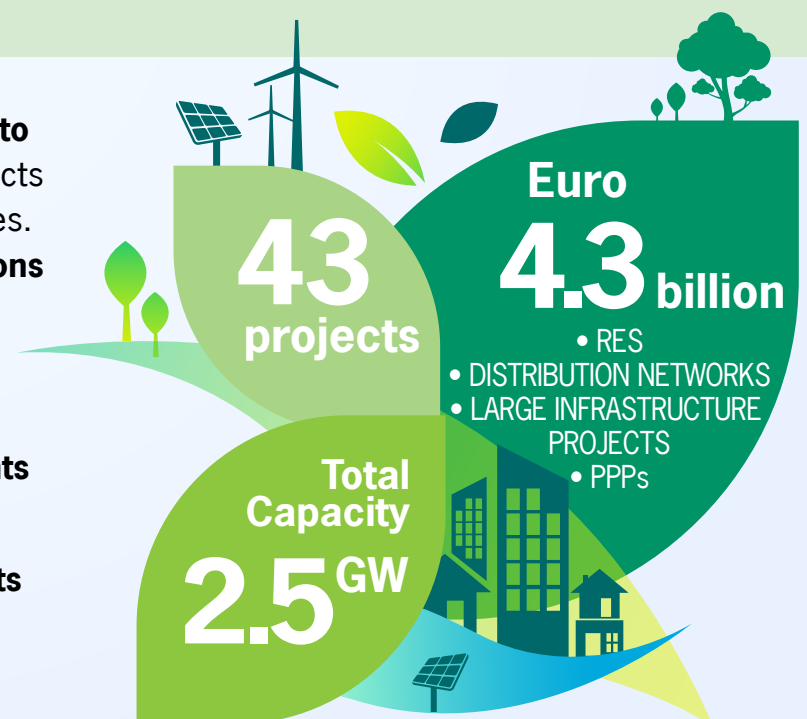


In 2019, Alpha Bank endorsed and adopted **the six Principles for Responsible Banking** developed by the United Nations Environment Programme Finance Initiative (UNEP FI). In this regard, **the Bank seeks to enhance its positive footprint on society and the environment** by seizing new business opportunities and creating value for all stakeholders. To implement the Principles, Alpha Bank in 2022 **analyzed again the impacts from its portfolio** and submitted to UNEP FI, for the second consecutive year, the relevant self-assessment report.

Alpha Bank develops **solutions that support the Customers' transition to sustainable operating models**, by offering responsible investment products and integrating the principles of sustainable finance into its lending practices. **Among other things, it has developed an “umbrella” of green solutions for small businesses**, such as the **“Alpha Smart Hospitality”, “Alpha Photovoltaic” and “Athens Business Green Toolkit”** products.

Over the last five years, the Bank's **Project Finance Unit** has provided **nearly Euro 4.3 billion of financing for a number of large investments** (RES and distribution networks, large infrastructure projects, PPPs).

Especially in the RES sector, the Group has financed more than **43 projects** with a total capacity of about **2.5 GW**.



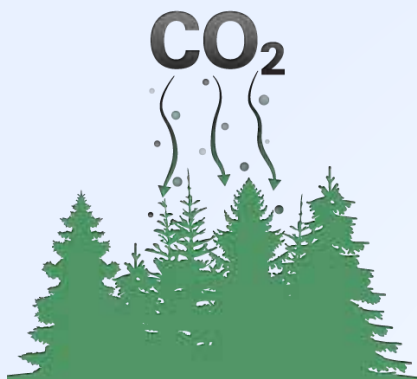
At the same time, within the framework of the **National Recovery and Resilience Plan “Greece 2.0”**, Alpha Bank in 2022 has proceeded to **co-finance, jointly with the Recovery and Resilience Facility (RRF)**, green investments of large business groups in the country, such as METRO SA’s investment in net metering, **while it also disbursed the first loan to a small business in Greece from the RRF’s loan funds.**

Responding to the **daily needs of its Private Customers**, the Bank provides **a range of financing solutions with a positive environmental sign**, such as the **“Alpha Green Solutions - Energy Saving Home”** housing loan, the **“Alpha Green Solutions”** consumer loan and the **“Alpha Green Solutions - Electric car/bicycle”**, which it developed exclusively for the residents of the island of Astypalea, in the framework of the State initiative **“e-Astypalea”**.

It also participated in the co-funded program **“Exoikonomisi Kat’Oikon”** of the Ministry of Environment and Energy, which provides incentives for citizens to improve the energy efficiency of their home. This program was succeeded by two new programs – **“Exoikonomo - Aftonomo”** and **“New Exoikonomo”**– in which the Bank also participates, **contributing to the achievement of the national environmental targets** and to the improvement of the living conditions of households.







Indicative of the Bank's activities in this field is also the initiative of the Investment Portfolios Management Division to introduce for the first time in the Greek market the concept of **investments with social or environmental impact (Impact Investing)** for Private Banking Customers, through Structured Bonds.

In addition, in 2021, the Investment Portfolios Management Division, in collaboration with foreign firms (BNP Paribas, JP Morgan, Pimco, Franklin Templeton, Schroders and Blackrock), held a series of training events attended by **over 840 Employees and Customers of Alpha Bank** and aimed at further raising the participants' awareness of ESG issues.

As part of its Corporate Responsibility strategy, Alpha Bank is implementing the Program **"Together for the Environment"**, consisting of a set of actions for responding to natural disasters, aimed at directly supporting local communities and the many social groups affected by fires, floods, earthquakes or other extraordinary events, while also taking care to restore the ecosystem. Moreover, in 2022 the Bank made several donations (including 6 fire trucks) and provided financial assistance, to volunteer firefighters' organizations in Evia.

The Bank's environmentally responsible performance and its progress in ESG matters are confirmed by its ranking at **Level B** (improved by two points compared to 2020) following the disclosure, for the sixth consecutive year, of relevant information on its performance on the **Carbon Disclosure Project (CDP)** platform, as well as by its **inclusion in relevant international indicators**, such as the Financial Times Stock Exchange index **"FTSE4Good"** in which it participates for the 6th consecutive year, the

**MSCI ESG Rating** and the **ISS ESG Quality Score**.

For its actions regarding the Environment and Society, in **2022 Alpha Bank won 6 awards at the Environmental Awards 2022**, in addition to which it also received the event's top distinction – the "Environmental Stewardship of the Year" award.



Environmental Stewardship of the Year





This year at Christmas we celebrated together and not from a distance!



*The Bank created opportunities to spend joyous festive moments with the Christmas activities organized in December.*

**“Heidi and the Mountains”: The people of Alpha Bank attended the performance at the National Theatre**



The Bank, in collaboration with the National Theatre, secured a show for us! On Sunday, December 4, **150** children had the opportunity to enjoy "Heidi and the Mountains".



All together, the Employees' children as well as children hosted in Institutions supported by the Bank, had lots of laughs but were also moved in one of the most successful children's performances of the year. After all, the novel of Heidi, 150 years now, has re-introduced to people of all ages the shockingly timeless story and teaches us the values of life.



# Mazi

THE BANK





### Parents and children at work in a festive mood!



A few days later, for the first time, we welcomed our children to our offices through the **"Bring your kids @ work"** initiative.

In **Piraeus** and **Athens**, children of Employees, aged 4-12, visited our offices to have fun with groups of animators and educators, in a program specifically designed for them, in view of the holidays.

From 10:00 in the morning, the kids flocked in our offices, played group games, made Christmas constructions, watched theatre and, of course, received their gifts.



### ATHENS





Our little friends participated in the workshops of the Numismatic Collection as well as the Bank's Art Collection. In this way, they got to know the history of coins and the History of Alpha Bank.



Inspired by the works of art of our Collection, they created their own artwork, in their own unique way.



### PIREAUS



### Awarding winners of the Christmas Painting Competition



During the celebratory event, the Bank organized a children's Painting Competition in collaboration with the "Make a Wish" Organization and awarded gifts to the winners.



### New Year's Drinks

Meanwhile, this year we decided to celebrate **#together again**. Since the beginning of December, the Marketing and Public Relations Division organized festive outings for all colleagues.

We welcomed the new year with great joy and enthusiasm and we promised that this year we will spend more time together and create value for the Bank.

The participation of people was great, clearly showing the need for relaxation and strengthening of relationships.



## Fitch upgrades Alpha Bank to “B+” from “B”



**A**cknowledging the progress that our Bank is making through its **transformation into a more sustainable and profitable organization**, Fitch Ratings has **upgraded Alpha Bank's ratings**.

More specifically, the agency **upgraded Alpha Bank's long-term issuer default rating (IDR) to “B+” from “B”**, describing **its outlook as “stable”**. At the same time, **it also upgraded the Bank's Viability Rating to “b+” from “b”**.

### **Rating upgrade driven by strong capital base, improved profitability and reduced NPE ratio**

The analysis by Fitch proves the Group's strategy to be in the right direction, as it acknowledges Alpha Bank's **strengthened capital position**, which is the result **of structurally improved profitability** and the **strengthening of the Bank's capital reserves**.

Of equal importance in this positive picture is the **reduced rate of Non-Performing Exposures (NPEs), which currently stands at a single-digit figure (8%)**, with analysts stating that *“the upgrade reflects the progress achieved in drastically reducing NPEs through sales and securitizations, as well as organically.”* Moreover, Fitch analysts **do not expect NPEs to increase in 2023**, assessing positively the fact that *“Alpha Bank in 2022 was quick to prevent the generation of new impaired loans, proceeding with speed and determination to new loan disposals and organic actions”*.

Finally, **the company predicts further improvement in profitability**, due to the successful implementation of the Transformation Program, with **further improvement in profitability**, while also assessing positively Alpha Bank's **deposit base and liquidity**, which it characterizes as **“healthy”**.

## Alpha Bank ranked among the world's leading banks in Corporate Governance by FTSE4Good

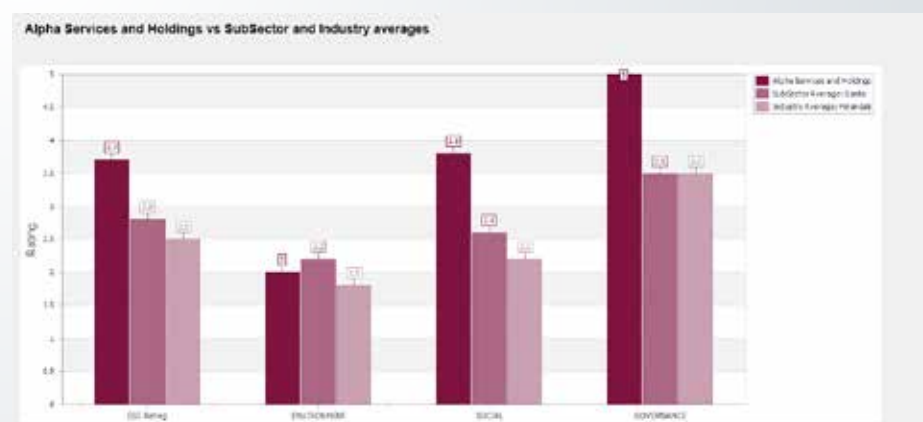
### Confirmation of the Bank's leading position in the integration of ESG criteria

Alpha Bank won **top marks for its performance in the field of Corporate Governance** in a recent report of the **Financial Times Stock Exchange4Good (FTSE4Good) Index Series**, distinguishing itself globally as one of the banks whose score in this field is so high. The Group achieved the highest score both in the **Governance general category** and in the **Corporate Governance, Anti-Corruption and Risk Management** individual categories. At the same time, **the Index confirmed the Group's high score in the application of ESG criteria**, ranking it at **48% above** the average of companies active in the financial sector.

### Global leadership in Governance criteria

According to the relevant evaluation report, **Alpha Bank maintained its overall performance at the level of its previous evaluation**, while it improved its performance **in the field of Corporate Governance, Anti-Corruption and Risk Management, achieving the top score of 5** and thus being included among the **banks that achieve such high performance worldwide**.

In the last few years, the Alpha Bank Group has made **significant progress in the field of gender equality, with 62% of its Employees today being women, while since July 2022, the representation of women in the Bank's Board of Directors exceeds 30% of the Board's members**. At the same time, the **Group has taken a number of initiatives and has embarked on reforms aimed at improving transparency towards stakeholders, as well as the oversight of ESG issues**, by establishing a new, two-tier governance structure, in line with international best practices.

