



Press Release

International Women's Day: Alpha Bank supports the equal participation of women in economic life

Alpha Bank, remaining true to its mission to enable progress in life and business for a better tomorrow, aims to **make a decisive contribution to the empowering and supporting women** in terms of professional development, training, employment and entrepreneurship.

Since 2024, the Bank, in partnership with the “Women on Top” non-profit organization, is running the “**Economy Class**” initiative, which is open to all women and includes **a program of training seminars aimed at enhancing their financial skills**. The participants become acquainted with practical tools and take part in targeted activities that help them learn how to make informed decisions about their finances, build a sustainable savings plan, increase their income and reduce their expenses. They also become aware of the importance of long-term financial planning and familiarize themselves with the fundamentals of investing, while also exploring ways in which they can communicate more effectively regarding financial matters, ultimately gaining financial resilience.

The “Economy Class” initiative has also been adopted by **the Group's subsidiary Alpha Asset Management Mutual Fund Management Company**, which, in partnership with “Women on Top”, is organizing financial literacy training activities for its Gold women clients and for high school students attending schools that are customers of the Bank. So far, **three educational actions for students and two educational actions for women have been implemented**.

Moreover, the Bank is running the program “**Alpha Females for VentureGarden**”, implemented in partnership with the American College of Thessaloniki (ACT) in Thessaloniki and the Alba Graduate Business School in Athens. This initiative is addressed to women entrepreneurs and involves the provision of support and training for three months on issues regarding the creation of a new business and its activities. The participants to the program are VentureGarden graduates from Athens and Thessaloniki, who will be equipped with the skills and knowledge they need in order to further develop their business ideas and their businesses, as well as to tackle vital aspects of their personal journey as entrepreneurs.

Finally, Alpha Bank **is sponsoring, for the third consecutive year, the Women of the World 2025 Athens Festival**, scheduled to take place from April 3 to April 7, 2025. The WoW Festival is the most important and inclusive festival organized by the Stavros Niarchos Foundation Cultural Center (SNFCC), covering themes that focus on promoting gender equality, empowering women, raising awareness against violence and discrimination, as well as throwing light on the obstacles faced by women.

It should be noted that **Alpha Bank is the first bank in Greece** to consistently strengthen the participation of women in positions of responsibility, as demonstrated by the fact that **33% of the members of its Board of Directors** are women, with women also accounting for one in two **(42%) of the Bank's managers and 56% of its employees**. For more information about the Bank's female empowerment programs and performance is available at <https://www.alphaholdings.gr/en/Holdings/esg-and-sustainability/all-our-esg-initiatives/empowering-women>