



## Press Release

### Alpha Bank enhances its presence in Thessaloniki, focusing on Development, Education and Culture

*Strategic support to Northern Greece – Meetings with cultural institutions and visit to a school under renovation by the “Marietta Giannakou” Program*

Thessaloniki was the focus of interest for Alpha Bank’s Management, with **the Chair of the Board of Directors, Dimitris Tsitsiragos**, and the Group’s **Deputy CEO Lazaros Papagaryfallou** leading a series of contacts and visits. Together with the **Chief Retail Client Strategies Officer, Panagiotis Georgiopoulos**, and the **Chief Retail Distribution Officer, Maria Papageorgiou**, they visited HUB26 –the Bank’s new Business Center in Thessaloniki–, as well as the Alpha Private Banking offices and several Alpha Bank Branches in the city, while they also met with representatives of organizations active in Education and Culture.

*“Alpha Bank’s strength is its people. We consistently invest in our human resources and make sure that we are close to all employees, through open communication and regular meetings with them. With our new corporate culture, which emphasizes excellence, efficiency, collaboration, empowerment and innovation, we are shaping a work environment that inspires, unites and prepares the Bank for the future,” said Mr. Tsitsiragos.*

#### HUB26: Alpha Bank’s new center of operations in Thessaloniki

The HUB26 Business Center is **a state-of-the-art building of the highest standard**, to which **all Business Areas of the Bank in the city were recently relocated**. This is where Alpha Bank’s “heart” will beat in Thessaloniki, bringing together the Bank’s capabilities in the city in a single, modern-day space HUB26 will be the base where **strategies that support growth in Northern Greece** will be designed and implemented, **Customer service** will be enhanced, and an **environment of cooperation and innovation** will be fostered for Alpha Bank’s people. This new center of operations is more than just a building – it is **a venue that projects the Bank’s presence, commitment and vision** for Thessaloniki and the wider region of Northern Greece.

#### Alpha Bank and ELTA: A strategic partnership offering access to modern-day banking services across Greece

During the Thessaloniki International Fair, Mr. Papagaryfallou participated in a joint interview with the CEO of ELTA, Mr. Grigorios Sklikas, presenting the **strategic partnership** that expands access to modern banking services for citizens and businesses throughout Greece, bridging the gap between cities and peripheral regions.

**Alpha Bank’s Deputy CEO** said about this partnership:

*“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. Our partnership is the starting point for building a new ecosystem which combines transport, financial products, modern technology and payment systems, providing citizens and SMEs with holistic services throughout Greece.”*



## Supporting the local economy

During their visit to the Thessaloniki **Branches**, the **Management Executives spoke with Branch Network staff**, focusing on supporting small and medium-sized enterprises, which are the backbone of the local market.

*“Thessaloniki –and Macedonia as a whole– is a strategic growth hub. Our priority is to support our Customers in realizing their business goals, combining the knowledge of the local market with the expertise of our people, as the Bank of Entrepreneurship in Greece,” said Mr. Papagaryfallou.*

**The visit highlighted the decisive role of the Branch Network in the Bank’s growth course**, as well as the **new customer-centric operating model** that is being established, with the assumption of duties by Maria Papageorgiou and Panagiotis Georgiopoulos in retail banking.

## Education and Culture

Alpha Bank Management’s cycle of contacts in Central Macedonia concluded with a **visit to the 29th Primary School of Thessaloniki**, currently being renovated under the [“Marietta Giannakou”](#) Program, followed by meetings at the Thessaloniki Concert Hall, confirming once again the Bank’s commitment to fostering progress and social welfare.

Alpha Bank is a partner in the “Marietta Giannakou” Program, as **one of the four systemic banks financing the renovation of 430 public school buildings across Greece**. During the visit to the local school, **the Chair of the Board of Directors and the Deputy CEO, together with the Communications and Corporate Affairs Director, George Terzis**, met with **the President and the CEO of “Building Infrastructures S.A.”, Timoleon Katsipos and Athanasios Giannaris**, were given a tour of the school’s facilities and were informed of the interventions made and the works that have been completed in order to improve the school’s infrastructure and the capabilities provided to its pupils.

Commenting on the joint action undertaken by the four major banks, **the Chair of the Board of Directors of Alpha Bank, Dimitris Tsitsiragos**, said: *“We are joining forces and contributing up to Euro 400 million over the four-year period from 2024 to 2027, so that more than 2,500 schools across the country can have safe, modern and universally accessible infrastructure. At Alpha Bank, we firmly believe that investing in education is the most essential investment for the future of the country. And “Together”, we can ensure better learning conditions and equal opportunities for all children.”*

A meeting was also held with the **President of the Thessaloniki Concert Hall Organization, Eugenia Alexandropoulou-Egyptiadou** and the Concert Hall’s **Artistic Director, Christos Galilaïas**. In the framework of its **“Culture for All”** social responsibility Program, Alpha Bank has a **long-standing collaboration** with the Thessaloniki Concert Hall, which it has supported since 2003. In this context, **it sponsors artistic and cultural productions**, while over the last few years it has made a major contribution to the efforts to promote the Concert Hall’s Youth Symphony Orchestra (MOYSA), as well as the **establishment of universally accessible cultural events in Northern Greece**. At the same time, it supports the cycle of events “Writers of the World travel to the Megaron”, enhancing cultural dialogue and the participation of the public.