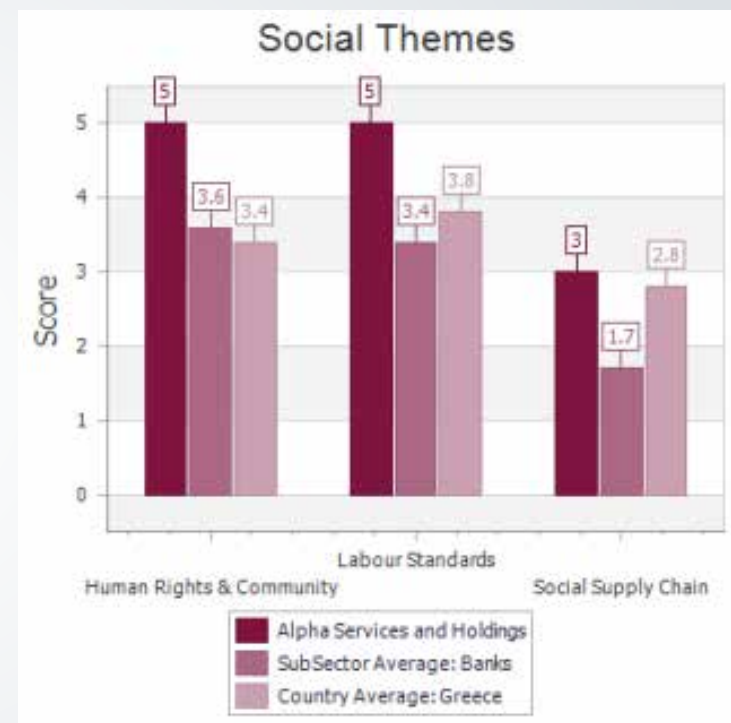




### Alpha Bank at the top of the rankings for Human Rights and Community and Labor Criteria

Alpha Bank's performance on issues related to **Society** is also strong, with the Index evaluating **the Bank with the top score** for its performance in **Human Rights & Community** and **Labor Standards**, while the **Bank's performance in Supply Chain issues for Social Actions is again higher than the average of its peers.**

Regarding the **Environment and Climate Change**, the report **notes the ground that the Greek financial sector must cover**, with the Bank scoring 2 points, slightly higher than the average of the other banks.



## Alpha Bank: Additional Tier 1 bond of Euro 400 million issue significantly exceeded the initial target by 5.7 times



- *The bonds coupon stands at 11.875%, significantly lower than initial estimates*
- *More than 190 investors - bids approached Euro 1.80 billion*
- *Total Capital and MREL Ratios by approximately 120 basis points*

Following a series of successful bond issues over the last three years totaling Euro 2.8 billion, **Alpha Bank has successfully placed a Euro 400 million, Additional Tier 1 bond, which attracted high interest from the investment community.**

**This important milestone confirms the Bank's strong position and ability to tap the markets, as well as the Bank's Management team quick reflexes and determination to take advantage of the favourable market conditions.** This issuance creates the conditions for the **optimization of Alpha Bank's capital structure**, in line with the standards of leading European banks.

Capitalizing on the markets' positive momentum and the recent upgrade by Fitch to B+, **the AT1 bond issue significantly exceeded the initial target of EUR 300 million by 5.7 times.** More specifically, the transaction **received exceptionally strong demand approaching Euro 1.80 billion**, with orders coming in from more than 190 investors. **Following the high investment interest, the Bank decided to increase the size of the issue, ultimately raising EUR 400 million.**

The new bond, will be listed on the Luxembourg Stock Exchange, **is of open-end duration and callable at 5.5 years at a yield of 11.875%, lower than initial market estimates.**

**The transaction attracted international investors' attention exclusively**, with coverage mainly **by UK (40%) and European Union and Switzerland (35%)**. Long-term investors led the distribution, with fund managers and insurance companies accounting for more than 95% of the allocation.

**Group Alpha Bank's CFO, Lazaros Papagaryfallou**, noted:

*"We are pleased by the very high level of oversubscription for our inaugural Additional Tier I capital transaction. This is a natural step in optimizing and enhancing our already solid capital position in line with our strategic plan while diversifying our sources of capital. Strong demand from a well-represented international investor base led to this successful outcome, at a coupon well within initial market expectations. We regard it as a clear vote of confidence in the future of Alpha Bank and in the outlook for the Greek economy".*

The AT1 bond issue is **another milestone towards the implementation of the Bank's Strategic Plan** and it is part of the Bank's priorities to raise capital aiming at increasing its profitability through higher credit expansion. At the same time, the bond issue optimizes and strengthens the diversified profile of Alpha Bank's capital structure, **increasing its Total Capital and MREL Ratios by circa 120 basis points.**

BofA, Citigroup, J.P. Morgan, Nomura and Barclays collectively acted as Joint Bookrunners and Citigroup as the Sole Structuring Advisor on the transaction. Koutalides firm and Allen & Overy LLP acted as legal advisors of the issuer.

## Alpha Bank enters into the largest open market real estate transaction in the Greece in recent years



Left to right: George Kambadellis, Advisor to the Management on Real Estate, Alpha Bank; Dimitris Andriopoulos, Vice Chairman & CEO, Dimand; Konstantinos Markazos, CEO, Premia Properties; Lazaros Papagaryfallou, General Manager - CFO, Alpha Bank; Nicholas Chryssanthopoulos, General Manager - Chief of Corporate Center, Alpha Bank.

**A**lpha Bank has entered into a definitive agreement with the consortium comprised of Dimand S.A. and Premia Properties REIC for the formation of a shareholding partnership that **focuses on the commercialization, repositioning and development of a wide range of real estate assets.**

**The agreement is the largest open market real estate transaction in Greece in recent years** and provides that, through successive transfers, Skyline S.A. will acquire a portfolio of **573 real estate assets worth Euro 438 million**, with a **total gross area of c. 500,000 sq.m.**

The agreement foresees that **the Group will remain as a tenant for some assets**, while the rest will either be redeveloped and repositioned for rental use or sold directly to the market. **Alpha Astika Akinita**, drawing on its many years of know-how and experience of its executives, **will be the exclusive provider of asset management services**, offering a range of services including development, brokerage and technical support services.

The Transaction is targeted to close by the **end of the second quarter of 2023.**



Snapshot from the signing of the definitive agreement for Project Skyline

On the part of the Alpha Bank Group, the key contributors to Project Skyline were **G. Kambadellis, as Advisor to the Management of Alpha Bank, the Bank's Strategic Projects, Regulation and ESG Legal Support Division, the Group's subsidiary Alpha Astika Akinita, and the Bank's s Structured Finance and Corporate Finance Divisions.**

In addition to the key contributors, significant contributions also came from the **Strategy and Investments, Accounting and Tax, Human Resources Operations, and Corporate Communications Divisions.**

### Commemorative photos after the signing of the agreement



Legal Advisors to the parties, among which Maria Karamitsani (first from left) and Giota Epitropou (third from left), from the Strategic Projects, Regulation and ESG Legal Support Division.



Left to right: George Kambadellis, Nikolaos-Ioannis Dimtsas, Chief Investment Officer (CIO) & BoD Member, Dimand; Nicholas Chryssanthopoulos, Dimitris Andriopoulos, Lazaros Papagaryfallou, Konstantinos Markazos and Ioannis Ganos, CEO, Alpha Astika Akinita.



Dimand Vice Chairman & CEO Dimitris Andriopoulos, with the Advisor to the Management of Alpha Bank on Real Estate, George Kambadellis.



### Project Skyline in the Press

**The announcement of the signing of the Project Skyline agreement was covered extensively by the printed and electronic Press, with over 130 media making references to it, most of them focusing on the fact that the agreement is the largest open market real estate transaction in Greece in recent years.**

*Kathimerini newspaper referred to “Alpha Bank’s deal for the utilization of 573 real estate assets worth Euro 440 million”, while Naftemporiki in the title of an article “Skyline ownership change established”. Special references to the agreement were also published in newspapers Ta Nea, Estia, Dimokratia and Efimerida ton Syntakton.*

**Also:**

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- [newmoney](#)
- [insider](#)
- [liberal](#)
- [Business Daily](#)

Alpha Bank finances with Euro 12.2 million the digital transformation program of Kotsovolos, with the participation of the Recovery and Resilience Facility



### The investment is part of the “Digital Transition” pillar of the National Recovery and Resilience Plan “Greece 2.0”

**A**lpha Bank has signed a loan agreement with **Kotsovolos – Dixons South East Europe**, a member of Currys plc Group, to finance the company's digital transformation program, with the participation of the **Recovery and Resilience Facility (RRF)**.

The **Euro 15.26 million investment plan of the company** will be financed with the issuance of a **Euro 12.2 million common bond loan**, with RRF's participation in the investment amounting to 50% and Alpha Bank's to 30%, covering a total of 80% of the investment program.

The signed agreement is expected to **accelerate the implementation of Kotsovolos' digital transformation plan**, reducing the company's operating costs and introducing new services and products, with a view to improving the management of current and future operational risks and modernizing its operational and business model.

The financing of this investment comes on the back of the **disbursements of over Euro 10 billion made by Alpha Bank to the Greek economy over the last two years**, offering substantial aid to Greek businesses in their transition to a digital and more viable economic model.

The signing of the loan agreement took place at the headquarters of Alpha Bank, in the presence of the **Governor of the Greek Recovery and Resilience Facility Agency (EYSTA) Mr. Nikos Mantzoufas**, the **Vice Chairman and CEO of Kotsovolos – Dixons South East Europe Mr. John Vasilakos**, the **Chief Financial & Administration Director Mr. George Polemitis**, and other members of the company's management team.

On the part of Alpha Bank, the signing event was attended by the **Wholesale Banking Division Manager Georgia Farmaki**, the **Corporate Banking Division Manager Alexandros Kriezis-Carrer** and Executives of the Wholesale Banking and Corporate Banking Divisions.

**Alpha Bank General Manager for Wholesale Banking, Ioannis Emiris**, made the following statement: *“As the National Plan ‘Greece 2.0’ has shown, digital transformation is one of the great challenges for Greek businesses and for the national economy as a whole, as it will determine the degree of Greece’s success in terms of international competitiveness. As an organization that has consistently pioneered innovations in the banking sector, at Alpha Bank we recognize the value of digitalization and we are actively supporting such investments. Moreover, when it comes to organizations like KOTSOVOLOS, whose activity reaches the majority of consumers, it is easily understood that supporting these initiatives not only increases operational efficiency, and therefore improves the service provided to the public, but also contributes to the creation of added and long-term value for all.”*

**The loan program is implemented in the framework of the National Recovery and Resilience Plan “Greece 2.0” and is funded by the European Union – NextGenerationEU.**



## Alpha Bank becomes the first Greek bank to be ISO 22316-certified for its organizational resilience



### **Confirmation of the Bank's capacity to adapt and rise to the challenges of the changing business environment**

Alpha Bank was distinguished for its organizational resilience, as it obtained its certification in accordance with the **ISO 22316** international standard by TÜV AUSTRIA Hellas, becoming **the first bank in Greece to obtain a certificate of compliance with this particular international standard**. This distinction confirms **Alpha Bank's commitment to best practices and innovative methodologies** that ensure **its successful adaptation and resilience** to the changing business environment, as well as the **smooth attainment of the objectives** of its daily operation.

**Konstantinos Tzimopoulos, Manager of the Bank's Organizational Planning Division**, made the following statement regarding the Bank's ISO 22316 certification: *"The successive crises of the last decade have highlighted more than ever before the importance of establishing the necessary structures that strengthen the resilience of an organization operating in an environment of intense uncertainty. Our ISO 22316 certification comes in recognition of Alpha Bank's capacity to strengthen all governance structures, so as to be able to anticipate and respond effectively to threats and opportunities, both in its internal operation and in its external business environment. We will remain committed to strengthening the Bank's resilience, one of our key strategic organizational objectives, in order to provide our Customers with seamlessly integrated services and to always support the sustainable growth of the Greek economy."*

By incorporating the requirements of the ISO 22316 standard regarding the governance of organizational resilience, **the Bank achieves optimal management of the processes supporting its business goals and vision** while at the same time gaining **a better understanding of the requirements of its stakeholders**.

At the same time, the adoption of the requirements of ISO 22316 standard **helps create** within Alpha Bank the **right conditions to improve its ability to absorb, adapt and rise to the challenges of the changing business environment**. Finally, they are a strong factor in strengthening governance structures with a view **successfully managing processes related to critical administrative and operational functions**, such as, among others, strategic planning, cybersecurity management, risk and crisis management, financial control etc.

