



## Press Release

### Vassilios Psaltis: “The business community of Crete is a model of resilience, extroversion and growth”

Visits by Alpha Bank Executives under the CEO, Vassilios Psaltis, to all Prefectures of the island and meetings with large business groups and small and medium-sized enterprises

The CEO of Alpha Bank, Vassilios Psaltis, accompanied by Members of the Management, in particular the **General Managers of Wholesale Banking, Ioannis Emiris, and Retail Banking, Isidoros Passas**, the **Chief Human Resources Officer (CHRO), Fragiski Melissa**, and the Managers of the Bank’s Commercial Banking, Hospitality & Island Financing Division, Small Business Banking and Greek Branch Network Divisions, made a four-day tour of all four Prefectures on the island of Crete.

From May 10 to May 13, Alpha Bank Executives met with **representatives** of the business community, **mainly from the tourism sector**, and had the opportunity to discuss with them in person about the management of the current economic situation as well as about the **activation of new investment plans**, by also **taking advantage of the available Community funding tools**.

**The CEO of the Alpha Bank Group, Vassilios Psaltis, made the following statement:**

*“Crete is the major pillar supporting our tourism industry, which throughout the last decade has been a lifeline for the Greek economy, partially absorbing the consequences of the successive crises. Being exposed to the global competition for many years now, the business community of Crete acts as a model of resilience, extroversion and continuous investment in quality, achieving the constant upgrading of the services and products offered and the creation of value for the local and the national economy. The discussions with the vibrant and thriving business community of Crete fill me with optimism about our country’s growth potential and confirm Alpha Bank’s determination to support everything that signifies Progress for our society and our economy.”*

### Alpha Bank assists in the economic development of Crete

The **Alpha Bank Group plays a leading role in the financing of Cretan businesses**, especially in the tourism sector, investing not only in the success of individual business plans, but also in the multiplier effect these plans have on the local and the national economy. Besides, as it was recently recorded in the report of Alpha Bank’s Economic Research Division, travel receipts are a means of “financing” investments in infrastructure, enhancing the **productivity** and the **profitability** of local businesses, improving trade conditions as well as boosting **job creation** and the **integration of advances in technology**. Moreover, tourism revenues generate important externalities, exerting a downward pressure on the production costs of local businesses in other sectors of the economy as well.

The Bank’s total **loans** and approved credit limits to the Cretan economy currently stand at over **Euro 2 billion**, while **more than 17,000 companies are served by** the Alpha Bank network. The business potential of the island, Alpha Bank’s willingness to decisively support extroversion, innovation and the transition to a green and sustainable economy as well as the mobilization of the financial resources of the Recovery and Resilience Facility (RRF), the Partnership Agreement for the Development Framework (PA) and the Investment Incentives Law, create the conditions for the **implementation of high added value investment plans** that will create new jobs and will allow for the dynamic growth of the local and, by extension, the national economy.



Overall, the Bank's delegation met with more than 150 entrepreneurs heading major business groups as well as small and medium-sized enterprises in the tourism, agri-food, RES, manufacturing and industrial sectors.

Crete was the third stop of the Bank Management's tour in Greece's Regions, preceded by similar tours of Northern Greece and Thessaly, which mark the **determination of Alpha Bank's Management to stand by Greek companies all over the country**, in the context of the implementation of its ambitious credit policy for the **channeling of new resources of over Euro 8 billion to the Greek economy over the next three years**.

### Practical support of the local community and of female entrepreneurship

As part of the Alpha Bank Management's tour of Crete, **Vassilios Psaltis** had a meeting with the **Regional Governor of Crete, Stavros Arnaoutakis**, during which **the Region's development plans for improving infrastructure, attracting new investments and further developing entrepreneurship and employment** in Crete were discussed.

At the meeting, it was also agreed **to continue with Alpha Bank's initiatives in the socially critical areas of Education and Health**. Under its program **"Together, for better education"**, the Bank has equipped a total of 6 schools in the Prefecture of Heraklion with modern interactive teaching systems and sports equipment, while under the program **"Together, for better health"**, the Bank has supported the efforts of the medical and nursing staff at the **General University Hospital of Heraklion, the General Hospital of Rethymnon and the "Aghios Georgios" General Hospital of Chania**.

Moreover, during their visit to the island, **Mr. Psaltis and the CHRO, Fragiski Melissa, accompanied by the General Manager of Retail Banking, Isidoros Passas, and the Manager of the Attica II, Southwestern Greece and Islands Division, Maria Papageorgiou**, met with the [Civil Non-Profit Organization "Women Do Business"](#) to discuss the strategic partnership of the two parties on **issues regarding the promotion of female empowerment and entrepreneurship** in the Greek regions as well as the support of women who worked in the past or are currently working in the Alpha Bank family.

### Faster, more comprehensive services to the Customer

Finally, the **CEO and the Bank's Executives visited**, among others, **the Alpha Bank Branches in Heraklion, Chersonissos, Aghios Nicolaos, Rethymnon and Chania, the Hospitality and Island Enterprises Division as well as the Private and Gold Customer Relationship Units of Alpha Bank**. Discussions with **the Bank's Employees focused on the conditions for accelerating growth** on the island, **further strengthening the Group's ties with the local community and making full use of the new banking tools, based on the progress made in the Bank's Transformation Plan** regarding the provision of high added value personalized services to Alpha Bank Customers.