



Press Release

Alpha Bank's Management on the side of the business community of Santorini

Vassilios Psaltis: It is crucial to remain extroverted and make the most of the RRF tools, as well as of the strong momentum of the tourism industry, strengthening even more the brand name "Greece"

Alpha Bank's Management team, led by the Group CEO, Vassilios Psaltis, made a two-day visit to Santorini, where it met with local entrepreneurs active in the island's thriving business sectors such as tourism, food services and wine-making. With a loan portfolio of nearly Euro 3 billion allocated to financing the Greek tourism industry and with a strong footprint in Santorini, where the Bank's lending exceeds Euro 170 million, Alpha Bank is the Bank of Greek tourism, choosing to stand firmly on the side of the entrepreneurs in the sector.

Positive signs for this year's tourist season

Accompanied by the **Chief of Commercial Banking, Tilemachos Georgakis, the Director of Attica II, Southwestern Greece and Islands, Maria Papageorgiou and the Director of Hospitality, Michalis Spyropoulos, the CEO of Alpha Bank had a series of meetings with entrepreneurs of the island, focusing on the growth momentum of Santorini and of the Cyclades in general as a high-end global tourist destination, amid the particularly positive signs of the course so far and the outlook for this year's tourist season.** These meetings highlighted, among other things, **the need to strengthen the island's infrastructure and, in particular, to improve the road network, complete the project for the electrical interconnection of Santorini with the mainland, create of a modern marina to serve marine tourism and introduce modern waste management in order to protect the environment.**

Moreover, **the steps required for extending the tourist season and for better coordinating the reception of incoming tourist flows** were also discussed, with a view to making the most of the island's potential and protect the experience of visitors. Particular emphasis was also placed on the **possibilities offered by the funds of the Recovery and Resilience Facility (RRF) for improving the tourist product, even for smaller businesses.**

Alpha Bank's team of Executives also had a meeting with the Group's staff at the **Branch of the Bank near Messaria, which is housed in a building of Cycladic architectural style and serves more than 3,500 small, medium-sized and large businesses, as well as over 9,000 Individuals-Customers, holding a dominant share of the local market.** During his visit to the Branch, Mr. Psaltis discussed with the Bank's People the **strong prospects of the tourism industry as well as the need to constantly support the needs of Customers in Santorini and more widely in the Cyclades, where Alpha Bank has the strongest branch network of all Greek banks, while it also offers two comprehensive digital platforms for serving Individuals and Businesses.**

Vassilios Psaltis: Resolved to support the upgrading of the brand name "Greece"

On the sidelines of his meetings with the island's business community, Mr. Psaltis expressed **Alpha Bank's resolve in supporting, as both financier and advisor, the upgrading of the experience of the island's visitors** in way that will be sustainable and will respect the local environment and culture, while also **servicing the growth needs of the local community as a whole. "It is crucial to remain extroverted and make the most of the RRF's tools, as well as of the strong momentum of the local economy, strengthening even more the brand name 'Greece', yet also taking into account other factors such as the climate crisis,"** Mr. Psaltis pointed out, adding that *"this is the only way*



ALPHA BANK

*to shield our economy and our businesses against future challenges. **The businesses in the tourism industry and those that produce high quality local products have shown great resilience in the most difficult moments of the Greek economy and today are reaping the fruits of this success,***” he said.

For his part, **Mr. Georgakis** said:

*“Remaining consistently at **the top of the market in terms of tourism financing and as the first Bank in Greece to create a Division specializing in tourism,** Alpha Bank confirms its intention to offer a comprehensive package to each one of its Customers, with personalized solutions that will meet their needs. The expertise gained by our People and the emphasis we place on offering a comprehensive package of banking and advisory services, are **the main advantages that set us apart and justify our position as the Bank of Greek tourism.**”*