## Alpha Bank included in the Bloomberg Gender-Equality Index (GEI) for the fifth consecutive year



**D**riven by its unwavering commitment to promoting **equal opportunities** and **respect for diversity** at the workplace and in business, **Alpha Bank has been included for the fifth consecutive year in the Bloomberg Gender-Equality Index (GEI)**. Alpha Bank was the first Greek bank to be included in the Index and is currently one of five (5) Greek companies in a total of 418 organizations participating in the Index worldwide.

The Bank's solid presence in the Index is proof of the progress made by the Group on **Diversity, Equality and Inclusion issues**, which aim at strengthening a **work culture** that promotes the continuous empowerment of Employees, alongside related policies for equal pay, equal opportunities for personal and professional development and equal evaluation and rewards.

The emphasis that Alpha Bank places on female empowerment is reflected by the fact that, in 2022, the **representation of women in the Bank's Board of Directors exceeded 30%**. At the same time, **women today account for 62% and 56% of Employees at Group level and in Greece**, respectively, while **57% of the executives holding Manager-level and other positions of increased responsibility across the Group are women**.

**Alpha Bank Group Chief Human Resources Officer, Fragiski Melissa**, made the following statement: *"For us at Alpha Bank, **Diversity, Equality and Inclusion are the foundations** on which we are building the **Bank of Tomorrow**. The recognition that we receive for our performance on female empowerment is a source of pride."*

- You can read [here](#), the relevant Press Release.

## 6 awards at the "Event Awards 2022" for Alpha Bank!



Left to right: Iosifina Georgiadi, Senior PR Officer, Alpha Bank, Eleni Stergiou, Assistant Manager of Marketing and Public Relations Division, Alpha Bank, Panagiotis Papazoglou, Chairman & CEO, ProEvents, Evi Klaoudatou, Manager of Marketing and Public Relations Division, Alpha Bank and Natali Sarigiannidi, PR Officer, Alpha Bank.

Our Bank garnered a total of **6 awards** at the "**Event Awards 2022**", the country's biggest awards for events organization!

**The scientific meeting entitled "200 Years of Greek Economy: Between State and Market"**, organized by the Historical Archives of Alpha Bank and the Bank of Greece in Nafplio and covered live through the Bank's Social Media, **received a total of 4 awards:**

- **Gold award** in the "Interactive Storytelling" category
- **Silver award** in the "Conference" category
- **Bronze award** in the category "Educational/Scientific Event" and
- **Bronze award** in the "Digital Experience" category.

Moreover, it received a **Silver award** in the "Award Ceremony / Awards" category for the **pitch event** of the **FinQuest by Alpha Bank 2022** International Innovation Competition, while the **presentation of the Bank's Transformation Program** to our Employees and the public was awarded a **Bronze award** in the "Brand Event" category".

Congratulations to our People in the Marketing and Public Relations Division, as well as to our long-time partners at Pro Events and Magna Events for their valuable assistance.

## Alpha Bank participated in a series of international conferences and targeted meetings with institutional investors



Following the announcement of its 9M 2022 results, the Management of Alpha Bank as well as Executives from the Investor and Analyst Relations Division, carried out a series of meetings with international investors, as part of Conferences and Roadshows held by leading financial institutions such as Wood & Co, BofA, HSBC, UBS and Axia Ventures. Furthermore, the Bank participated at the 16<sup>th</sup> Annual Greek Roadshow in London which was co-organized this year by Morgan Stanley and the Athens Stock Exchange as well as at the 24<sup>th</sup> Annual Capital Link Invest in Greece Forum in New York.

Overall, Alpha Bank's representatives carried out 44 meetings with c. 66 institutional funds, most of them with a long-term investment horizon.

Foreign institutional investors recognize the progress achieved on NPE clean-up that has allowed the bank to shift gear to growth. The discussions were focused on the newfound resilience of the Greek economy and the banking sector's active role in attracting foreign direct investments, the outlook for credit quality and the upside from increasing rates as well as the Bank's medium-term financial targets.

## Meeting of the Human Resources team with the HR heads of the foreign subsidiaries



Left to right (standing): Nicholas Chryssanthopoulos, Fragiski Melissa, Brian McLoughlin, Sergiu Oprescu, Adra Nechifor Head of HR Analytics and HRBP of foreign subsidiaries, Manolis Tzanopoulos Senior Officer of International Operations Support, Nikos Kounadis Manager of HR Strategy and Reward Division  
Left to right (seated): Fanos Loubas, Peni Gialakidi Head of Personnel Selection and Development, Gianna Palioura HR Operations Manager, Oana Balcanuta.

After a period of more than three years without physical meetings due to the Covid-19 restrictions, the HR team organized a two-day (January 9-10, 2023) meeting in Athens with the HR heads of our subsidiaries abroad.

In specific, **CHRO Fragiski Melissa** and the other members of the Bank's HR team welcomed **Brian McLoughlin from Alpha Bank London, Fanos Loubas from Alpha Bank Cyprus and Oana Balcanuta from Alpha Bank Romania.**





Also participating were **Sergiu Oprescu, General Manager of International Network, Nicholas Chryssanthopoulos, General Manager - Chief of Corporate Center and Michalis Tzarbopoulos, Chief Digital Officer**, who made short presentations on matters related to their responsibility, while they also had the chance to exchange opinions with the rest of participants.

The topics discussed were, among others, the **Purpose and Values of the Bank**, the **Alpha Performance Dialogue** and the **Reward Strategy**.

The aim of the meeting, but also on a broader level of the cooperation between the Group's HR departments, is the alignment of Human Resources policies in the Group, as well as the exchange of best practices and closer cooperation between the teams in the future, so that we can all support for the next years the operational priorities and the **ambitious goals** of Alpha Bank in all the countries where we operate.

## “Shipping Strategy Day”

On Friday, January 13, 2023, the CEO of the Group, Vassilios Psaltis, visited the Bank’s Shipping Branch and Shipping Division in Piraeus.

During his visit to the Shipping Branch, Mr. Psaltis, greeted all Personnel members and talked to the Manager, Dimitra Mastora, while at the Shipping Division, after meeting all the Personnel, he briefly met the Senior Officers of the Division.

Subsequently, "Shipping Strategy Day" was held, where participants were given the chance to discuss in detail about the Bank’s presence in the shipping industry, focusing on actions that could, among other things, shield Alpha Bank’s presence on the market and further strengthen it.



The Executives of the Shipping Division had the opportunity to converse with colleagues from other areas (CEO, CFO, CRO, CC, Wholesale Banking, Economic Research Division, Asset Liability Management Division), with the aim of exchanging suggestions and aligning targets and actions.



## The Bank's Agile Bankers met at the first Annual Agile Community Event

The **"1st Annual Agile Community Event"**, organized by the Bank's Agile Bankers and held on Friday, March 3, 2023, in our buildings in Piraeus, was attended by **53 Agile Community Members from various Divisions, Branches and Regional Units.**

The first face-to-face meeting of the Community, which this year **celebrates 2 years of activity** and already counts **145 members**, took place after 18 months of successful online actions and meetings and included a variety of activities, **in which members had the opportunity to get to know each other better, as well as to participate in a simulation workshop**, where, divided into groups, they were asked to create a **new virtual means of exchange.**

Also present at the meeting were the Group's Chief Human Resources Officer (CHRO) **Fragiski Melissa** and the Chief Digital Officer (CDO) **Michalis Tzarbopoulos**, who engaged with the participants, answering their questions and discussing with them the growing importance for the Bank of the implementation and dissemination of the agile approach to the way of working.

At the end of the event, the participants had the opportunity to **watch the presentation of the Alpha Bank Numismatic Collection** by the Curator of the Collection **Dr Dimitra Tsangari** and to participate in **interesting activities**, such as "making" their own coin.

The enthusiastic community of Agile Bankers works to **disseminate information about the agile mindset and generate interest in it.** Through **cross-functional teams**, but also thanks to the rich educational material provided by the **Agile Academy**, the participants develop new skills and learn to cooperate better, gaining **a new perspective on the scope of their work.**

The **Agile Community of the Bank is a community that is open to all**, holding regular meet-ups in which participants exchange experiences and practices **with the aim of spreading and implementing the agile way of working in their daily lives.**

- To find out more about the Agile Bankers, click [here](#).

If you want to become a member of the Agile community, you can express your interest by sending an email to [AgileBankers@alpha.gr](mailto:AgileBankers@alpha.gr). Follow the [link](#) to navigate to the **Agile Academy** and watch the available eLearnings and webinars.





## Successful completion of the training of new Retail Consultants



In the context of implementing the Bank's Transformation Program, whose aim is to strengthen the customer-centric approach, the training of **320** new Retail Consultants in **220 Branches** was completed in December 2022.

The new Consultants are required to provide upgraded services to ~300,000 assigned Customers with benefits, such as priority service in Branch appointments as well as tailor-made solutions for the entirety of their banking needs. Their goal is to reconnect Customers with the Bank after the pandemic as well as to cultivate relationships of trust with mutual added value. They are fully qualified Consultants, who have been properly trained and have received all the necessary Certifications from the Bank of Greece. Therefore, with the use of new tools they can cover all the financial, investment or even insurance needs of the Customers.

For 2023, the new 320 Consultants will proceed to get to know all the Customers in their area of responsibility, aspiring to develop new stable relationships of cooperation.

Now, the Alpha Bank Branch Network, together with the new Retail Consultants and the Consultants from the Alpha Bank Gold Personal and Business Banking services, numbers **more than 1,000 specialized Consultants**, thus proving in practice that it has adopted a human-centered approach to cover Customers' complex needs.

## Alpha Bank at the "100% Hotel Show 2022" exhibition



The Bank participated, for the first time, as an exhibitor in the exhibition "**100% Hotel Show**", which took place at **MEC Paiania** and welcomed more than 20,000 visitors.

It is an exhibition which is highly significant for the **tourism sector** and is aimed at **premium hoteliers (boutique hotels)** and **villa owners**. This year, it attracted a strong interest in investments in new hotels because of the current and upcoming investment programs (Development Law, Recovery and Resilience Fund, NSRF Actions). Furthermore, it highlighted the new trends in the hotel industry, both in the area of design and that of digital transformation.

Throughout the Exhibition, Bank Executives informed visitors about the specialized service "**Alpha Smart Hospitality**", which holistically covers the needs of hotel businesses through the following services that it offers:

- **Advisory banking and technical support** at every stage of the investment through its specialized **Partner Ecosystem**
- **Smart solutions for energy upgrading and digital transformation** that optimize the financial management of the hotel businesses
- **Selection of the most suitable development financial tool** according to the investment plan of each hotel business.

**The Manager of the Small Business Banking Division, Spyros Rentetakos**, participated in a workshop entitled "**New investments: Hotel financing programs & Development Law**", which highlighted the available financial tools which support hotel businesses that wish to implement their investment plans.



The opening of the Exhibition was attended on behalf of the Bank by the Manager of the Attica II, Southwestern Greece and Islands Division, Maria Papageorgiou, the Manager of the Small Business Banking Division, Spyros Rentetakos, as well as by Executives of the Branches and the Small Business Banking Division.

## Participation of Alpha Bank in the "4th Family Business Conference"



The Bank participated as a Gold Sponsor in the "4th Family Business Conference" that took place in Thessaloniki and focused on family businesses and the issues related to their organization and management.

The hybrid conference was successfully held for the fourth consecutive year under the auspices of: the **Thessaloniki Chamber of Industry**, the **Hellenic Banking Union**, the **Hellenic-German Chamber of Commerce and Industry**, the **Hellenic Confederation of Commerce & Entrepreneurship (ESEE)**, the **Federation of Industries of Greece (SBE)**, the **Greek Exporters Association (SEVE)**, the **Association of Businesswomen of Greece (SEGE)** and the **Association of Retail Sales Businesses of Greece (SELPE)**.

In the 2nd section of the Conference on **"Innovation, Digital Transformation & Family Businesses. The role of the Recovery Fund"**, the Manager of the Small Business Banking Division, Spyros Rentetakos appeared in the panel and emphasized the importance of the Recovery and Resiliency Facility (RRF), stressing that it has rightly given birth to a lot of expectations in the business sector and especially in SMEs. He also pointed out that *"the RRF constitutes the important segment of an integrated bundle of state resources that support Greek entrepreneurship for the implementation of sustainable investment projects, aimed at five main pillars: green and digital transition, the pillar of extrovertedness with a special focus on tourism and exports, the sector of the need for economies of scale and finally the sector of innovation"*.

On behalf of Alpha Bank, the Conference was attended by the Assistant Manager of the Business Centers Division, Dimitrios Bousboukis, the Assistant Manager of the Business Credit Division, Athanasios Arabatzis, the Assistant Managers of the Attica I, Central and Northern Greece Branches Division, Georgios Aslanidis and Charalambos Meitanidis, as well as Executives from Branches and the Small Business Banking Division.

