PRESS RELEASE

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Alpha Bank unveils a new identity reflecting its transformation

Alpha Bank brings its capabilities together around each customer's journey

- A new identity inspired by the Bank's roots. The logo has been redesigned based on the original Aegina silver stater coin.
- "Defining a New Together." The new campaign, launching today, focuses on the diverse needs, life journeys and aspirations of people.
- A new service model. The Bank's next-generation branch in Kolonaki has opened its doors.
- Employees experienced the "New Together" first. New benefits include medical coverage for employees' parents, the introduction of a minimum guaranteed salary of €2,300 for financial advisers, and career development opportunities regardless of place of residence.

Today, Alpha Bank unveiled its new corporate identity under the banner "Defining a New Together." The identity does not precede change; it follows it. It reflects a Bank that, six years after launching its transformation, has strengthened its financial position and built an ecosystem of capabilities with international reach, aimed at offering more choices to individuals and businesses alike.

"*We have grown in order to become more useful, and our success cannot exceed that of the customers we serve,"* said Vassilis Psaltis, CEO of the Alpha Bank Group. He added that "*our new identity reflects the Alpha Bank we have already created. Our history remains recognisable, while our current capabilities find a new, modern expression."*

Mr. Psaltis linked the new identity to two strategic priorities: meeting the full spectrum of businesses' financial needs and establishing Alpha Bank as a trusted adviser to individuals in planning their financial lives at every stage of their journey.

The symbol: A new expression of Alpha Bank's heritage

The new identity returns to the source of the Bank's symbol: the silver stater of Aegina, the coin that travelled across the Mediterranean 2,600 years ago and became a symbol of trust between people and of a Greece reaching beyond its borders.

This was the significance recognised by Yannis Kostopoulos when he selected it as the Bank's emblem in 1972. he updated symbol was designed directly from the original coin, rather than from an idealised version of it. Its small imperfections and asymmetries have been preserved.

"If it had been too perfect, it would have felt cold and impersonal," noted the design team at Pentagram. *"Every line and every proportion was shaped by three questions: Does it honour what came before? Does it accurately express the present? Does it open the way for what comes next?"* The symbol forms the foundation of a unified system of typography, colour, imagery and motion across both physical and digital environments. Within this visual identity system, *"Together"*, which has accompanied the Bank's communications since 1976, acquires new meaning to reflect customers' contemporary expectations.

The campaign: "Defining a New Together"

The new corporate campaign, "Defining a New Together", launches today. It begins with a simple observation: "*No two lives are alike. Why should the ways in which you support them be the same?"* It offers a clear

definition: "Together is not about offering the same thing to everyone. It is about understanding what each person truly needs. This “New Together” believes in what people create, stays close to them regardless of how far they wish to go, is open to everyone while remaining different for each individual, and expands both horizons and possibilities. The campaign concludes with the phrase “Defining a New Together” and highlights the Bank’s role as a trusted companion throughout each customer’s journey.

The branch: A new approach to the customer relationship

Today, the first Alpha Bank branch designed around this new customer relationship opened in Kolonaki. The new generation of branches dedicates more space and time to personalised advice and financial planning. At the same time, the Bank has extended the operating hours of its contact centre and comprehensively upgraded myAlpha web and mobile banking services.

"For customers, the essential question is: ‘What does this mean for me?’" said Mr. Psaltis during the presentation. "*The answer will be demonstrated in practice. Through the choices we offer, the advice we provide and the way we stand by their side.”*

The “New Together” also applies to the Bank’s people

The new identity was presented on Monday afternoon to all Group employees across Greece, Cyprus, London and Luxembourg during an internal event attended by Chairman of the Board Dimitris Tsitsiragos, Board members, the CEO and all members of the Executive Committee. Management presentations highlighted how the “New Together” translates into greater opportunities for customers and meaningful support and career development opportunities for employees.

Through the Silver Together program, Alpha Bank becomes the first employer in the Greek market to offer a comprehensive care program for employees’ parents, including hospital coverage, medical services, home doctor visits and a single point of coordination, benefiting approximately 5,500 eligible individuals.

"*At Alpha Bank, caring for family extends across every generation, from our children to those who still see us as their children*," said Mr. Psaltis. In addition, effective 1 March 2027, the Bank will introduce a minimum guaranteed gross monthly salary of €2,300 for branch network colleagues serving as financial advisers to individuals and businesses. *"In this way, we connect better customer advice with meaningful career prospects for the people who provide it*," Mr. Psaltis noted.

Finally, the Bank announced that career opportunities in Head Office roles will be open to all employees without requiring relocation to Athens or Thessaloniki, through flexible working arrangements and the Bank’s facilities throughout Greece.

Responsibility towards society

"We recognise that the recovery of the banking sector does not automatically translate into greater trust. The crisis left a deep mark on people's lives. Our responsibility today is clear: to help restore that trust," said Mr. Psaltis.

"Citizens judge us based on their own experience. Whether the Bank listens to them, explains their options clearly and supports them when they need to make an important decision. That is where our value must be proven."

This responsibility also extends to education, through the largest corporate responsibility programme in the country for public schools and universities, implemented together with Greece’s three other systemic banks; to healthcare, through support for 138 healthcare and social welfare facilities nationwide; to sport, through the reconstruction of the Schinias Rowing Centre; and to culture, through a range of initiatives under the “Culture for All” program.

"Today, Alpha Bank has more capabilities than ever before. However, the question society asks is not how strong banks are. It is what people receive in return from that strength. The ‘New Together’ is our answer to that question. The transformation within the Bank has already taken place. Today, it finds its voice," Mr. Psaltis concluded.