



Press Release

Alpha Bank and Visa announce a multi-annual exclusive strategic partnership

The two leading financial and payments technology organizations announce the extension of their long-standing partnership, ushering in a new era in the field of payments in Greece

Aiming to **upgrade the Bank's products and services to individuals and businesses, Alpha Bank extends its strategic agreement with Visa**, which is expected to accelerate the digital transition and boost the development of digital payments in Greece. Through this new partnership, Alpha Bank will offer a range of new products and services, aiming to help its Customers better manage their finances and the needs imposed by their lifestyle.

The partnership is expected to **modernize payment services**, as the two companies will jointly offer **innovative solutions that enhance security and ease of transactions**. At the same time, **leveraging Visa's technology, global scale and strong risk management capabilities**, Alpha Bank will offer advanced **digital banking** capabilities that will meet the ever-evolving needs of the market.

Isidoros Passas, Alpha Bank's Chief of Retail Banking, said: *"Our strategic partnership with Visa is being significantly upgraded, enhancing our ability to offer innovative payment solutions that meet our Customers' expectations. Our focus is on the continuous evolution of services, aiming for a banking experience that is more secure, immediate and adapted to the needs of the digital era. We are committed to promoting equal access to financial services and broader economic progress and growth, by harnessing the power of technology for all our Customers."*

Nikos Petrakis, Visa Country Manager for Greece, said: *"As payments evolve, our goal is not only to keep pace with change, but also to anticipate and shape the future needs of both consumers and businesses. Through our partnership with Alpha Bank, we are committed to providing innovative, inclusive and secure digital payment solutions that enhance the customer experience, thanks to Visa's ongoing commitment to innovation, its investments in security, and its international presence. What we are announcing today is not just a commercial agreement: it is more than that. It is a common look at the future of the Greek economy and of the Greek families, businesses, and every consumer. A shared commitment to promoting more broadly – and through technology– financial inclusion and growth across the country."*

About Alpha Bank

Alpha Bank Group was founded in 1879 and is today one of the largest financial sector Groups in Greece, with a strong presence in the Greek and international banking market. The Bank's purpose is to enable progress in life and business for a better tomorrow Alpha Bank aims to create value for all stakeholders in a responsible manner, through its focused strategy centered on leveraging strong relationships and leadership in high value Customer segments, underpinned by continuous investment in digital technology and human resources development, along with a clear identity based on trust, value creation and service excellence. Alpha Bank operates in Greece –serving approximately 3.5 million Customers through a network of approximately 270 branches– as well as in Cyprus, Romania, Luxembourg and the UK, employing approximately 8,000 employees and offering a wide range of high-quality financial products and services in the areas of Retail Banking, Corporate Banking and Asset Management.



ALPHA BANK

About Visa

Visa Inc. (NYSE: V) is the global leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and governments in more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable, and secure payment network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, “uplift” everyone everywhere and see access as fundamental to the future of money movement. For more information, visit [visa.gr](https://www.visa.gr).