## Guided tour of the exhibition “Konstantinos Parthenis. Painting an Ideal Greece”



Snapshot from the guided tour.

On Wednesday, February 22, 2023, Members of the Bank’s Board of Directors visited the National Gallery, where they were given a guided tour of the exhibition “Konstantinos Parthenis. Painting an Ideal Greece”, which is sponsored by Alpha Bank.

This first comprehensive retrospective exhibition dedicated to the oeuvre of one of the most outstanding figures of modern Greek painting, seeks to showcase the artist’s multifaceted, uplifting and deeply Greek creative output. This retrospective dedicated to a Greek artist, the first one to be presented in the new National Gallery, carries a strong symbolism, as it follows after the first, monumental temporary exhibition “The Art of Portraiture in the Louvre Collections”.

## Alpha Bank sponsored the performance "Falstaff" by Giuseppe Verdi



The Bank became the sponsor of the opera "Falstaff" by Giuseppe Verdi. This is Verdi's swan song, based on Shakespeare's comedy "The Merry Ladies of Windsor". It was presented by the National Opera at the SNFCC, under the musical direction of Pier Giorgio Morandi and was directed by the acclaimed director and art director of the famous British Glyndebourne Opera Festival, Stephen Langridge. The title role was held by the leading Greek baritone Dimitris Platanias.

On the occasion of the sponsorship, Alpha Bank held a Customer event on January 26, 2023, which was attended by Customers of the Corporate Banking Division, Members of the General Management as well as Bank Executives.

Innovation is in our DNA. In each issue, the Innovators, our colleagues who won at the internal i<sup>3</sup> innovation competition, give their opinions on the competition, innovation, the values we should focus on and the skills that will define the future.



**Spyro Renesi** works in the NPE Strategy, Recovery and Monitoring Division and excelled in the i<sup>3</sup> innovation competition for her proposal to create an application for real estate monitoring and, in specific, to support the flow and communication of real estate stakeholders as well as to the best and most correct display of the data that concern them. In her leisure time, she likes to read, play the mandolin and watch theatrical plays.

#### **What impact did i<sup>3</sup> have on you?**

My participation in i<sup>3</sup> was a truly unique experience. Especially in the first part, the workshops with the various Divisions of the Bank, gave us a general picture of both the Bank's activities and the innovative actions carried out this period. It was also food for thought for the second part, which regarded how to formulate our proposal. This second part gave us the chance, together with our mentors, to utilize the information we received and, combined with our daily experiences, to see how we can improve or even solve issues that are true challenges in our daily lives.

#### **What does innovative thinking mean and how does it translate in practice?**

The innovative way of thinking is nothing more than "reinventing" ourselves every day. Thinking beyond anything that is trivial, re-examining tasks that have been established through repetition. In practice, this will lead to improving our efficiency and creativity and, gradually, to success.

#### **What are the values we should focus on in our time?**

I believe our time needs values, such as solidarity, respect and dialogue in a world that is becoming more and more digital and virtual. Moreover, social and environmental responsibility, dignity, honesty, creativity.

#### **What do you think will be the most important skills in the near future?**

In an ever-changing and evolving environment, two indispensable skills are adaptability and a willingness for continuous learning and update. What's more, analytical and critical thinking is also an important skill to help us manage the plethora of information and data available.



**Kosmas Schoinas** works in the Personal Banking Division and excelled in the i<sup>3</sup> innovation competition for his proposal to create myAlpha Paperless Branch. This is a new way to serve Customers, without the use of paper, which will offer them more security and an improved experience. In his free time, he plays Padel and travels.

#### **What impact did i<sup>3</sup> have on you?**

It energized me! It reminded me that one of the most important things in our professional journey is the joy of creation and the power of teamwork.

#### **What does innovative thinking mean and how does it translate in practice?**

Thinking out of the box, I would say. Not limiting ourselves to seeing from a specific perspective, but always being open to new ideas, even if they are going to take us out of the safe zone of our daily routine.

#### **What are the values we should focus on in our time?**

Respect, courage, patience, optimism, self-confidence, cooperation and teamwork. With these values in our daily lives and guided by the triptych of Motivation - Inspiration - Creativity, we can keep ourselves alert but also develop both on a personal and team level.

#### **What do you think will be the most important skills in the near future?**

“Stay hungry, stay foolish”, this phrase by Steve Jobs, is timelessly the best advice for continuous and uninterrupted development. If combined with emotional intelligence, then effectiveness in any role or position of responsibility is sure to come.

### The Alpha Bank Library

“Libraries serve man's need for knowledge and entertainment without frontiers and with no obstacles”



#### History

The Alpha Bank Library was first founded as a Library of the Economic Research and Legal Services Divisions, with a considerable number of economic and legal publications. In 1984, it was significantly enriched thanks to the donation of 3,000 volumes from the personal library of Pericles Komninos, a member of the Credit Bank’s Top Management.

In the decades that followed, the mergers with Ionian Bank in 2000 and with Emporiki Bank in 2013, it contributed to the further enrichment of the Library, which today boasts total of over 32,000 Greek and foreign book titles as well as 600 financial journal titles.



#### Scope

- Lending of books to all Group Personnel
- Interlibrary lending of books to/from other libraries
- Enriching the Library’s Collection with new books
- Purchase of sectoral studies
- Provision of library services to the general public as well as to Group Personnel and other individuals, offering access to the Library and reading facilities in the Reading Room
- Serving the Bank's Departments and Branches by purchasing subscriptions in the electronic and printed Press
- Donation of publications to public and academic libraries, foundations and schools, as part of its social contribution activities.

[Get the Library Card - Become a Member!](#)

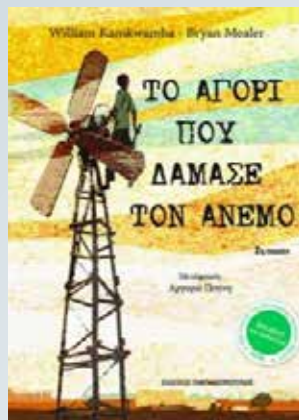
[e-Catalogue](#)

[Lending](#)

[Gallery](#)



### Children's Library



It is with great joy that we announce that the activities for creating the Children's Library, addressed to **pre-school infants, schoolchildren** and **young adults**, have begun.

The first books have already found their place on the Library's shelves and are available for lending. To view titles and apply for copies, please use the Library's [e-Catalogue](#).

We also welcome contributions from those of you who would like to help us expand our Library with children's books which you may have at home and no longer need.

*For clarifications or additional information, please contact the Alpha Bank Library (16, Pezmazoglou Str., 105 64 Athens) by calling +30 210 326 2446 and +30 210 326 2442.*



## Bank of Greece Executives visit the Bank's Numismatic Collection



At the invitation of Alpha Asset Management M.F.M.C., Bank of Greece Executives visited the Bank's Numismatic Collection, which comprises 11,000 coins from across the entire ancient Greek world and is considered one of the richest and most important coin collections worldwide.

During their visit, the invited Executives were informed about the history, the activities and the Educational Programs of the Collection by its Curator, Dr. Dimitra Tsangari. In addition, a brief presentation was made on the invention and evolution of the coin. The visitors had



the opportunity to admire and handle replicas of rare pieces representing unique examples of ancient minting, such as an Athenian tetradrachm, the famous Athenian *glauca*, the most famous coin of the ancient world, the Athenian decadrachm, one of only two such coins in Greece and one of the rarest and most highly priced in the market today, the two famous decadrachms of Syracuse and, of course, the tetradrachm of Alexander the Great.



A total of **35 ancient coins** were exhibited in two display cases: among them were the first coin in history, the coin of Aegina, the international coins of antiquity and other rare coins. The visitors also had the opportunity to get to know how the ancient coins were made.

As a commemoration of the event, the guests were presented with a faithful copy of the ancient stater of Aegina, whose reverse type was the archetype for Alpha Bank's corporate logo, which was introduced in 1972 and remains in use to this day. On the obverse of the coin, a sea turtle is depicted, while the reverse bears an incuse square divided into five compartments.

The presentation was also attended by the Vice Chairman and CEO of Alpha Asset Management M.F.M.C., Panagiotis Antonopoulos.

## Participation of the Alpha Bank Art Collection in Round-Table Event at Panteion University of Social and Political Sciences



On December 19, 2022, a Round-Table Event titled **“Cultural management issues: Art historians discuss with students”** was hosted at Panteion University of Social and Political Sciences.

Art historians working in state or private organizations discussed cultural management issues with undergraduate and postgraduate students of Panteion University, sharing their experiences and linking academic education to the professional environment in the field of culture.

The Alpha Bank Art Collection was represented by Dr. Despoina Tsourgianni, while the other Round-Table participants were Dr. Thodoris Koutsogiannis,

Curator of the Art Collection of the Hellenic Parliament, Dr. Tina Pandi, Curator at the National Museum of Contemporary Art, Dr. Christoforos Marinos, Actions and Exhibitions Curator of the Organization for Culture, Sports and Youth (OPANDA) of the Athens Municipality, Dr. Nikoleta Tzani of the Department of Education and Lifelong Learning, Employment and Culture of the Municipality of Volos, and Mrs. Maria Poulou of the Municipal Gallery of Nikaia – Rentis. The discussion was moderated by Dr. Spyros Moschonas, Art Historian.

## Participation of the Bank's Art Collection in Exhibitions

- **“Uprootings, 1922-2022. Witnessing through Art”**



Spyros Papaloukas  
*Dockyard of Pantokratoros Monastery, 1924*  
Oil on canvas, 55x52 cm

Alpha Bank Art Collection  
no. 1745

**T**he Bank's Art Collection participates with three works by Spyros Papaloukas in the major great anniversary exhibition presented on the occasion of the completion of 100 years from the end of the Greco-Turkish War and the Asia Minor Catastrophe of 1922 at the Teloglion Fine Arts Foundation of the Aristotle University of Thessaloniki. This painful anniversary of the Asia Minor catastrophe is especially important for the city of Thessaloniki, the country's major refugee city. After 1922 and following the mandatory exchange of populations between Greece and Turkey, Thessaloniki, itself devastated by the great fire of 1917, received a huge number of refugees from Asia Minor (as much as 120,000 people). The refugees were gradually integrated into the city's social and economic life, becoming key to its rebirth and evolution into a contemporary metropolis.

In Teloglion's exhibition **“Uprootings, 1922-2022. Witnessing through Art”**, which is presented under the auspices of H.E. the

President of the Republic Mrs. Katerina Sakellaropoulou, the exhibition draws primarily on visual art creations and is organized in two sections that approach its theme adopting two different perspectives in time. The first section is closely related to the period of the Asia Minor catastrophe, while the second section transposes the theme of the *Uprooting* outside of the narrow local boundaries of Asia Minor and Greece to more recent times and to the present.

**Duration of the Exhibition:** 16.12.2022 – 2.4.2023

**Exhibition opening hours:**

Tuesday, Thursday, Friday: 9:00-14:00  
Wednesday: 9:00-14:00 and 17:00-21:00  
Saturday and Sunday: 10:00-18:00  
Monday: closed.



Spyros Papaloukas  
*Dockyard of Agiou Grigoriou Monastery, (1928)*  
Oil on canvas, 58x48 cm

Alpha Bank Art Collection  
no. 1091



Spyros Papaloukas  
*Dionysiou Monastery, 1924*  
Oil on cardboard, 56x50 cm

Alpha Bank Art Collection  
no. 1089

- “YANNIS GAITIS. The essence of anonymity”

On the occasion of the 100th anniversary of the birth of Yannis Gaitis, the B & M Theocharakis Foundation organizes, with the assistance of the artist's daughter, Loretta Gaiti, a retrospective exhibition of representative and valuable works that mark Gaitis' evolution as an artist, from 1944 and up to his late creative days.

The Exhibition begins with the painter's self-portraits and the portraits that he painted of his family and of his wife, sculptor Gabriella Simossi, with whom he worked in Paris.

