ALPHA BANK

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Press Release

Alpha Bank Group secures four international distinctions at the Euromoney Awards for Excellence 2026

Alpha Bank Named Best Bank in Greece and Best Bank in Diversity & Inclusion

AXIA Named Best Bank for Research and Best Investment Bank for Real Estate and Hospitality

Alpha Bank has been named **Best Bank in Greece** at this year's **Euromoney Awards for Excellence**, at the ceremony held in London, while also recognized as the **Best Bank in Diversity & Inclusion**. In total, the Group collected four distinctions, with AXIA recognised as **Best Bank for Research** and **Best Investment Bank for Real Estate and Hospitality**, underscoring Alpha Bank’s strategic decision to bring AXIA into the Group and create one of the strongest investment banking and research platforms in the Greek market.

Euromoney described Alpha Bank as the “standout performer in Greece” in 2025, noting that the Group's growth strategy has produced a business model that is materially differentiated from the competition.

The awards come as Alpha Bank completes its 2023–2025 business plan, with the Bank exceeding its key financial and strategic targets. As Euromoney points out, what set the Bank apart was not performance alone but strategic choice: targeted acquisitions such as AstroBank and AXIA, and above all a European-scale strategic partnership with UniCredit that structurally changes the Bank's position in the Greek market.

Commenting on the Group's performance at the Euromoney Awards for Excellence 2026, **Vassilios Psaltis, CEO of Alpha Bank**, said: "*These awards matter to us because they recognise more than our financial results; they reward the strategy and the choices behind them. We deliberately chose a different growth model: deploying our capital buffer with discipline, building new capabilities through targeted acquisitions and through a partnership with UniCredit that is unique in the Greek market. This recognition belongs to the people of Alpha Bank. We will carry on with the same discipline, so that we remain the trusted bank for our customers*."

The evaluation criteria

For the Best Bank award, the Euromoney Awards for Excellence editorial team assesses criteria that include strategy and financial results, investment in products and services, and customer centricity across the full range of the Bank's activities. The Diversity & Inclusion category examines parameters such as long-term strategy and initiatives that build an inclusive culture. In the Best Bank for Research category, which concerns AXIA, the judges evaluate the depth of research and its relevance to each client's needs. The Investment Banking category assesses factors including the successful execution of complex transactions and the breadth of client-driven capabilities, among other criteria.

Key aspects recognised by the judging panel

- A strategy of growth through acquisitions that are capital-light. The acquisition of AstroBank established Alpha Bank as the third-largest bank in Cyprus, with a market share of around

10%, laying the foundations of a single Greece–Cyprus platform, while doubling profitability in the local market.

- The decision to differentiate through an institutional partnership, such as the one fostered with UniCredit. Alpha Bank is the only Greek bank with a leading European banking group as a strategic institutional shareholder, a model that opens to customers access to European markets, additional trade finance capabilities and a broad range of investment solutions.

- The decision to bring AXIA into the Group, creating a leading regional investment banking and capital markets platform for mid-sized and large corporates in Greece, Cyprus and the wider region.

- The progressive diversification of the Bank's business model, with fee income up 19% in 2025 to €501 million, driven by the growing contribution of advisory services and business-lending-related activity.

A top distinction in Diversity & Inclusion

The Bank's award in the Best Bank in Diversity & Inclusion category recognises its strategic commitment to a working environment that advances diversity, inclusion and equal opportunity for all. The judges distinguished Alpha Bank initiatives, such as the launch of its Communities of Change, alongside its multi-layered women's empowerment initiatives and programmes aiming to attract young professionals in the Bank. This is a distinction that confirms Alpha Bank's consistent investment in a culture where every employee can grow, contribute and realise their full potential.

Specifically, the panel recognised:

- Alpha Bank’s strategic investment in women's empowerment through the A.W.A.R.E. framework (Alpha Women, Authentic, Resilient, Empowered), which underpins mentoring and leadership programmes that strengthen female leadership, career progression and the financial empowerment of women across the organisation.

- Initiatives to attract and develop young talent, with more than half of all new hires in 2025 (53%) aged between 18 and 30, significantly ahead of the Bank’s initial 20% target.

- The Communities of Change, which strengthen employee participation and collaboration.

- Alpha Bank’s programmes aiming to repatriate Greek professionals from abroad, through targeted initiatives and the launch of the "Alpha Ithacans" community.

AXIA: the leading research team in the Greek market

Euromoney named AXIA Best Bank for Research, recognising its research team as a point of reference for the Greek and Cypriot markets. According to the evaluation, the team:

- covers companies accounting for more than 97% of daily trading activity on the Greek market;
- produces comprehensive, continuously updated analysis across the key sectors of the economy;
- combines daily contact with company management and investors, turning analysis into immediately actionable investment insight;
- delivered an average return of 56% on its top investment picks for 2025, significantly outperforming the market.

For the Best Investment Bank for Real Estate & Hospitality award, Euromoney recognised AXIA's ability to complete complex transactions that contribute to the institutional transformation of the

Greek hospitality market, citing in particular the sale of Porto Bello Hotels to Brook Lane Capital and the Donkey Hotels–AZORA strategic partnership, as well as AXIA's capacity to structure complex deals that make it easier to attract international institutional investors to Greece.

Speaking at the awards ceremony, **Lazaros Papagaryfallou, Deputy CEO of Alpha Bank**, said: "*These distinctions reward a collective effort and the consistency with which we have executed our strategy. They are about upgrading our capabilities through strategic partnerships, strengthening our product factories and investing in our technology infrastructure, while broadening our revenue sources in Greece and abroad. These are not standalone initiatives; they form a coherent model that sets us apart in the market. The next phase will be judged on the depth of the customer relationship, and that is where our attention is now focused*."

Commenting on AXIA's performance, **George Linatsas, Chief of Investment Banking of Alpha Bank and CEO of AXIA**, said: "*We are honoured for the two awards AXIA received in last week's ceremony. We see it as another international recognition for our two-decade journey in building Southeast Europe's premier Investment Banking franchise. Now being part of Alpha Bank Group, we are empowered with more tools to assist our clients and are committed to continue building on the legacy we have created*."

Fragiski Melissa, Chief Human Resources Officer of Alpha Bank, said of the Best Bank in Diversity & Inclusion award:

"Our distinction at the Euromoney Awards for Excellence 2026 recognises our continuous effort to shape a working environment where every person feels they belong, are heard and have equal opportunities to develop. At Alpha Bank, diversity and inclusion are not simply corporate policy, they are part of our culture and a core pillar of our strategy for sustainable growth."

On behalf of AXIA**, Alexandros Argyros, Managing Director & Co-Head of Investment Banking at AXIA**, added:

"Being recognised once again by Euromoney is a real honour and tangible proof of the expertise, dedication and execution capability of our Real Estate & Hospitality team. In a market where rising institutional interest meets considerable execution complexity, this award reflects our ability to convert investor interest into successfully completed transactions. Every completed deal reinforces institutional investor confidence, strengthens market momentum and supports the further growth of investment activity in Greece. In AXIA's new era as part of the Alpha Bank Group, and working alongside Alpha Finance, our team is uniquely placed to build on that momentum."