



## Press Release

Alpha Bank was named “CSR Corporate Brand of the Year” and garnered 16 other awards at the Hellenic Responsible Business Awards

*The Bank's title of “CSR Corporate Brand of the Year” for the third consecutive year, together with the record number of individual awards it won, demonstrate that the principles of Responsibility, Sustainable Development and the Empowerment of Society are at the core of Alpha Bank's operation*

Alpha Bank emerged as the undisputed champion at the **Hellenic Responsible Business Awards 2024**, the annual awards under the auspices of **the Ministry of Development, the Ministry of Environment and Energy, the Hellenic Federation of Enterprises (SEV), and the Greek Tourism Confederation (SETE)**.

The HBRA's 35-member judging committee, composed of academics and representatives of institutions, foundations and social partners, presented the Bank with **the highest number of awards ever received by a single organization in the HBRA's history**, as Alpha Bank won 17 awards in total, including “**CSR Corporate Brand of the Year**” and “**ESG & SDGs**” – the event's top distinctions.

Alpha Bank's major distinctions demonstrate that the principles of Responsibility and Sustainable Development govern all aspects of the Bank's activities – from its operating model, products and people, to how it engages with the local communities where it operates.

In addition to the event's two top awards, the HBRA's judging committee honored Alpha Bank with 9 Gold and 6 Silver awards.

More specifically:

- **Alpha Bank's “[IQonomy](#)” financial literacy program topped the award rankings, with no less than five Gold awards in the following categories: “Business & NGO Cooperation”, “Quality Education”, “Gender Equality”, “No Poverty” and “Partnerships for the Goals”.** With “IQonomy”, the Bank, in partnership with the non-profit organizations ActionAid, Women on Top, SciCo, and People Behind, seeks to provide basic financial and environmental knowledge to students, to empower women, and to educate the general population aged over 55 in the new environment of digital transactions. “IQonomy” is aligned with Greece's “National Strategy for Financial Literacy”, aimed at helping improve the financial skills of citizens in Greece, which, according to the latest Eurobarometer survey, ranks only 23rd among the 27 EU countries.
- **Gold award** in the “**Volunteer Program**” category, for Alpha Bank's volunteer program “MAZI” (“Together”).
- **Gold award** in the “**Responsible Product / Affinity Marketing / Cause-Related Marketing**” category, for [myAlpha Vibe](#), the digital pocket money app that has won over parents and teens alike.
- **Gold award** in the “**CSR Apps**” category, for the Bank's adoption and use of the DoGood People mobile app. With this app, Alpha Bank promotes the culture of



sustainability among its employees, in collaboration with the DoGood People organization.

- **Gold Award** in the “**Reduced Inequalities**” category, for the “[Culture for All](#)” program, which, in partnership with leading cultural organizations of the country, such as the National Theatre, the Greek National Opera and the Thessaloniki Film Festival, supports and promotes accessibility to cultural events of persons with disabilities.

In addition, the Bank was honored with the following awards:

- **Two silver awards** in the “**Short Term Investment (Local/Regional or National Scope)**” and “**Emergency Response**” categories, for its immediate response for assistance, as well as for its [tree planting and aesthetic regeneration project in Rhodes](#), after the devastating fires of last summer.
- **Silver award** in the “**Reduced Inequalities**” category, for the [Anniversary Exhibition of the Alpha Bank Numismatic Collection](#) “The Other Side of the Coin”, the first exhibition to be designed and presented in conditions of universal accessibility, for persons with disabilities and other vulnerable groups of the population.
- **Silver award** in the “**Diversity, Inclusion, Equal Opportunities**” category, for the volunteer - job shadowing action implemented in collaboration with the “Margarita” Special Education Workshop. With this action, Alpha Bank helps promote equal access to employment for persons with intellectual disabilities, while at the same time fostering an inclusive work environment.
- **Silver award** in the “**Supply Chain**” category, for the best practices adopted by the Bank’s Central Procurement Management and Outsourcing Division.
- **Silver award** in the “**Good Health & Well-being**” category, for [the First Aid training action in the school community of Lamia](#), implemented in collaboration with the Civil Society Humanitarian Organization “KIDS SAVE LIVES”.