In the catalogue of the Exhibition, its Curator, Takis Mavrotas, writes of the artist: *“The figures populating Gaitis' everyday world – hundreds of Little People, whom we sometimes see on the surface of a can and at others coming out of it, reflect his personal style... His little people travel back to the distant past, to our ancient roots, as if seeking to identify their ontological presence with History or to feel its necessity, creating, with their bodies, the artist's own Acropolis... From his very first steps, his instinct led him consistently to his personal ideal, as one thought was succeeded by the next one in a coherent whole, to complete his vision.”*

**For the purposes of the Exhibition, the Bank's Art Collection loaned to the B & M Theocharakis Foundation the following two works by Yannis Gaitis:**



*In the courtyard of miracles*, 1966,  
oil on canvas 130x97 cm



*Dog*, 1957, oil on canvas, 73x100 cm

**Duration of the Exhibition:** 8.2.2023 – 28.5.2023

**B & M Theocharakis Foundation  
for the Fine Arts and Music**

9 Vas. Sofias Ave. & 1 Merlin Str., 106 71 Athens

**Opening hours:**

Monday-Sunday: 10:00-18:00

Thursday: 10:00-20:00

## Collaboration of the Banknote Museum of the Ionian Bank - Alpha Bank in Corfu with the Ionian University

The Banknote Museum of the Ionian Bank in Corfu, which is already actively participating in the island's social life and –through its educational programs - in primary and secondary education activities, has expanded its collaboration to tertiary education, namely with the Department of History and the Department of Archives, Library Science & Museology of the Ionian University.

In the framework of the courses of the current semester, Professors and Teaching Staff members of the University's two Departments, together with their students, visited the Museum and were given a guided tour of its permanent exhibition. There, the students had the opportunity to learn about major events of the modern Greek State's history and of the local history of the Ionian Islands, linked to the circulation of banknotes as a primary source of economic history: from the Revolutionary Bonds in piastres issued by the Provisional Administration of Greece in 1822, the Phoenix Note issued by Ioannis Kapodistrias in 1831 and the banknotes of the Ionian Bank dating back to 1840, to the last banknotes issued in drachmas, which were withdrawn in 2002 with the introduction of the euro.

At the same time, the students' teachers held their classes in the exhibition halls, focusing on aspects of the economic history of Greece, as well as on the special interest of the listed building that hosts the Banknote Museum, which was owned by Ionian Bank and served as its first Branch in Corfu, which operated there in the mid-19th century, during the period of the United States of the Ionian Islands under British protection.



In particular, the Museum was visited by: Teaching Staff member Dimitrios Metallinos, with 7 students of the Department of Archives, Library Science & Museology; Assistant Professor Mirka Palioura and Teaching Staff member Simos Bozikis, with 25 students of the Department of History; and Professor Konstantinos Angelakos and Teaching Staff members Efstathios Pouliasis, Charalambos Kourgiantakis and Simos Bozikis, with 15 students of the Department of History.

As a souvenir of their visit, the students and their teachers were offered Alpha Bank's publication "Greek Banknotes: Historical Evidence", which accompanies as a catalogue the permanent exhibition of the Banknote Museum of the Ionian Bank.

## Participation of the Banknote Museum of the Ionian Bank - Alpha Bank in Christmas events



On the evening of Christmas Eve, a concert with Christmas carols and songs took place in Agios Spyridon Square in the city of Corfu, where the Banknote Museum of the Ionian Bank-Alpha Bank is located.

This festive performance was organized by the Audio and Visual Arts Department of the Ionian University under the supervision of Associate Professor Ioannis Deligiannis and Assistant Professor Angelos Floros, the Philharmonic Society “Mantzaros” led by its Deputy Chief Conductor, Spyros Rouvas, and the Corfu Children’s Choir, in collaboration with the Banknote Museum of the Ionian Bank-Alpha Bank.



The façade of the historic building of the Ionian Bank, where the Museum is housed, was transformed into a Christmas backdrop for the traditional carols and Christmas songs performed.

This was achieved by creating stage backgrounds, characters and effects created and designed by students of the Audio and Visual Arts Department of the Ionian University specifically for this event using the Lightform software and employing projection mapping technology to project them on the building’s façade.

## Publication on offer by Alpha Bank

Alpha Bank offers the publication **“The Monastery of Pantanassa at Mistra: The Wall Paintings of the 15th Century”** at a discount of 40% throughout April 2023.



Mary Aspra-Vardavaki,  
Melita Emmanuel  
Athens 2005  
Emporiki Bank  
Dimensions 28.5 x 23 cm  
352 pages  
153 illustrations  
Greek  
ISBN 960-7059-17-4

**Price: Euro 24.00**

The beginning of the book deals briefly with the history of Mistra and the architecture of the Monastery's katholikon. There follows a detailed description along with a stylistic analysis of the wall paintings of the Monastery, dating at the 15th century. Lastly, conclusions regarding both the artists and the position of the Pantanassa Monastery within the framework of Byzantine art during the Palaeologan period are presented.

The Publication may be obtained either by visiting the **“ALPHA BANK – CULTURE store”** (40 Stadiou Street, ATHENS) and the e-shop [www.alphapolitismos.gr/eshop](http://www.alphapolitismos.gr/eshop) or by placing an order via telephone or e-mail (tel.: +30 210 326 2465, e-mail: [infopolitismos@alpha.gr](mailto:infopolitismos@alpha.gr)).

For any further clarifications or information, you may contact the Alpha Bank Library at +30 210 326 2440 and 210 326 2442.



## The J.F. Costopoulos Foundation Cerebral Palsy Greece/ Open Door Organization's 50th anniversary celebration



On the occasion of the 50th anniversary of its establishment, the Cerebral Palsy Greece/Open Door held a commemorative event. The ceremony was honored by their presence H.E. the President of the Greek Republic, the Archbishop of Athens and All Greece, representatives of the State, charitable institutions and related organizations, and many distinguished friends who have recognized and supported its work over the years.

The J.F. Costopoulos Foundation was represented by the President of the Board of Trustees, Demetrios P. Mantzounis, who received an honorary distinction awarded by the organization in recognition of the Foundation's long-standing contribution.

As Mr. Mantzounis mentioned in his short greeting *"the fact that the first social contribution grant of the J.F. Costopoulos Foundation already in our second year of operation was directed to the Society is proof of the serious and scientific work that is being carried out by this Institution"*.



## The J.F. Costopoulos Foundation George Lappas' *Red Man* at the renovated Athens Conservatoire



On Monday, December 12, 2022, the inauguration of the new premises of the Athens Conservatoire took place in the presence of the President of the Hellenic Republic. The sculpture *Red Man* (1988-1989, iron and red cloth / 230X120X40cm) by George Lappas, placed to the left of the main entrance of the Conservatoire is on a permanent loan from the J.F. Costopoulos Foundation.

In 2022 the J.F. Costopoulos Foundation embarked on a program of providing works from its collection to museums and cultural institutions in the form of long-term loaning.

*Red Man* was donated by George Lappas to the J.F. Costopoulos Foundation in 2002 as a counter-offering to the Foundation's support.

The work forms part of a series derived from the large installation *In Seurat's Asnières* of 1991, with direct influences from the 1884 painting *Une baignade à Asnières* by Georges Seurat. The figure in the water on the right, known as Echo, was one of those that impressed Lappas, were isolated and remade as elements of

the original installation but also as self-standing figures with several changes and additions. The *Red Man's* face carries the features of the artist himself, as with all works from this series.

The Foundation's Board of Trustees was represented in the event by the President, Demetrios P. Mantzounis, and the Vice-President, Daphne Y. Costopoulos, both depicted in the photo next to the artwork, and together with the sculptress Mrs Aphrodite Liti, widow of George Lappas.

## The J.F. Costopoulos Foundation Julia and Alexander N. Diomides Botanical Garden



The J.F. Costopoulos Foundation contributed to the maintenance and functional restoration of one of the fire stations of the J. & A. N. Diomides Botanical Garden. The above work was one of the main priorities of the Garden as the two fire stations play a decisive role in protection against the risk of forest fires.

The J. & A. N. Diomides Botanical Garden cultivates, protects and exhibits a diverse collection of over 2,500 species of native and exotic plants from Greece and around the world, aiming at the conservation, environmental education, research and recreation for the benefit of science and society. This activity is carried out in an area of 1,800 acres, constituting

the Diomides Botanical Garden one of the largest in the world. The protection of the area, which has been designated in its entirety as a permanent Wildlife Refuge, is of utmost importance. This purpose is achieved through a series of measures implemented by the Administration of the Garden in collaboration with the State.



## bizpay for business!

**bizpay:**  
the simplest and latest way  
to manage your  
business expenses



**bizpay for business**, the new, integrated, digital solution from Alpha Bank is aimed at Clients - Businesses that wish to provide their employees and partners with an easy, safe and fast way of making corporate expenses.

It consists of:

- The **bizpay prepaid Visa card**: this is a rechargeable prepaid Visa card for corporate expenses in physical stores and online
- The **bizpay mobile app**: through a mobile phone, **Bizpay Holders can monitor their available balance and expenses and register the required documents** (receipts or invoices) with a simple photo!
- **myAlpha Web Business**: the company **charges/discharges** (in bulk or by file) and **monitors the transactions** that were carried out using the bizpay cards and **manages the bizpay cards** that have been made available to its employees and partners

Through the combined use of all the above, managing corporate expenses has never been faster and easier!

**The following types of bizpay card are available:**

- **general purpose bizpay**: for purchases in all online and physical stores bearing the Visa brand worldwide
- **travel expenses bizpay**: for purchases at petrol stations, tolls and taxis
- **meal expenses bizpay**: for purchases in restaurants, supermarkets, etc.



Aiming to promote the new digital solution for Business **bizpay from Alpha Bank**, an advertising campaign has been launched through TV and digital communication. It mainly wishes to address SMEs that are interested in finding easy, reliable, digital and safe solutions for the management of their corporate expenses.

The campaign is entitled "**Let him prove that he is not an elephant**" and is based on a creatively original scenario, starring an ... elephant, thus ensuring us a high stopping power. The TV spot showcases with humor one of the real problems faced by businesses and employees in managing corporate expenses and arrives at the solution offered by the new integrated and digital application bizpay.

- You can watch the TV spot [here](#).

## “Santa Bonus”: This holiday season, be a Santa Bonus too!



One year after the highly successful festive campaign of the **Bonus Program**, which ranked, according to an Ad Evaluation survey, in the top-5 of the Bank’s best advertising films of all time, we continued this year too by investing in the same concept and with the same protagonist, Vassilis Charalambopoulos, in the role of Santa Bonus.

The campaign was launched at the beginning of December, with a short teaser, aiming to keep viewers alert by stirring their interest and awaken their curiosity. In particular, the teaser showed us the encounter of Santa Claus with Vassilis Charalambopoulos, who arrived in his own sleigh car, loaded with gifts, while in the starry winter sky **"Santa Bonus is back"** was written with fireworks, without further revelations being made.

This was soon followed by the main film with the communication message **"Be a Santa Bonus too"**, which featured the offer of 50% extra Bonus points with the purchases made by Bonus card holders to all Program partners, starting on December 12, 2022 until January 5, 2023. The film, based on last year’s TV commercial, was enriched with new scenes and a short conversation between Santa Claus and our protagonist, who, as **Super Santa Bonus**, announced yet another surprise, since one lucky person every day would earn 10,000 Bonus points at the time of purchase.

To promote the "Santa Bonus" campaign, a **360° degree communication** was carried out, with high coverage on television but also a strong digital presence on sites, social media (Facebook, Instagram and Tik Tok), YouTube and google search, by sending updates via newsletter and Viber messages. Meanwhile, the campaign was also promoted in printed media as well as on the radio. Of course, it was present on [www.alpha.gr](http://www.alpha.gr) as well as in the Bank’s Branch Network, through Dynamic Communication Screens, ATMs and Automated Pay Systems.

- You can see the teaser [here](#).
- You can watch the TV spot [here](#).

## “Alpha Target Maturity I 2028” New Bond Mutual Fund



Alpha Bank made available from 13.1.2023 until 10.2.2023 the new Bond Mutual Fund Alpha Target Maturity I 2028 of Alpha Asset Management M.F.M.C., an attractive option for investors with a predetermined time frame and target, who wish to achieve income and goodwill by building a bond portfolio over a (5) five-year period.

To promote the new Mutual Fund, an advertising campaign was held.

The key message was **"Value for your capital every season"** and was promoted through the Press and digital media and enhanced by posts on social media and by sending updates via newsletter.

