



## Press Release

Athens, November 12, 2021

### Alpha Bank named “Best Private Bank in Greece” for the 4<sup>th</sup> consecutive year

**Alpha Bank’s Private Banking** has been named “**Best Private Bank in Greece**” for 2021 for the **fourth consecutive year** at the “**Global Private Banking Awards 2021**” by the internationally acclaimed publications “Professional Wealth Management (PWM)” and “The Banker” of the Financial Times Group.

This distinction is a **recognition** for the high quality of Alpha Bank’s Private Banking services ([‘Alpha Private Bank’](#)), which consistently enjoy the trust of the Bank’s Customers, as they are aligned with their individual goals and needs. Furthermore, it highlights **Alpha Bank’s commitment to excel in providing high quality services**, by incorporating new technologies and constantly improving its wealth management operations.

Alpha Bank, based on its high know-how, as **the first Bank to have introduced Private Banking services in the Greek market** in 1993, but also with the pursuit of the continuous improvement of the services to its Customers and the provision of innovative solutions according to their needs, stands out for four consecutive years (2018, 2019, 2020 and 2021) as “Best Private Bank in Greece”.

#### **Y. Emiris: “Continuous upgrade of services offered to our Customers”**

**The General Manager Wholesale Banking of Alpha Bank, Yannis Emiris, stated:**  
*“We are honored that the international award “Best Private Bank in Greece” has been awarded to our Bank for the fourth consecutive year, placing Alpha Private Bank in a leading position in Greece. This distinction asserts our performance in a year that was characterized by the pandemic, during which we upgraded the quality of our service with the use of innovative technology. Alpha Private Bank shall continue its long course in providing high quality wealth management services enhanced by innovation and technology”.*

The “Global Private Banking Awards” organized by “PWM” and “The Banker”, **annually reward the best Private Banking services**, based on qualitative and quantitative information and data collected from Private Banks worldwide. A committee comprising of established professionals and experts in Wealth Management from Europe, Asia and the United States is in charge of evaluating the information. The winners of the awards for 2021 were announced through an **Online Global Private Banking Awards Ceremony**.