



Press Release

“Economy Class” for Alpha Bank’s Women Gold Customers

The importance of investments and proper financial management was presented by Alpha Bank, with the assistance of “Women on Top”, at a closed event held exclusively for the Bank’s Women Gold Customers

Women Gold Customers of Alpha Bank participated with keen interest in the special event of Alpha Asset Management Mutual Fund Management Company, in which they were informed about the “Economy Class” program jointly organized by the Bank and the “Women on Top” NGO, in the context of the Bank’s corporate responsibility program [IQonomy](#). The event’s guests also attended a discussion with Executives of the Group, about the options available for investing their incomes.

The event was opened by “**Women on Top**” co-founder **Pinelopi Theodorakakou**, who presented the [Economy Class](#) program and talked about the benefits that the participants in it stand to gain, while **trainer Angeliki Savvidou** captivated the audience with interactive questions and voting sessions that highlighted the needs of women Gold Customers regarding the management of their assets.

The crucial role of the manager

The floor was then given to **Alpha Bank’s Personal Banking Director, Panagiotis Nikolakopoulos, and the Investment Director of Alpha Asset Management MFMC, Christos Bossolis**. The two Executives discussed the opportunities and risks of investment options, during a panel session moderated by **Elena Alexandri, Head of Sales of Alpha Asset Management**.

The discussion focused on the **ways of managing the available funds** of the Customers, the importance of diversification in investments in order to limit risk and achieve better returns, as well as the **importance of selecting investments** according to the needs and the personality of each individual Customer.

Speaking during the panel session, Mr. Nikolakopoulos said: *“Professional managers possess qualifications and experience, as well as access to information, which most investors do not. They can analyze markets and investment opportunities with greater accuracy. With the Alpha Bank Gold service, we support our Clients in adapting their investment strategy to their own needs, goals and risk tolerance. This is something that can be difficult to achieve on one’s own.”*

For his part, Mr. Bossolis said: *“Alpha Asset Management has one of the largest and –most importantly– highly qualified and experienced management teams in Greece. In addition, we have invested in the most up-to-date systems for market monitoring, investment analysis, portfolio management and risk management. History and experience have shown that a well-structured and diversified portfolio managed by professionals always has positive returns in the long run.”*

About IQonomy

IQonomy is a corporate social responsibility initiative that promotes equal access for all citizens to financial literacy. The initiative aims to provide basic financial knowledge and skills to students of all educational levels, to empower women and to educate people over 55 belonging to the general population, in the new environment of digital transactions. These programs are implemented in collaboration with Civil Society Organizations such as ActionAid, and with the Non-Profit Organizations SciCo, Women on Top and People Behind.