



## Press Release

### Alpha Bank garnered multiple distinctions at the PR Awards 2025

*With a total of eight awards, including the Best In-House Team Grand Award, Alpha Bank emerged as one of the event's key protagonists*

Alpha Bank was recognized for its contribution to culture, society, the environment and financial literacy, as well as for its internal communication channels and actions, at this year's PR Awards, organized by Boussias Events.

More specifically, the Bank garnered the following awards:

**Best In-House Team Grand Award:** This was the event's top award, presented to Alpha Bank in recognition of the overall performance of its Communications and Corporate Affairs team in 2024.

**Gold Award in the 'Sponsorship' category,** for the Corporate Responsibility initiative "Culture for All": The initiative consists of several programs and actions, implemented in partnership with leading cultural institutions and helping ensure equal access and participation of people with disabilities and other vulnerable social groups in arts and culture.

**Gold Award in the 'Community Engagement' category,** for the financial literacy actions implemented in the framework of World Money Week 2024 and the Delphi Economic Forum IX. These actions are part of the Alpha Bank's Corporate Responsibility initiative "IQonomy".

**Gold Award in the 'Internal Communications & Customer Relations' category,** for the internal Corporate Social Responsibility campaign on climate crisis and biodiversity, which included a voluntary beehouse making activity for the Larissa Beekeepers' Association, an educational webinar on the environment, the oceans and microplastics, given by National Geographic Explorer's Thodoris Anagnostopoulos, and Circular Economy workshops for children of the Bank's employees.

**Silver award in the 'Internal Communications / Employee Engagement' category,** for the teams of the Bank's **Communities of Change**. These are groups of employees who are organized forming their own communities, have common interests and share the same vision.

**Silver award in the 'Report & Internal / External Publication' category,** for Alpha Bank's internal communication e-newsletter "Kathe15" ("Every two weeks").

**Silver award in the 'Website / Microsite' category,** for "We are Alpha", the Group's new intranet.

**Bronze Award in the 'Social / Community Engagement' category,** for the initiative "Together, for Thessaly", a series of voluntary actions to support the residents of the Region of Thessaly who were affected by the disastrous floods of September 2023.

**Alpha Bank's Communication and Corporate Affairs Director, George Terzis,** said about these awards:

*"Distinctions of this kind are an important recognition of the work done daily by all members of*



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*the team, as well as the of work culture that underpins Alpha Bank itself, which is based on the values of excellence, innovation, efficiency, cooperation, empowerment and progress. Success is not a destination, but a journey – and we are making this journey together.”*