

PERIODIC AND ONGOING NOTIFICATION OBLIGATIONS
IN ACCORDANCE WITH LAW 3556/2007

Within the framework of:

1. The provisions set out in Law 3556/2007 on “Transparency requirements in relation to information about issuers whose securities are admitted to trading on a regulated market”,
2. The provisions set out in Decision No 1/434/3.7.2007 of the Board of Directors of the Hellenic Capital Market Commission on the “Specialisation of periodic and ongoing notification obligations in accordance with Law 3556/2007”,
3. The provisions set out in Guidance Circular No 33/2007 on “Clarifications relating to ongoing notification obligations as provided for in articles 9-16 of Law 3556/2007 and 4-10 of the Decision No 1/434/3.7.2007 of the Board of Directors of the Hellenic Capital Market Commission”,
4. Other relevant provisions of the legislation in force, **the Persons subject to notification obligations** (Natural Persons or Legal Entities) shall submit, at the latest within three (3) trading days from the date the relevant notification obligation was created (as the said obligation is defined in Article 14 of Law 3556/2007), the duly signed “**Notification Form TR-1**” (together with its “Annex”) to:
 - A. The central register of the Hellenic Capital Market Commission (**Supervising Authority**) (1, Kolokotroni and Stadiou Streets, GR-105 62 ATHENS), addressed to the “Directorate of Listed Companies, Department of Supervision of Listed Companies”, bearing the indication “Notification of significant changes in voting rights in accordance with Law 3556/2007”. The form may also be submitted by Fax to +30 210 337 7243. In this case, it shall be accompanied by a cover page comprising mainly the identity of the sender, his/her signature, the contact telephone number and the number of pages being sent. Finally, the obligor shall see to the effective dispatch of the necessary documentation and the receipt thereof by the relevant register service.
 - B. Alpha Bank A.E. (**Issuer**), 40, Stadiou Street (1st basement) GR-102 52 ATHENS, addressed to the Shareholders’ Section, Back Offices Division - Investments, for the attention of Ms Giannoula Nikitopoulou, bearing the indication “Notification of significant changes in voting rights in accordance with Law 3556/2007”, tel. +30 210 326 5546, Fax +30 210 326 5811.

The Persons (Natural Persons or Legal Entities) **subject to the obligation of notifying** any change in major holdings according to Articles 9, 10 and 11 of Law 3556/2007 are the following:

1. Shareholders who acquire or dispose of shares with voting rights that are admitted to trading on a regulated market, and the percentage of voting rights they hold reaches, crosses or falls below the thresholds of 5%, 10%, 15%, 20%, 25%, 1/3, 50% and 2/3, due to this acquisition or disposal, shall notify the issuer of the percentage of voting rights they hold as a result of the said acquisition or disposal.

The obligation of this paragraph is also applicable to the first-time shareholders in cases where the aforesaid acquisition reaches or crosses the relevant thresholds.

The specific obligation applies to:

- a) the total number of shares with voting rights and
- b) every special class of shares with voting rights.

2. Shareholders who hold a percentage of voting rights higher than 10% shall be obliged to follow the notification procedure as provided for in paragraph 1 in all cases where a change in the percentage of voting rights they hold occurs, compared to the percentage stated in the previous mandatory notification thereof, which is equal or greater than 3% of the issuer’s aggregate voting rights, as a result of acquisition or disposal of shares with voting rights or of corporate events modifying the breakdown of voting rights. Any new modifications of the above level made after the reporting, as provided for in this paragraph, shall create new notification obligations.

3. Shareholders or any third party being entitled to acquire, to dispose of or to exercise voting rights in any of the cases of Article 10 of Law 3556/2007 (i.e. voting rights attached to shares which are lodged as collateral/pledge, voting rights which may be exercised by a proxy at his/her discretion, etc.), as a result of which the percentage of voting rights reaches, crosses or falls below the thresholds specified in the above paragraphs 1 and 2.

4. The Persons who, directly or indirectly through a third party, acquire or dispose of financial instruments that result in an entitlement to acquire shares which incorporate voting rights, provided that the said shares have been issued by an issuer whose shares have been admitted to trading on a regulated market and the aforesaid entitlement of acquisition may be exercised on the sole initiative of the holder of financial instruments under an agreement.

When calculating their thresholds, shareholders should take into account the percentage of voting rights they shall hold after a potential exercise of the warrants as well as any possible changes thereto depending on the acquisition or disposal of warrants until their exercise.

For your convenience, please find below the link to the relevant corporate announcements dated 17.6.2013 and 19.6.2013:

<http://www.alpha.gr/page/default.asp?id=10657&la=2>

More details are referred to in Articles 9, 10, 11 and 14 of the Law and in the Decision, which have been posted on the website of the Hellenic Capital Market Commission (www.hcmc.gr).

It is pointed out that according to Article 27 par. 2 of the Law, from 30.6.2007 (the date on which the Law entered into force) and within three (3) months from that date, i.e. until 30.9.2007 at the latest, the Persons subject to notification obligations, who have a major holding in the voting rights, whether shareholders or not, are obliged to notify the issuer of the percentage of the voting rights and of the paid up share capital of the issuer that they hold, pursuant to Articles 9, 10 and 11, unless they have already made the same notification before the said date which notification contained equivalent information.

SANCTIONS

By virtue of Article 26 of the Law, in the event of the provisions of the Law and the Decisions issued by delegation thereof being infringed, the Hellenic Capital Market Commission may administer a reprimand or impose a fine up to Euro 1,000,000.

NOTIFICATION

The Person subject to notification obligations is liable for the accurate and correct filling-in of the Notification Form TR-1 and for any mistakes or omissions in it. The notification form is deemed to be duly signed when it bears the signature of the Person subject to notification obligations or another person duly authorised thereby. In the event of such a Person being a Legal Entity, the notification form shall be signed by its legal representative. In any event, the notification form shall be submitted to the Hellenic Capital Market Commission accompanied by the respective authorisation documents which shall remain in force until they are revoked. The Annex attached to the specimen shall be filled-in by the Persons subject to notification obligations with their personal details and shall be submitted to the Hellenic Capital Market Commission only. When filling-in the Annex, it is recommended that, in addition to what is stated therein, the obligor states his/her father's name.

A specimen of the notification form, accompanied by the text of the abovementioned provisions, which constitute the institutional framework of the notification obligations, has been posted on:

- a) the Issuer's website (www.alpha.gr), see below, and
- b) the Hellenic Capital Market Commission website (www.hcmc.gr), both in Greek and English.

It is reminded that the present announcement which constitutes a summary of the main provisions, in the Bank's estimation, of Law 3556/2007 on (periodic and ongoing) notification obligations, does not cover all the obligations of the relevant Parties arising from the legislation in force and under no circumstances does it serve as a substitute for the careful study and precise knowledge on their part of their obligations as prescribed by Law.

Attention:

Following the recent amendment of Law 3864/2010, the mandatory notifications, in accordance with the legislation in force, are two and independent of each other, one in accordance with Law 3556/2007 and one in accordance with Law 3864/2010. It is pointed out that the notification in accordance with the one law does not revoke nor does it cover any notification obligations in accordance with the other law. In addition in each notification form the law on the grounds of which it is filed should be stated clearly.