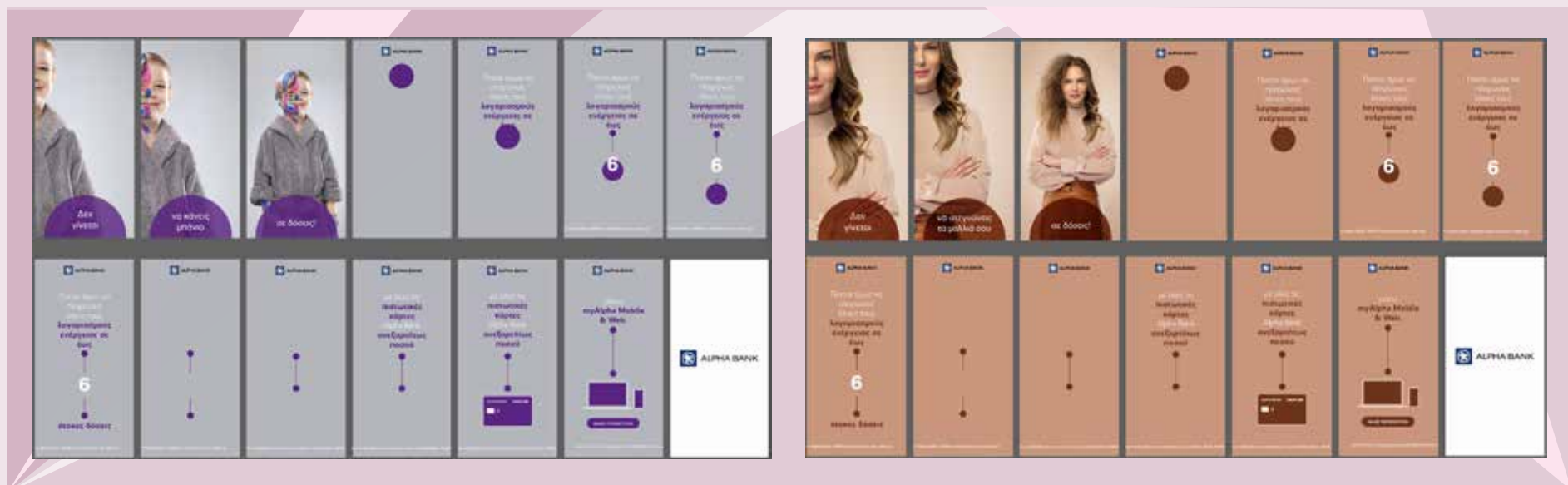
### "Some things can't be done in installments": Pay energy bills in up to 6 interest-free installments with all Alpha Bank credit cards through myAlpha Mobile & Web

As the cost of energy bills has rapidly increased, the Bank carried out an advertising campaign to promote the possibility of **paying energy bills in up to 6 interest-free installments** with Alpha Bank credit cards, through myAlpha Mobile & Web.

The campaign had the main communication message **"Some things can't be done in installments"** and, choosing a humorous approach, highlighted the problem caused by the high cost of energy, showing the protagonists performing daily operations in installment-like phases, in order to project the convenience offered by Alpha Bank as it provides the ability to pay energy bills in up to 6 interest-free installments.

Aiming to maximize awareness, a multi-channel promotion of the campaign was carried out, one which utilized digital media and radio. Meanwhile, campaign material was promoted through the Bank's social media and on ATM and APS screens, while a landing page was also created on [www.alpha.gr](http://www.alpha.gr).

- You can listen to the radio spots [here](#) and [here](#).



## Offer from Alpha Bank in partnership with Shell

“5% reward on the road and at home”

Partnering with Shell, Alpha Bank designed, for one more year, the offer for the return of extra Energy euros. In particular, Customers who carried out their transactions at participating Shell petrol stations, from 15.12.2022 to 15.2.2023, using their **Energy Mastercard® card, earned a 5% bonus on the value of their diesel fuel and heating oil purchases.**

To promote this action, an advertising campaign was carried out with the key communication message: **“5% reward on the road and at home”**, which was shown through digital media and enhanced by social media posts and by sending updates via Viber messages and SMS, through the monthly Bank statements, through [www.alpha.gr](http://www.alpha.gr) as well as through screenings at cooperating Shell gas stations.





## Offer from Alpha Bank's Bonus Program in collaboration with bp "Every home is filled with warmth and Bonus points with bp heating oil"

This winter, the Bonus Program of Alpha Bank in collaboration with bp designed an offer for heating oil, which included repayment in 12 interest-free installments with all Bonus credit cards, an extra 10,000 Bonus points with the purchase of bp heating oil worth Euro 400 and up and redemption of 50,000 Bonus points with a profit of Euro 100 on heating oil.

To promote the action, an advertising campaign was held bearing the key message: **"Every home is filled with warmth and Bonus points with bp heating oil"**. The action was projected through the radio, digital media and enhanced by posts on social media and by sending updates via newsletter, Viber messages and the Bonus App.



## Big Affinity surprises from Affinity Mastercard®



Within the context of Alpha Bank's cooperation with ITX Hellas Group (formerly Inditex), throughout December a promotional action was carried out, offering Affinity Mastercard cardholders a 5% bonus on the value of their purchases in physical and online stores of the ZARA Group and 50 ZARA gift vouchers worth Euro 100 each, following a draw.

To promote the action, an advertising campaign was carried out through the Press, radio and digital media, as well as by sending updates via Viber and SMS messages.

\* ZARA group brands: Zara, Zara Home, Bershka, Massimo Dutti, Pull and Bear, Stradivarius and Oysho

## "Together, for better health": the second phase of the Program has begun in mainland Greece, with Thessaly as the first stop



Having actively supported the health needs of Greek islands for the last 8 years, Alpha Bank's Corporate Responsibility program "**Together, for better health**" extends its action to mainland Greece, starting with **Thessaly**. The aim is to support **Health Facilities, Elderly Care Units** and **Social Pharmacies** in remote areas, by offering medical machinery and equipment, based on their needs that have already been recorded.



In this context, Alpha Bank Executives visited the wider area of **Larissa** and delivered medical equipment and health material to the **Agia Health Center**, the **Larissa Nursing Home for the Elderly** and the **Elassona Health Center**. These deliveries were attended, among others, by the Secretary of the Regional Council of Thessaly, Mr. Andreas Brezais, the Deputy Regional Governor of Larissa, Mr. Vassilis Pinakas, the Mayor of Larissa, Mr. Apostolos Kalogiannis, the Governor of the 5th Health Region of Thessaly and Central Greece, Mr. Fotis Seretis and the Chairman of "Agoni Grammi Gonimi" Non-profit Organization, Mr. Stefanos Nollas.

After Larissa, it was **Magnesia's** turn, where equipment was delivered to the **Volos Nursing Home for the Elderly**, the **Volos Social Pharmacy** and the **Zagora Health Centre**. The deliveries were attended by the Deputy Minister of Education,

Mrs. Zetta Makri, the Deputy Mayor for Social Solidarity of the Municipality of Volos, Mr. Apostolos Zarkadas – Vergis, the Mayor of Zagora – Mouresi, Mr. Panagiotis Koutsaftis, the President of the Municipal Council of the Municipality of Zagora – Mouresi, Mr. Ioannis Moutos, and the President of the local community of Zagora, Mr. Dimitris Spanos.

On the occasion of the first actions of the Program in mainland Greece, **Head of Alpha Bank's Corporate Social Responsibility, Rouli Christopoulou**, stated:



*"In Alpha Bank, responding to the real needs of society with a sense of responsibility is at the heart of our contribution. Our goal is to **create the conditions so that everyone has equal access to the most valuable good: Health**. Throughout these years, the action of 'Together, for better health' has decisively contributed to **strengthening the sense of security of the inhabitants and visitors of the Greek islands** and supported the work of health professionals, thus allowing the local societies to further develop.*

*This year, the Program is expanding to mainland Greece and the first stop is the Region of Thessaly, now covering the needs of not only Health facilities, but also Elderly Care Units and Social Pharmacies. Our goal is for people living in remote areas of mainland Greece, as well as our vulnerable fellow citizens, to feel that their sense of security is strengthened".*



Mrs. Makri warmly thanked Alpha Bank and its Executives for the implementation of this Program and emphasized the great importance of the cooperation of the public and private sectors, within the context of Corporate Responsibility.

### 8 years of contribution to public health

Starting its journey of offering in **2014**, the Program in 8 years has actively strengthened **74 Health Facilities** in **70 islands**, offering **242,504 pieces of medical equipment and material**.

The positive impact of the Program has touched **833,357** permanent residents and visitors to the islands as beneficiaries, while the multiplier value it created was estimated by the **HIGGS Organization at 9.62**, which means that for every Euro 1 invested in the Program, the value returned to society came to Euro 9.62.



## "Together, for better education" in Magnesia

Aiming to ensure equal access to education for everyone, Alpha Bank Executives traveled to the Prefecture of Magnesia to deliver necessary equipment to primary schools in the prefecture, as part of the "Together, for a better education" Program.



The deliveries were attended by the Deputy Minister of Education and Religious Affairs, Mrs. Zetta Makri, who embraced the Program and wished to accompany the representatives of Alpha Bank to the school units of the Prefecture. In particular, they visited the **2nd Primary School of Velestino** and the **Primary School of Efxeinoupoli**, where they delivered a complete interactive system which includes an interactive board, a computer, a projector and specialized software for the use and support of the system. Moreover, apart from the technological



equipment, they also delivered sports equipment, such as exercise mats, basketballs, volleyballs and footballs, ball storage bags and a sports equipment storage cart. The deliveries were also attended by the Mayor of Almyros, Mr. V. Hatzikyriakos, the Deputy Mayor of Administrative and Financial Services, Mrs. Ar. Bei, the Mayor of Rigas Feraios, Mr. Dimitris Nasikas, the Deputy Mayor of Technical Services, Lighting and Communications, Mr. Stavros Hatzis, the Deputy Mayor of Administrative Services – Citizens' Service Center, Mrs. L. Karatzioli - Kountouri, the Director of Primary Education of Magnesia, Mr. G. Polyzos, the President of the Secondary School Committee, Mrs. V. Papanikolaou – Hatzopoulou, representatives of the Parent-Teacher Association as well as the Headmasters of the school units, Mr. V. Tsekos and Mrs. P. Chamilou.



Then, the Bank Executives, along with the Deputy Minister of Education, visited the **Primary School of Zagora**, where they were welcomed by the Mayor of Zagora - Mouresi, Mr. P. Koutsaftis, the President of the Municipal Council, Mr. I. Moutos, the Deputy Mayors of the Municipality, the President of the local community of Zagora, Mr. D. Spanos, representatives of the school committee and the Parents-Teachers Association as well as the headmaster of the school, Mr. K. Tatsios.



At the end of the journey around Magnesia, Deputy Minister Mrs. Makri warmly thanked the Executives of Alpha Bank, who worked in a coordinated and methodical way to implement this Program. She stressed how important the cooperation of the public and private sectors is, in the context of Corporate Responsibility, for the support of access of primary education children to knowledge. Moreover, she didn't fail to underline how satisfied she felt for the successful results of the project.

## International Day of Persons with Disabilities:

Alpha Bank facilitates equal access to society, economy and culture



Alpha Bank aims for a more inclusive world that embraces diversity, and towards this end it has undertaken a series of initiatives for the equal access of our fellow disabled people to society, economy and culture. For Alpha Bank, the **International Day of Persons with Disabilities**, which we celebrated on Saturday, December 3, is an important occasion to highlight how significant it is to shape such a world, where everyone can create and enjoy social, economic, environmental and cultural value, without any exclusion and with equal opportunities and possibilities.

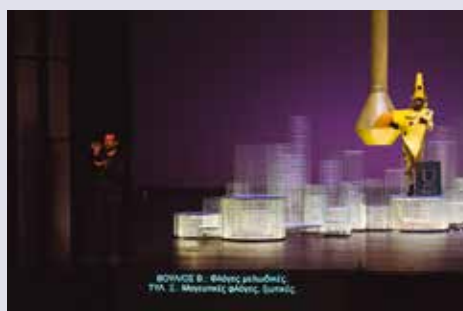
The Bank's action in this direction starts from its own Network, with **201 Branches** currently **accessible to people with disabilities**, with the further aim to **increase this by 12 percentage points until 2025**. In parallel, Alpha Bank has installed **263 ATMs** across the country with **special settings** for the visually impaired and **145 ATMs with the possibility of voice guidance**, while several of the Bank's forms are **available in Braille**.

Having placed the United Nations Sustainable Development Goals (SDGs) and, in particular, Goal 10 (Less Inequalities) at the center of its Corporate Responsibility, Alpha Bank implements programs for the improvement of accessibility and equal participation of people with disabilities in entertainment and cultural events. Within this context, the Bank cooperates with the Thessaloniki Film Festival and the National Opera, through the "**Cinema for all**" and "**All together at the opera**" programs.



## “Cinema for All”: Enhancing Accessibility in Cinema

Through the "Cinema for all" action, since 2019 Alpha Bank has supported, together with the Thessaloniki Film Festival, the right of equal access to quality cinema for people with visual and hearing impairment.



