



Press Release

Smart buys at Car.gr with a personal loan from Alpha Bank

The Bank announces its new partnership with Car.gr, Greece's largest classifieds website, offering new financing solutions

Alpha Bank's new partnership with the popular classifieds website **Car.gr**, offers to the Bank's customers the opportunity **to finance their daily needs by obtaining a consumer loan** from the Bank.

When browsing Car.gr, users of the website will now have the option to select the ad they are interested in and, if they are Alpha Bank Customers, obtain funding by benefiting from a **custom-developed loan product starting at Euro 500**.

The issuance of the loan takes place easily, quickly and **in a fully digital and secure way**. The **myAlpha Quick Loan** product will be available via the classifieds websites of the Bank's partner companies, such as the Car.gr website. It is a fully digital loan product for which the Customers who apply are not required to present any documents or visit an Alpha Bank Branch. It is also offered with preferential pricing for Customers keeping their salary or pension account with the Bank.

Alpha Bank's Chief of Retail Banking, Isidoros Passas, made the following statement: *"Alpha Bank has always been at the forefront of innovation, offering solutions that integrate financial services into the daily lives of its Customers. In partnership with popular platforms, such as Car.gr, we offer readily available and flexible financing solutions that unlock new opportunities and improve the final consumer's shopping experience, while at the same time creating new revenue streams for our partner merchants. We are particularly pleased to join forces with the country's largest classifieds website, Car.gr, satisfying the request of many individuals for fast and secure purchases, free from obstacles and delays."*

Car.gr CEO, Mr. Tsagkalidis, said: *"It is with great pleasure that we announce our partnership with Alpha Bank, the first systemic bank to join our network of partners. With this partnership, Car.gr users have now at their disposal the option to benefit from access to direct and flexible financing for their purchases, further simplifying the process of acquiring the vehicle or object of their choice. We continue to innovate, expanding our services and offering smart solutions that meet our users' needs."*