



Press Release

Athens, March 3, 2020

Alpha Bank accelerates the delivery of its strategic plan with important appointments: Anastasia Sakellariou is appointed Chief Transformation Officer and Fragiski Melissa Chief Human Resources Officer

Alpha Bank reaches an important milestone in the implementation of its strategic plan with two senior appointments that will play a critical role in driving forward its comprehensive transformation and are important additions to its high energy and caliber senior management team.

Anastasia Sakellariou takes up the newly-established Chief Transformation Officer (CTO) position as General Manager and Member of the Bank's Executive Committee, as of April 2020. Fragiski Melissa joins Alpha Bank as Executive General Manager and is appointed Chief Human Resources Officer.

Alpha Bank's CEO, Vassilios Psaltis, stated:

"I am delighted that in Anastasia and Fragiski we have been able to attract two very talented leaders. Anastasia comes in with a solid record of delivery in a variety of senior positions in Greece and abroad and possesses the right qualities to liaise closely with her peers at the Executive Committee to ensure successful delivery of our transformation plan. Fragiski demonstrates a wealth of experience in developing and fostering talent and configuring change processes, which are critical ingredients in our effort to promote a meritocratic culture and introduce a rigorous focus on performance and accountability."

The establishment of the CTO function aims to approach our transformation in a holistic way. Anastasia Sakellariou will have the responsibility for the overall design of the Group's transformation plan and will ensure, through her co-operation with the General Managers, a sharpened focus on the timely implementation and monitoring of the respective initiatives.

Fragiski Melissa repatriates to Greece and will be responsible for the alignment of the talent of our workforce with our strategic priorities. This means taking a fresh look in the way we work towards focusing on our Customers and accelerating our decision-making to achieve this, while also preparing our Employees for the digital age, being fully conscious of our cost targets. Penelope Konidari, the long serving Head of Human Resources, will continue supporting the Bank for a transitional period in an advisory capacity, ensuring Ms. Melissa's smooth onboarding.



Short CV of Anastasia Sakellariou

Anastasia Sakellariou, 46, has studied Modern European Studies at the Thames Valley University and holds postgraduate degrees from the University of Reading in International Banking and from the University of Warwick in International Studies. She joins the Bank with over 20 years of experience in international banking. She was CEO at the Hellenic Financial Stability Fund at a very difficult juncture for the Greek financial industry and then CEO of Praxia Bank, the first challenger, fully digital venture in Greece. Before repatriating to Greece, she worked for more than ten years in bulge bracket investment banks in London.

Short CV of Fragiski Melissa

Fragiski Melissa, 51, has studied Psychology at the National and Kapodistrian University of Athens and holds postgraduate degrees in Industrial/Organizational Studies from the Columbia University and in Social Studies from the New School for Social Research. She brings 25 years of experience in human resources; for the past eight years she was Head of Human Resources for Vodafone in Greece and Romania and before that she was Regional Human Resource Director for Southeastern Europe for Colgate Palmolive. Earlier in her career, she was leading the human resources function at Makro Cash & Carry in Greece and was Senior Manager at KPMG.