In specific, in **2022**, during the 63rd Thessaloniki Film Festival, with the support of Alpha Bank, **more than 15,300 people** watched **45 film screenings** – both in physical spaces and online – in conditions of universal accessibility. These screenings supported audio description for the blind and visually impaired and Greek subtitles for the deaf and hard of hearing, while screenings were also held with special Greek SDH subtitles as well as with intralingual subtitles attached.



Furthermore, the **Alpha Bank Accessibility Award** was established. This is accompanied by a cash prize of Euro 3,000 and rewards a personality or film that highlights the issue of unimpeded access to culture. The aim of the new award is to show more vehemently the issues faced by people with disabilities, so as to cultivate in Greek society the idea of inclusion and the consciousness of social integration.



The **first Alpha Bank Accessibility Award** was presented to the 2022 Spanish production **"The Rite of Spring"**. The director of the film, **Fernando Franco**, said: *"Thank you to all the people who made this Festival a reality, the program managers, and also to Alpha Bank for the award. When making this film, we had one goal: creating visibility into the sexuality of people with disabilities. We are proud of this recognition"*.



According to data from the Festival, it is estimated that a total of **25,000 disabled people reaped the benefits of the accessibility actions sponsored by Alpha Bank, within the framework of the 63rd Thessaloniki Film Festival**. Also, more than **150,000 people** were informed and received awareness on the issue of universal accessibility in the arts, with the value of these actions being exponentially greater, as the edited subtitles and audio description are offered to the producers of the films so that they can remain accessible in their future screenings, but also in the digital and home distribution of the works via DVD and other media.

## George Hadoulis

*Temple, 2018*

Mixed media 100 x 150 cm



Alpha Bank, 40, Stadiou street, 3rd floor

The painting “Temple” by George Hadoulis is one of the contemporary acquisitions of the Alpha Bank Art Collection. It was created in 2018 as part of a series that consisted of many works depicting the Acropolis. Painted on paper using ink, acrylic paints, charcoal and oil pastels, the works in this series are characterized by the variety of expressive means that the artist employs to highlight stock subjects such as, in this particular case, the well-known and much-painted “sacred rock” of the Acropolis.

The rocky outcrop with the temple of the Parthenon is depicted in the background and at the center of the composition. Its ragged relief is rendered in lighter, grey tones painted in sharp brushstrokes. In contrast, the Temple itself and the plants that frame it have been rendered in wide, black brushstrokes, interspersed with traces of pastel color, making the artistic result more interesting.

Hadoulis’ landscape compositions of the Acropolis are testimonies born from the lived aesthetic experience of the Athenian landscape. The natural environment that embraces the monument is a point of reference for the artist, while the expressive power with which it has been imprinted in the composition indicates its internal and dialectical relationship with it.



George Hadoulis  
(Athens 1966)

## CURRICULUM VITAE

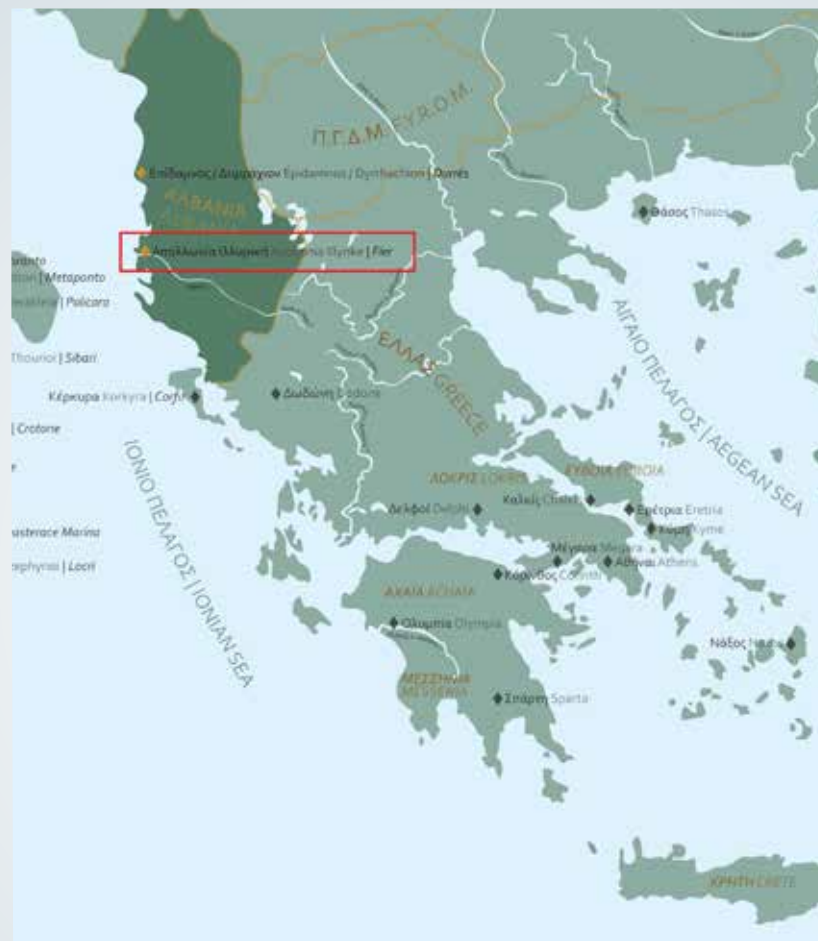


He studied at the École Nationale Supérieure des Beaux-Arts in Paris from 1984 to 1992. The subjects of his works include portraits and landscapes, rendered in a vivid, highly personal expressionistic idiom which also makes use of mixed media.

Along with painting, he is also active as a ceramicist.



## Apollonia Illyriake or “ad Epidamnum or Epirot” (modern-day Fier, Albania)



Corinthians, assisted by Korkyrians, founded Apollonia in ca 600 B.C. Built near the coast, in the Ionian Gulf, it lies today between the rivers Seman (ancient Apsos) and Vjosa (ancient Aaos) in southern Albania.

The colonists settled at this nodal point, next to a navigable river (ancient Aaos), with direct access to the sea as well as to fertile land and to pastures. The mineral wealth of the hinterland was an additional advantage. The foundation myth narrated by the Apolloniaters themselves attributed the city’s foundation to the god Apollo.



Apollonia Illyrike

Silver stater, 340-280 B.C.

**Obverse:** Cow suckling its calf.

**Reverse:** ΑΠ. Double floral pattern inside a square frame. The entire representation inside a circle.

*Alpha Bank Numismatic Collection 10791*

The ancient city spread over two hills. Most of the surviving architectural remains date from the Hellenistic and the Roman period. In the 4th century B.C., Apollonia was a city with an organized urban plan, an ingenious water-supply system, an impressive agora, a theatre and mighty fortification walls.

In 312 B.C., the Apolloniates successfully repelled the army of Cassander and later they allied themselves with the king of Epirus, Pyrrhus I. In 229 B.C., the city was subjugated to the Roman Republic and in 148 B.C. it was included by the Romans in the Province of Macedonia.

Today it is the largest archaeological park in Albania.

Apollonia started minting coinage in the second half of the 4th century B.C., circulating a limited number of staters of Corinthian type. Soon after, it began to issue staters of Korkyraian type, depicting on the obverse a cow suckling its calf and, on the reverse, a double floral pattern in a square frame, together with the initials ΑΠ or ΑΠΟΛ. From 250 B.C. until 48 B.C., the Korkyraian types stamped the rich series of drachms and hemidrachms, which were the most important coin issues of Apollonia.



**Apollonia Illyrike. The monument of the Agonothetes or *bouleuterion* with the restored façade.**

*(Pierre Cabanes photo archive)*

## The coup of March 1, 1935 and the Banque de Credit Commercial Hellénique



Advertisement of the  
Banque de Credit  
Commercial Hellénique,  
March 1935.

In the years that followed after the global economic downturn of 1929-1932, the Banque de Credit Commercial Hellénique found itself almost totally unable to increase its deposits and thus ensure the growth of its turnover. Even for the re-discounting of its portfolio, it repeatedly turned to the Bank of Greece, despite the negative attitude that the latter seemed to maintain towards it. This negative climate from the Central Bank manifested itself clearly in the restrictions it imposed on all banks regarding foreign exchange transactions, but also in the unannounced audits it carried out of their accounting books, a tactic against which Spyros Costopoulos would voice strong protests.

The political climate of the time does not seem to have helped either, as the Banque de Credit Commercial Hellénique came under suffocating pressure, especially after the names of its founder, Mimis Costopoulos, and that of his younger brother, Stavros, were mentioned as allegedly involved in the coup of March 1, 1935.

It all started when a rather disputed list of the coup's financiers, attributed to a non-commissioned officer of the Gendarmerie, mentioned bankers Costopoulos and Iliaskos, bank governors Tsouderos, Gontikas and Diomedes, and industrialists Fix, Papastratos and Koumantaros, among those who supported financially the activities of the plotting insurgents.

Almost immediately after the coup failed and in the ensuing climate of uncontrollable vindictiveness, Stavros Costopoulos, along with other members of the Liberal Party, was arrested and remained in prison until April 18, 1935. Moreover, during the trial of the participants in the coup, an indictment resorted was formulated according to which the *“Costopoulos Bank”* paid to a witness named Zacharias Gkavountas the amount of 210,803.50 drachmas “on the basis of handwritten agreements”.

The Bank responded immediately to these slanderous allegations and, in a statement to the daily Press, sought to establish the truth: *“... if the amount was indeed deposited, [the Bank] is obliged to declare that [the reason given for] this deposit could not be further from the truth, because no amount was granted to Zacharias Gkavountas, in any form and, consequently, no agreement of any type has been concluded. The only true fact is that the General Company of Machines P. Makris & Co., registered in Athens, a borrower of the Bank that is already banking with it for many years, presented and discounted on March 3, 1934, a bill of exchange issued by it to Zacharias Gkavountas, who obviously collected the amount of the said bill of exchange, as the Bank has also done and is also doing for other clients of the above company and as is the common practice for other borrowers who are also customers of the Bank.”*

In fact, this witness was the recipient of a bill of exchange which had been issued by the General Company of Machines P. Makris and Co. and had been discounted by the Banque de Credit Commercial Hellénique.

The fact that, in its verdict, the Court did not bring any charges against the Bank, allowed it to come out almost unscathed from this unpleasant adventure.

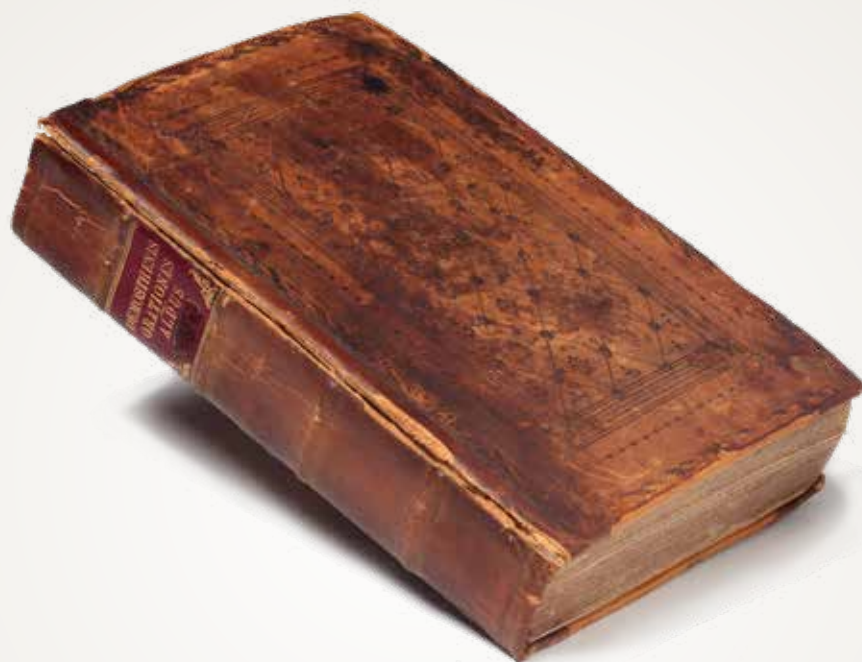
Thus, it managed to respond without particular difficulty even to the panic caused by the imposition of an “emergency law” in the aftermath of the failed coup.



Circular letter of the Banque de Credit Commercial Hellénique to the Branches, March 9, 1935.

## The Alpha Bank Library

Rare books in the Bank's Library



**A**lpha Bank's Collection of Rare Books consists of a series of rare publications including works by classical ancient Greek, Byzantine, Roman and other foreign authors, dating from the 16th to the 19th century, works by European travellers who travelled extensively in Greece from the 17th to the 19th century, as well as artistic publications illustrated by well-known Greek painters and engravers of the 20th century.

