



Press Release

Alpha Bank supports the business community and society in Central Macedonia and Thessaly

Vassilios Psaltis: *“We are here to help our Customers realize their business plans”*

Alpha Bank’s Management Team, led by **the Group’s CEO, Vassilios Psaltis**, had numerous **contacts with representatives of businesses in Central Macedonia and Thessaly, as well as with executives of the Bank’s Network** in the two regions. The Bank’s Management visited the cities of **Thessaloniki, Serres, Katerini and Larissa**, where Alpha Bank serves more than **24,000 small businesses and 1,500 SMEs**, financing the local economies with over **€1.1 billion**.

As part of the tour, meetings were also held with **corporate Customers** active in sectors **such as manufacturing, industry, tourism and trade**, with **Mr. Psaltis sending a clear message of support of the significant growth prospects** of these sectors.

The CEO of Alpha Bank Group was accompanied by the Chief of Wholesale Banking, **Ioannis Emiris**, the Chief of Wholesale Trade Lending and Transaction Banking, **Evangelos Patrinos**, the Chief of Commercial Banking, **Tilemachos Georgakis**, the Commercial Banking Director, **Marina Verikokkou**, the Wholesale Trade and Food Enterprises Director **Anastasia Giannakopoulou**, the Attica I, Central and Northern Greece Director, **George Rapanakis**, the Hospitality Director **Michalis Spyropoulos**, the Digital Sales and Customer Experience Director, **Virginia Sokou**, and **other Alpha Bank Executives from Athens and Thessaloniki**.

In the meetings with business owners in Central Macedonia and Thessaly, the Group’s CEO stressed the importance **of strengthening the extroversion of Greek businesses**, as this extroversion can substantially contribute to the **development of the two regions**, which account for nearly **16% of the country’s GDP** production. Mr. Psaltis also discussed in detail the **multiple benefits**, for both the Bank and its Customers, of Alpha Bank’s strategic **partnership with UniCredit**, which, he explained, opens up **new prospects for entrepreneurs operating in outward-looking sectors**.

In the discussions held, particular emphasis was placed on the need to accelerate investments in **infrastructure projects**, such as, among others, the **upgrading of the port of Thessaloniki and the construction of the Trikala - Egnatia Motorway section of the Central Greece Motorway (E65)**, which is financed by the Bank and is expected to give **new impetus to regional development, as well as to the country’s terrestrial interconnection to the rest of the world**. It should be noted that Alpha Bank, among others, **participates in the financing of Aegean Motorway S.A.** for the construction of a section of the Patras - Athens - The (PATHE) motorway, with a total length of 264 km.

During his tour, Mr. Psaltis **visited Alpha Bank Branches in Serres and Katerini**, where he discussed with Network staff **the Bank’s emphasis on supporting SMEs**. **“We are here to help our Customers realize their business plans,”** said the Group CEO, explaining that the significant knowledge of the local conditions and of the Customers’ needs, that the Bank’s Network Executives possess, coupled with the expertise and sectoral specialization of the Bank’s Central Services, **are the comparative advantage that makes Alpha Bank the bank of entrepreneurship in Greece**.



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Alpha Bank's support of Thessaly

The **visit to the capital of Thessaly takes place at a time when the works for restoring the infrastructure affected by last year's devastating floods are in full progress.** Alpha Bank is actively participating in the national effort for a more sustainable future, both in the context of the **Euro 50 million aid** provided by the Hellenic Bank Association for infrastructure projects in Thessaly, and through a number of initiatives of its own in the region.

Specifically, in the context of the **Corporate Responsibility Program "Together, for better Health"**, Alpha Bank supported **13 health centers and care facilities in Thessaly by offering medical equipment and pharmaceutical supplies**, while on the occasion of World Environment Day, **150 Employees of the Bank** participated in a **symbolic volunteer action, constructing 150 beehives** that were offered to the **Beekeeping Association of Larissa**, in an effort to restore the nearly complete destruction of the area's beehives by the floods.