



## Press Release

### Lazaros Papagaryfallou at the Thessaloniki International Fair: *“Alpha Bank and ELTA are creating a new model of financial inclusion and economic development”*

*Statements of the Group’s Deputy CEO on the strategic partnership between Alpha Bank and Hellenic Post*

Alpha Bank’s strategic partnership with Hellenic Post (ELTA), which is *“the starting point for building a new ecosystem which combines transport, financial products, modern technology and payment systems, providing holistic services to businesses and individuals, regardless of their place of residence”*, was presented at the Thessaloniki International Fair (TIF) by **the Deputy CEO of Alpha Bank Group Lazaros Papagaryfallou**, during a public discussion **with the Managing Director of ELTA, Grigorios Sklikas**, at TIFs’ **Growthfund Agora event**.

*“Today, about 1.1 million citizens do not have direct physical access to a bank branch. With the Alpha Bank - ELTA partnership, we are meeting one of the biggest challenges for the country: financial inclusion. The familiar role of the Post Office, now enhanced with new digital and financial tools, makes banking more accessible, combining the familiar with the innovative,”* said Mr. Papagaryfallou, highlighting the importance of the Alpha Bank - ELTA partnership in **filling the financial gap**.

#### **Access to everyday banking services for all**

**The distribution of basic products through the ELTA points of service will be launched on a pilot basis in the coming months**, followed by a phased rollout aimed at achieving nationwide coverage. As the Deputy CEO of Alpha Bank explained, ***“From 2026 onwards, more complex products will be added, such as issuing debit and credit cards through the local post office, and participation in the Bonus program, financing solutions for individuals and businesses, bancassurance and investment products, as well as the sale of POS terminals for professionals.”***

For households, this means **simpler everyday life** – money transactions, savings and parcel shipments, all of them available in a single place. For small and medium-sized businesses, this partnership creates **new opportunities**: *“linking shipments with digital payments, access to working capital and unified tools for logistics and financial management,”* he noted.

#### **A new ecosystem with a social footprint**

The partnership, as Mr. Papagaryfallou said, ***“is anchored in the establishment of a new concept of financial inclusion, in which citizens have at their disposal modern services and trust is cultivated through personal and direct service at local points.”*** However, it is not limited to strengthening the banking presence in the country’s peripheral regions but is instead ***“the starting point for establishing a new ecosystem that combines shipments, financial products, modern technology and payment systems, providing holistic services irrespective of place of residence.”***

He added that similar models have already succeeded abroad, citing **An Post in Ireland** and **Poste Italiane, in partnership with UniCredit in Italy**, noting that *“these experiences show that*



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*strategic partnerships between banks and post offices can create substantial value for citizens and the economy.”*

He concluded by pointing out that **this partnership brings together the best from both partners:**

- **From ELTA:** an extensive network of points of service throughout the country, with relationships based on trust in local communities. For many citizens, especially in rural or island areas, the local Post Office is a familiar and reliable point of service.
- **From Alpha Bank:** modern banking expertise, digital capabilities and a comprehensive portfolio of products for individuals and businesses.

*“We are combining the **legacy and reach of ELTA**, together with the ambition of its management for the company to become a benchmark of the industry, with the **innovation and depth of Alpha Bank’s products**, creating a new ecosystem that enhances the daily lives of citizens and strengthens the local economies. This is not just a ‘product distribution’ agreement, but a **long-term growth platform with a strong social impact**,” he stressed.*