### The oldest book in the Library



***“Demosthenes’ speeches, two and sixty in number. Explanations about them by Libanius the Sophist. Life of Demosthenes, according to the said Libanius. Life of Demosthenes according to Plutarch”***

**Place of publication:** Venice  
**Date of publication:** 1513  
**Publisher:** Aldus Manutius  
**Language:** Greek

The 1513 edition was printed in Venice by the well-known Italian printer and humanist Aldus Manutius. It contains 62 speeches delivered by Demosthenes, antiquity’s most famous orator, among which the “Olynthiacs”, the “Philippics”, the orations “On the Peace”, “The Epitaph” etc.

Aldus Manutius, one of the most influential thinkers and printers, revived the study of Greek letters and became the most important publisher of first editions of the ancient classical texts. From 1493 to 1515, his printing press –*Aldine press*– issued 49 publications in Greek of the major works of ancient Greek literature, among which works by Plato, Aristotle, Aristophanes, Demosthenes, Thucydides, Sophocles, Herodotus, Xenophon and others. He always prefaced his publications in Greek and worked with Cretan scholars on pagination, editing and the classical Greek typefaces. He created successively four (4) Greek typefaces.

His contribution to typography is enormous, as he changed the printing art and established the Renaissance aesthetics in the way books were designed.



## Alpha Bank Cyprus Ltd Miltos Michaelas as new CEO



The Board of Directors of Alpha Bank Cyprus Ltd, decided on **the appointment of Miltos Michaelas to the position of CEO of Alpha Bank Cyprus Ltd.**

**The appointment of Mr. Michaelas**, an executive who combines extensive international experience in the financial sector with excellent knowledge of the Cypriot economic and business reality, **opens a new chapter in the presence of the Alpha Bank Group in the Cypriot market.** It underlines the determination of the Shareholder and the Board of Directors of the Bank to **rapidly implement the growth Business Plan** of Alpha Bank Cyprus Ltd, aiming at providing modern products and services, developing corporate banking and supporting the progress of the Cypriot economy.

**Alpha Bank Group CEO, Vassilios Psaltis**, stated: *"We are hailing a new period of extroversion for Alpha Bank Cyprus and its emergence as a key banking partner of the progress of the Cypriot society and entrepreneurship. I am delighted that Miltos Michaelas has accepted our invitation to join Alpha Bank's Management Team and to contribute to the implementation of our strategic plan for an efficient and profitable Bank. Miltos' deep*

*knowledge of the Cypriot economy, his proven effectiveness and strategic approach to the issues of transforming banking institutions are a guarantee for the growth of Alpha Bank Cyprus".*

Mr. Michaelas will assume his **new duties**, following the approval of his appointment by the European Central Bank, succeeding Konstantinos Koutentakis, who, over the past years, has been instrumental in the transformation of Alpha Bank Cyprus Ltd, having focused on improving productivity, rationalizing costs and remediating its portfolio. With his accumulated experience, Mr. Koutentakis will support the work of the new Management during the initial period and will, subsequently, contribute from a new position of responsibility to the implementation of the Group's strategic growth plan.

The Chairman and the Board of Directors of Alpha Bank Cyprus Ltd **welcome Mr. Michaelas** to the Alpha Bank Group, wishing him every success in his new duties, while, at the same time, **thank Mr. Koutentakis** for his contribution to date.



## Alpha Bank Cyprus Ltd

Alpha Bank Cyprus Ltd supported the 10th Banking Forum & FinTech Expo



The Bank took part in the **10<sup>th</sup> Banking Forum & FinTech Expo**, held in Nicosia. At the Conference, the CEO of Alpha Bank Cyprus Ltd, Konstantinos Koutentakis, referred to the energy crisis and the challenges that lie ahead for the banking sector in 2023.

In his speech, Mr. Koutentakis stressed that despite the challenges of globalization, consolidation and digitalization, Cypriot banks remain strong, as they have been through several crises and gained significant experience in addressing and overcoming difficult situations. The CEO of Alpha Bank Cyprus Ltd concluded his speech with the prediction that the Cypriot banking sector will face a difficult path in 2023, due to international unrest, pointing out however that he has faith in the ability of Cyprus to adapt and cope. It is worth noting that Mr. Koutentakis' belief is shared by most credit rating agencies, which forecast that Greece and Cyprus will be the only countries in the European Union to achieve positive growth rates in 2023.

The 10th Banking Forum & FinTech Expo attracted distinguished industry professionals and representatives of the business community, who discussed digital transformation, fintech and digital payments, sustainable finance, return to profitability and credit risk management, new regulations and their impact on banks, as well as how younger generations interact with banks and other financial institutions.

## Alpha Bank Cyprus Ltd

### Social contribution activities during the holiday season



Once again, Alpha Bank Cyprus Ltd turned love into action through its social contribution activities, in the framework of its Corporate Social Responsibility.

For yet another year, in lieu of cards and gifts, the Bank has provided during the holiday season financial support, food supplies and other necessities to **Non Governmental Organizations (Europa Donna Cyprus, Vagoni Agapis, Cyprus Red Cross, etc.)**, to support our fellow citizens in need, including poor families, cancer patients and persons with disabilities.

The Bank has also **participated in the annual campaign of the Pancyprian Volunteerism Coordinative Council titled “Adopt a Family for Christmas”**, offering supermarket vouchers for basic necessities, so that every family without exception can enjoy a wonderful Christmas meal.

At the same time, Alpha Bank Cyprus Ltd planned and organized **a fun activity for the 45 children of the “Home for Hope” children’s shelter, run by Hope For Children**, which hosts, cares for and supports unaccompanied children, with the cooperation of the Social Welfare Services. The children of the shelter had the opportunity to spend a pleasant afternoon playing at Brain Game escape rooms in Nicosia.

The Bank also offered to the shelter mobile phones and tablets for the needs of both the children and their escorts. These will be used by the children for communication purposes, but also for watching various training programs as well as accessing educational and entertainment applications.

## Alpha Bank Cyprus Ltd New Alpha 360 Web



With the new **Alpha 360 Web**, the upgraded version of the Bank's Web Banking, everything is done easily, quickly and more safely.

In specific, it offers Customers a global banking experience with new functions and a lot of unique privileges:

- Direct online registration, 24/7, without the need to visit a Branch
- New, friendly applications with fewer clicks, easy-to-use menus and gathering information “on one screen only”, all features that simplify everyday banking
- Personalization options which are adapted to the Customer's needs, offering the possibility to configure and classify accounts, cards and products.

To promote the new Alpha 360 Web, an advertising campaign was held through TV, the radio, the internet and Social Media.

## 5% CASHBACK Program

Aiming to promote the **5% CASHBACK Program**, an advertising campaign was carried out through TV, the radio and the internet.

The Program offered all Bank Customers who hold a Gold Alpha Bank Visa, Silver Alpha Bank Visa and Alpha Bank Cashback Mastercard credit cards the opportunity to earn a **5% cashback from their transactions in Supermarkets, Bakeries and Pastry Shops of Cyprus.**

To watch the TV spot, click [here](#).



## Alpha Bank Romania

Sergiu Oprescu appointed Deputy Chairman  
of the European Mortgage Federation (EMF)



**Sergiu Oprescu**, Executive President of Alpha Bank Romania and General Manager of the International Network of the Alpha Bank Group has been appointed Deputy Chairman of the European Mortgage Federation (EMF) for the mandate 2023-2024. This is the first time a representative of Eastern Europe is appointed to the European Mortgage Federation's board.

*"I am honored and proud to be appointed EMF Deputy Chairman and I would like to thank the members of the EMF for their trust and confidence in me. It is a great responsibility to represent the mortgage market at European level and I am ready to leverage my entire experience in the financial services sector to promote the responsible and sustainable growth of this sector"*, said **Sergiu Oprescu**, as per the Press Release from Alpha Bank Romania.

### The European Mortgage Federation (EMF)

Established in 1967, EMF is the voice of the European mortgage industry worth over EUR 8 trillion at the end of 2020, representing the interests of mortgage lenders and mortgage bond issuers. The EMF provides data and information on European mortgage markets, with 14 members from 12 EU Member States, as well as a number of observer members. The EMF also includes the European Covered Bond Council (ECBC), which brings together 120 members, representing more than 95% of mortgage bonds outstanding, with a value of almost EUR 3 trillion at the end of 2021.

## Alpha Bank Romania

### Distinctions for Alpha Bank Romania

- **“2021 STP Platinum Award” from Bank of New York Mellon**

Alpha Bank Romania was singled out for the **“2021 Straight-Through-Processing (STP) Platinum Award”** by Bank of New York Mellon (BNY Mellon), for its remarkable capability to process international payments promptly and securely.

Every year, Bank of New York Mellon is awarding banks with USD accounts, which cover international payment transactions, in recognition of their specific capabilities in the field of remittances, notably employing the Straight-Through Processing.

The award was presented to Alpha Bank Romania for achieving, in 2021, the highest STP rate for payments among all Romanian correspondent banks of BNY Mellon’s network.



- **Award for Sustainable Relationships from “Cariere” magazine**



Alpha Bank Romania won the award for **Sustainable Relationships** and, more specifically, the **Special Award for talent acquisition and retention programs**. The award was presented during the magazine’s annual Award Gala, which in 2022 also marked the completion of 20 years from the publication of the “Cariere” magazine’s very first issue.

On behalf of the Bank, the award was received by the **Human Resources Division Manager Ramona Grigore**, who made the following statement: *“Thank you for this award and congratulations for the magazine’s 20th anniversary. Alpha Bank Romania keeps investing in special programs for the development for the development of*

*specialized banking skills, training hundreds of candidates, who then join the Bank as employees. At the same time, we focus on retaining the best talents in the Bank, by providing professional growth opportunities, especially to colleagues from the Branch Network, who take ambitious steps in their increasingly complex front-office roles, as well as in the Head Office Divisions, where experience is a significant advantage when working with the Customers. In this way, we maintain a living ecosystem, by constantly satisfying our colleagues’ “thirst” for knowledge and offering to them incentives for professional growth.”*

- Alpha Bank Romania named “Bank of the Year” by the “Piata Financiara” magazine



Alpha Bank Romania was named “**Bank of the Year**” in the **Savings category**, by the “Piata Financiara” magazine.

Presenting the award to the Bank, Mr. Mihai Sandoiu, CEO of Finmedia, organizer of the award ceremony, said: *“Alpha Bank Romania is one of the most dynamic savings banks, which during the last few years has come up with attractive solutions by which to attract customers and satisfy requirements that the competition could not meet. For example, ‘Alpha Progressive’, a product which received an award from our magazine, is one of the most attractive products on the market. The deposit product ‘You Decide’ or the ‘Alpha Premier’ savings account are equally successful. The Bank to which the award is presented has managed to persuade its customers yet without escalating its pricing.”*

Receiving the award on behalf of the Bank, the **Personal Banking and Data Analytics Division Manager of Alpha Bank Romania, Mario Penados**, said: *“We are honored to receive this award and I thank you on behalf of the Alpha Bank Romania team. This distinction is a recognition of our Bank’s capability to provide adequate savings solutions to its customers, in a challenging economic environment. The products offered by Alpha Bank Romania support a diverse range of financial behavior types, from savings accounts with automatic saving option, to short and medium-term deposits with interest paid in Romanian Leu (RON), Euro, US Dollars and British Pounds, at maturity or on a monthly basis, to long-term deposits in RON with terms of up to 3 years”.*

## Alpha Bank Romania

Alpha Bank launched the first card tokenization platform in the local market



Alpha Bank Romania, which is widely recognized for introducing in the local market innovations in the field of payment services (Tap-To-Phone, Instant Money Back, Instant Disbursement, etc.), announced the launch of the card tokenization functionality which is integrated in the payment systems' cards (Mastercard MDES, VISA VTS). Compared to other tokenization solutions, the solution integrated into Alpha Bank Romania's eCommerce platform improves transaction security by replacing sensitive card data with an EMVCo token.

As this is the first platform with this functionality being made available in the local market, Alpha Bank Romania will allow merchants and payment integrators to instantly update client cards, registered at client account level, when they are renewed. Thus, the payment process is simplified, with immediate favorable impact on the optimization of transaction approval rates. In addition, the option allows the visual capture of the card in order to facilitate quick identification by the holder, especially when they have several cards registered in the merchant's account.

*"The new functionality developed in partnership with the local processor Romcard, provides an improved eCommerce experience to online merchants as well as to cardholders,"* said the **Cards Unit Manager of Alpha Bank Romania, Viorel Vasile.**