



Press Release

Alpha Bank named “CSR Corporate Brand of the Year” at the Hellenic Responsible Business Awards 2022

The Bank garnered multiple distinctions for its programs in the areas of Responsible Banking, Equitable Access, Digital Innovation and Female Empowerment

Alpha Bank was presented with several awards at the recent **Hellenic Responsible Business Awards 2022**, in recognition of its responsible business activity and its initiatives to promote sustainable environmental and social development. The Bank garnered **6 awards** in total and was also named “**CSR Corporate Brand of the Year**”, winning the top distinction of the Hellenic Responsible Business Awards institution. The Awards are held under the auspices of the Ministry of Development and Investments, the Ministry of Environment and Energy, and the Hellenic Federation of Enterprises (SEV).

The title of “CSR Corporate Brand of the Year” was also accompanied by the awarding of distinctions for its programs and initiatives in the areas of Responsible Banking, Equitable Access, Digital Innovation and Female Empowerment.

In particular, Alpha Bank received:

- **2 Gold awards** in the categories “**Responsible Product / Affinity Marketing / Cause-Related Marketing**” and “**Sustainable Cities & Communities**”, for the **Consumer Loan "Alpha Green Solutions - Electric car/bicycle"**, which was specifically created to meet the needs of the Greek Government’s program “e-Astypalea”. With this banking product, Alpha Bank contributes to the effort to make Astypalea a model island in the field of green energy and smart and e-mobility in the entire Mediterranean, with a climate-neutral footprint.
- **A Silver Award** in the category “**Strengthening Entrepreneurship**”, for the **annual international innovation competition “FinQuest by Alpha Bank**”, which is addressed to the domestic and international ecosystem of start-ups, in search of innovative digital solutions and applications that could transform the financial industry.
- **A Silver award** in the category “**ESG & SDGs: Life on Land**”, for the investment program “**Investments with Environmental Impact**”. The Bank introduced, for the first time, the concept of **Impact Investments**, through the investment products (Structured Notes) offered to its Private Banking Customers, where for every Euro 1,000 of nominal value of participation in Structured Notes, 1 tree is planted. Through this action, in 2021, Alpha Bank’s Customers financed the planting of 17,379 trees in the forest of Aronas in the Municipality of Katerini.
- **A Silver award** in the category “**Gender Equality**”, for the series of initiatives “**Female Empowerment: We support Women in practice**”. This series of initiatives involves major programs, policies and practices addressed to women, covering their entire professional life cycle and aimed at their empowerment, ensuring equal access to employment and equal opportunities for advancement, equal evaluation and rewards and, of course, at supporting them in balancing their personal and professional lives.
- **A Bronze award** in the category “**Less Inequalities**”, for the Social Responsibility program “**All together at the opera**”, implemented by Alpha Bank in collaboration with the Greek National Opera (GNO) since December 2021, making available – for the first time – opera performances that are universally accessible by all our fellow citizens. At the same time, people with or without disabilities have the opportunity to participate in the artistic workshops “**Composition and Inclusion**” and create their own musical theatre performance. The Programme also includes the series of seminars “**The Aesthetics of Accessibility**”, which enable educators to integrate tools and methods of inclusion and accessibility into the practices of planning, organizing and implementing educational and cultural actions.



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In connection with the above awards, **Alpha Bank's Communications and Corporate Affairs Division Manager, George Terzis**, made the following statement: *“Alpha Bank’s distinction as ‘CSR Corporate Brand of the Year’ and the 6 awards that we received at the Hellenic Responsible Business Awards 2022, prove that Responsibility and Sustainability are principles underpinning all of the Bank’s activities – from our operational model, products and services, to the support of start-ups and to fostering the conditions to allow equal and universal accessibility to the country’s cultural life. Moreover, they represent yet another confirmation of our commitment to creating a positive impact with multiplier effects on the Environment and on Society”.*