



Press Release

Alpha Bank appointed Gold Sponsor of the Hellenic Olympic Committee

A strategic partnership that renews the Bank's long-time relations with the Olympic Movement and Greek sport

Alpha Bank, honoring its history, which has with has always been inextricably linked to Greek Sport and the Olympic Ideal, signed a new strategic partnership agreement with the Hellenic Olympic Committee (HOC), undertaking the role of Gold Sponsor for the Olympic Quadrennium leading up to the "Los Angeles 2028" Olympic Games.

The agreement was finalized during a meeting of the CEO of Alpha Bank, Vassilios Psaltis, with the President of the Hellenic Olympic Committee, Isidoros Kouvelos. The Advisor to the CEO, Spyros Filaretos, also took part in the meeting.

With this new partnership, Alpha Bank supports the preparation and the work of the Hellenic Olympic Committee, supporting the Greek athletes, teams and delegations to represent our country in the top international events, while at the same time it implements targeted initiatives for upgrading sports infrastructure, promoting culture, as well as educational programs, volunteer programs, and programs to strengthen amateur sport and education. Alpha Bank will also support the International Olympic Academy in Ancient Olympia.

From the "Athens 2004" Olympic Games to the present day

Alpha Bank's relationship with Olympism has deep roots. As the "Bank of the Olympic Games", Alpha Bank was the official Bank of the 2004 Athens Olympic Games, making a decisive contribution to the national effort to host an event that has left a positive mark on the modern history of world sport. As a Major National Sponsor, it implemented a wide range of initiatives that highlighted Greek history and culture, actively supported athletes and strengthened the institution of volunteerism.

Almost twenty years later, the Bank strengthens its relationship with a role of emblematic importance that is also part of its own identity, by once again contributing to the uninterrupted progress of the Greek athletes towards the great challenges of the next Olympic quadrennium, up to Los Angeles 2028.

Statement by the CEO of Alpha Bank, Mr. Vassilios Psaltis:

"Olympism is a source of inspiration for all of us at Alpha Bank. It is a set of values that illuminates the way in which we operate—excellence, consistency, fair play, collective effort. It is a daily reminder that the greatest achievements are born when we join forces and aim high.

Supporting the Hellenic Olympic Committee and our athletes is an honor, but above all, it is a promise: to stand by their side every step of the way, so that they can go as far as their dream will make them go. To offer them the tools and the belief that Greece can—and deserves— to be a leader. Part of this commitment is our contribution to upgrading sports venues that were created with the support of all Greeks and are today valuable public property. It is the responsibility of all of us to ensure that these places continue to serve sport, the young generation and the local communities.



At Alpha Bank, we work every day for a better tomorrow, enabling progress in life, in business, and in every collective effort that leads the country forward. Today's new partnership reflects in practice this commitment: our belief in Greece's potential, in the power of talent and in the spirit that unites us."

Statement by the President of the Hellenic Olympic Committee, Mr. Isidoros Kouvelos:

"I would like to thank Mr. Vassilis Psaltis for the strategic partnership which we are formalizing today and which provides substantial support to Greek sport.

It is a particularly important fact that Alpha Bank, which has a long-time links to Olympism and sport, supports the efforts of the Greek Olympic team in the lead-up to 2028 and will be at the side of the HOC in the preparation of the athletes for qualifying for the Los Angeles Games and for being successful there.

At the same time, it is equally important that Alpha Bank participates in the program 'Adopt a Venue', confirming that the private sector has a crucial role in maintaining and promoting of sports venues and infrastructure. We want this relationship of trust and support to last not only until 2028, but well beyond that."

The range of Alpha Bank's activities – From supporting athletes to upgrading sports infrastructure

As part of the partnership, Alpha Bank will implement a wide range of activities, which will cover:

Support for athletes

Assistance for already established athletes and support of younger, rising talents, by establishing the conditions necessary for their best possible preparation, throughout the Olympic Quadrennium.

Improvements and upgrades to sport infrastructure

Alpha Bank will contribute to the upgrading and modernization of selected Olympic sports venues, to create modern and safe training facilities for athletes, offer easy access to quality sports infrastructure to the young generation, and protect public sports venues running the risk of falling into decay because of limited resources.

Cultural, educational and social activities

The Bank will showcase the richness and educational character of its cultural collections—from its Numismatic Collection to its Art Collection—, promoting Greece's history and cultural heritage in the context of Olympism. Moreover, it will also implement educational programs promoting the Olympic Values in schools and local communities, as well as volunteer activities with the participation of employees and citizens, to raise awareness and strengthen amateur sport.

The participants to the meeting also included from the HOC, its Secretary General, Stefanos Chandakas, the Chairman of the HOC Marketing Commission, Petros Synadinos, and the Vice Chairman of the same Commission, Iakovos Filippousis, and, from Alpha Bank, the Marketing & Public Relations Director, Evi Kilaoudatou, and the Communications & Corporate Affairs Director, George Terzis.