



Press Release

Athens, September 2, 2019

Digital innovation competition FinQuest by Alpha Bank

Alpha Bank addresses an open call for participation in the new, annual digital innovation competition **FinQuest**, aiming to showcase the digital future of the financial sector in the context of the new technologies which already change the way banks operate, introducing important challenges as well as opportunities.

The first **FinQuest** competition will have duration of **three months** in total and will seek innovative ideas and proposals for the **financial services of the new age**, making use of the new capabilities of the digital technology. The competition will be based on a **real quest** of the banking sector, which teams or Startups/Fintech companies, combining a wide range of skills and experiences, will be called to handle.

The interested parties can join the competition by submitting their proposal until **Monday, September 30, 2019**, via the website www.finqest.gr

The selected teams will be entered during October and November 2019, in an intensive **6-week accelerator** programme, during which they will have the chance to participate in specialised seminars and will receive mentoring from experienced Executives of the Bank and professionals from the innovation field. The goal is to make their ideas more appealing and applicable in the real conditions of the banking sector, while Alpha Bank will examine the possibility of collaborations with proposals and solutions that will address its current needs.

By the end of November 2019, **the final proposals of the teams** will be presented at an open event, where the three best will be awarded. The **Evaluation Committee** will be composed of Alpha Bank's executives as well as of representatives of investment or consulting companies, innovation, technology and new business development experts, spokespersons of academic institutes and established professionals in the startup and fintech fields.

The Executive General Manager and Chief Digital Officer of Alpha Bank, Damianos Charalampidis, stated: "Through the FinQuest competition, we create the suitable conditions for the establishment of innovative digital solutions and applications, which will accelerate the digital transformation of the banking sector, will boost startups and the fintech companies' ecosystem and will highlight the values of creativity, teamwork, and fair play. The FinQuest competition, besides promoting the digital innovation in the modern banking sector, will boost Alpha Bank's competitiveness and will add to the improvement of its Customers' Experience.

All the relevant information as well as the submission forms for participation are available for the interested parties at www.finqest.gr