



## Press Release

### UniCredit and Alpha Bank Deepen Their Cross-Border Alliance in Regional Markets

*Supporting Greek and Bulgarian clients with a comprehensive, cross-border set of services*

As part of their strategic partnership, UniCredit and Alpha Bank are advancing their cross-border agenda in key European markets, with a new focus on Bulgaria, delivering a comprehensive suite of services that bring complementary solutions and added value to clients. Senior executives from both Groups convened at UniCredit Bulbank headquarters in Sofia to leverage local expertise and joint networks to better serve growing businesses, from mid-caps to large corporates with a cross-border presence in Greece and Bulgaria, connecting them with high-quality services and access to key European markets.

Greece and Bulgaria have been close economic partners for decades, while Southeastern Europe is becoming an increasingly important corridor for trade and investment. The platform being shaped allows the two partners to operate as one team and therefore deliver a more unified service and advisory experience across markets.

**Lazaros Papagaryfallou, Deputy CEO, Alpha Bank**, said during the visit: "Together, we are building a bridge connecting Greece and Southeastern Europe to the most important EU markets. High-impact, outward-facing and capable companies deserve a banking relationship that matches their ambitions. Together with our colleagues at UniCredit, we are committed to making our clients' next step easier, whether that means growth, innovation or international expansion. With the two banks operating as one team, our support begins in Greece, extends to Bulgaria and reaches the European markets that matter most to our clients."

**Richard Burton, Group Head of Client Solutions, UniCredit** added: "It was a pleasure to meet with representatives from leading businesses in Bulgaria and Greece during our sessions in Sofia, and to hear first-hand about the challenges and opportunities they see, as well as how our partnership can help them achieve their objectives. The active exchange between our teams and our joint customer engagements are turning this partnership into real, practical value for the clients we serve."

The cooperation aims to bring together the banking needs businesses increasingly face, such as everyday transactions, cross-border financing and advisory services, in one platform that will help clients from Greece expand more effectively in European markets, as well as further facilitate the flow of investment into Greece and Southeastern Europe.

The Sofia meetings included sessions with UniCredit and UniCredit Bulbank commercial, retail and other divisions, a visit to UniCredit Bulbank's central branch, and meetings with clients, such as Greek corporates operating in Bulgaria, drawing from across key sectors of the economy.