



Press Release

Rebrain Greece London: Over 550 participants expressed an interest in returning to Greece, with Alpha Bank as their employer of choice

The Bank's participation in the Ministry of Labor's event in London concluded with the presence of senior executives and the Alpha Ithacans community

Alpha Bank made a strong showing for the fifth consecutive year at the Rebrain Greece event, organized in London by the Ministry of Labor and Social Security and aimed at encouraging Greek professionals living and working abroad to return home. During the event, which featured Minister Niki Kerameus as the keynote speaker, Alpha Bank received over 550 expressions of interest from participants considering repatriation, with the Bank as their employer of choice.

Led by Mr. Nikos Salakas, Alpha Bank's Chief of Corporate Center and General Counsel, senior executives of the Bank spoke with highly skilled Greek professionals who are considering returning to Greece to continue their careers. The discussions focused on the available roles, Alpha Bank's business strategy and corporate culture, the required skills and knowledge, as well as the career growth prospects within the Group.

On the sidelines of the event, Mr. Salakas made the following statement: *"The excellent response from Greek professionals living abroad shows that the 'brain regain' initiative has now true substance and potential. At Alpha Bank, we view the repatriation of talent as a strategic investment of high added value, bringing into the organization people with international expertise and modern skills who are ready to contribute to the country's transformation and development. The Alpha Ithacans community is at the heart of this initiative at Alpha Bank, acting as a network for welcoming, cooperation and know-how transfer within the organization and demonstrating in practice how 'brain regain' can be transformed into a developmental advantage for the economy and for society as a whole."*

Alpha Bank is the first bank in Greece to have made the repatriation of Greek professionals a strategic priority. Over the last five years, it has taken part in five international missions, having met with over 1,000 Greek professionals pursuing successful careers abroad. It has also established, within the Alpha Bank Group, the Alpha Ithacans community, which currently numbers 102 professionals who have chosen Alpha Bank for continuing their careers and returning to Greece.