



Press Release

Athens, August 26, 2020

FinQuest by Alpha Bank 2020: the digital innovation competition by Alpha Bank returns

The innovative ideas, applications and technological solutions that will shape the digital future of the banking sector are being sought again this year by Alpha Bank, through the second **international digital innovation competition, FinQuest.**

This year's FinQuest by Alpha Bank was designed in response to the banking sector's current need for new digital solutions and applications, through the use of modern technologies. To this end, **the creation of a new digital banking experience is the challenge (quest) to which the participants are invited to respond**, with innovative ideas that upgrade the banking services and put the Customer first.

FinQuest by Alpha Bank 2020, which is being held for the second year, will last for **three months** and will take place in **three phases**. The first phase includes the submission of proposals, while the second phase concerns the support of ideas and proposals that stood out, through special workshops, and seminars with the participation of experienced and specialized Executives from the Bank and the market. The aim of the second phase is the maturation and further development of the proposals in order to make them applicable by Alpha Bank. In the final phase, the selected proposals will be presented at an open event where the three best proposals will be distinguished.

The application submission process for FinQuest by Alpha Bank has already begun and **will run until September 25, 2020.**

"Recent global developments have highlighted the need of the financial sector for digital solutions across its range of services. FinQuest by Alpha Bank will seek the most innovative ideas and solutions that can meet the ever-increasing demands of Customers as well as the new challenges. Through the FinQuest competition and the initiatives that Alpha Bank is constantly undertaking, we are accelerating our Digital Transformation, continuously improving our operation and the experience of our Customers," stated **Alpha Bank's Executive General Manager and Chief Digital Officer, Damianos Charalampidis.**

All relevant information, as well as application submissions for the competition, are available at www.finqest.gr