



Press Release

A wide range of actions carried out by Alpha Bank, with assistance from its employees, during this year's Financial Literacy Month and Global Money Week

With multiple actions promoting financial literacy, the Bank made its presence felt for yet another year in the international campaign of the Organisation for Economic Co-operation and Development (OECD).

For the third consecutive year, Alpha Bank **was Greece's only bank to participate in the Global Money Week (GMW)**, a major OECD initiative aimed at raising public awareness of the importance of financial education, organized annually in over 170 countries. At the same time, actions to strengthen financial education were also implemented throughout April – the month established worldwide as **Financial Literacy Month**. This year, Alpha Bank employees were present in all activities organized by the Bank, contributing their time and expertise to the effort to raise the participants' awareness of the critical issue of properly learning about financial management and about how to safely manage their finances.

Under the umbrella of Alpha Bank's **IQonomy** program, the Bank organized, in collaboration with institutions and non-profit organizations, a series of educational seminars specifically designed for population groups that the OECD has identified as financially vulnerable, such as students, women and people over 55.

Economy Lessons

Educational webinar organized in collaboration with the non-profit organization WHEN and attended by women over 18 from all over Greece, including also mothers of teenagers. In collaboration with WHEN, the webinar focused on the GMW 2025 themes, discussing in detail the misleading information coming from advertisements, influencers and financial trends on social media, as well as their impact on the financial behavior of people.

The Bank's Digital Banking team also participated in the webinar, presenting useful tools such as myAlpha Vibe and introducing the [e-Banking walkthrough](#) platform, which offers personalized training in e-Banking, by means of video calls booked in advance.

In practice, the Economy Lessons program aspires –with significant success so far– to assist women in strengthening their financial resilience, familiarizing themselves with basic financial literacy principles, and cultivating skills that will help them manage their financial future with greater confidence. The new series of the nine-month long program starts in May 2025.

“e-economy for all”

For 2025, the first series of the “e-economy for all” program seminars, addressed to people over 55, was held in Patras and Corfu. As part of this initiative, a Bank representative made a presentation of the e-Banking Walkthrough team, which offers personalized training in e-Banking, mobile banking and the security of digital transactions.



ALPHA BANK

The seminars, which are hosted in various Greek cities as well as online, in collaboration with the non-profit organization People Behind, aim to acquaint participants with the basic tools for secure financial management and familiarize them with e-Banking.

The topics covered by the program are the following:

- banking transactions
- management of financial matters
- protection against digital fraud
- bank account protection and avoiding potential malicious attacks.

The seminars include a theoretical as well as a hands-on part and help strengthen older people's sense of independence and their capacity to defend their rights.

“The ABC of Financials”

This is an innovative educational program designed to promote financial literacy **among primary and secondary school students**. Through interactive activities, experiential learning and teamwork, the program strengthens the children's knowledge and skills regarding fundamental financial issues.

In the context of the Global Money Week, educational activities were jointly organized in **Athens and Ioannina**, focusing on helping school students and teachers learn about key financial concepts and develop responsible financial behaviors. Employees from the **Alpha Asset Management** team also participated in the educational activity held in Athens. The students developed investment risk analysis skills and were able to appreciate the value of financial knowledge in daily life.

Moreover, **Alpha Bank participated in the CSR In Action event, providing the event's 300+ participants with detailed updates** about the activities mentioned above, as well as about the other activities that are implemented via the IQonomy platform and are consistent with the GMW agenda. The Bank also conducted an extensive **information campaign, by means of articles placed in the printed and electronic Press**.

About IQonomy

IQonomy is a social responsibility initiative that promotes equal access for all citizens to financial literacy. Consisting of four specialized programs, it is addressed to social groups identified by OECD as most vulnerable to financial literacy related issues.

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 who belong to the general population, in the new environment of digital transactions. The related 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.

So far, the initiative has visited over 175 cities and over 604 schools throughout Greece, having directly benefited more than 69,000 individuals. The program's indirect beneficiaries stand at over 139,000.