



## Press Release

Athens, November 26, 2021

### Alpha Bank: Entrepreneurship with a focus on society and the environment

*The Bank is among the 20 Greek companies that "change the world" according to Fortune Greece magazine*

For Alpha Bank, which actively promotes green energy with its products and actions, its inclusion in the **"Change the World"** list of **Fortune Greece** magazine and **KKS Advisors**, as one of the 20 Greek companies that are **"Doing well, by doing good"**, through sustainable development initiatives, harmoniously combining benefits for society and the environment with business profit, is a major distinction.

The decisive factor for earning the distinction was the **Alpha Green Solutions – Electric car/bicycle Consumer Loan**, through which the Bank supports the government's **e-astypalea** smart and sustainable island pilot action, which offers to the local residents and businesses of the island of Astypalea a subsidy up to Euro 12,000 for purchasing an electric means of transport. Alpha Bank's initiative is in line with **the United Nations Sustainable Development Goals** related to **Climate Action** and the development of sustainable solutions for cities and communities to reduce their climate footprint, as it gives the island's residents the opportunity to obtain funding in order to choose an ecological mode of transport.

#### **Responsible Banking and the ESG criteria are the cornerstone of product development strategy**

In this year's survey by Fortune and KKS Advisors, along with factors such as measurable social impact, corporate results, corporate integration and contribution to the Sustainable Development goals, the degree of integration of ESG (Environmental, Social and Corporate Governance) issues and their management was also assessed.

Alpha Bank became a signatory of the six Principles of Responsible Banking of the United Nations Environment Program Finance Initiative (UNEP FI) already in 2019, stating its commitment to increase its positive footprint on society and the environment. Moreover, in the context of integrating the ESG criteria in all its activities, the Bank **designs products and services aimed at protecting the environment and tackling climate change**.

The **Alpha Green Solutions – Electric car/bicycle Consumer Loan** is the ideal financing solution for the purchase of an eco-friendly means of transport (electric car, electric bicycle, scooter etc.), **with particularly favorable terms**. At the same time, Alpha Bank has developed **innovative products that actively promote green energy in daily life** and aim to become its Customers' preferred choices in the coming years. **In addition to the Alpha Green Solutions – Electric car/bicycle Consumer Loan, the Alpha Green Solutions** line of products includes **a consumer loan with preferential terms for upgrading the energy efficiency of private residences**, as well as the **"Energy Saving Home" housing plan**, which supports energy-efficient homes with funding amounting to 80% of the value of the property and preferential pricing.

For Alpha Bank, its inclusion in the **"Change the World"** list reflects its commitment to society and the environment and is **yet another recognition of its leading role in sustainable development and sustainability**.