



Press Release

Alpha Bank Group forges ahead with pioneering POS solutions

The Group's dynamic growth in Romania and its leading position in the Romanian POS market

Alpha Bank has always been at the forefront of innovation in the banking industry, introducing **digital products and services** for businesses and individuals, with the aim to **simplify** and **transform** everyday processes, such as **payments**. Supporting the transition to the Digital Economy, one of the Group's strategic objectives is promoting a **cashless payments culture**.

With a presence in 5 countries - Greece, Cyprus, Romania, the United Kingdom and Luxembourg - Alpha Bank Group, through its subsidiaries, has developed a high level of expertise, offering innovative products and services that create added value for the respective markets. The Group's activity in Romania is one such concrete example.

How the Alpha PhonePOS app won the Romanian market over

Romania, the 13th largest economy in the EU, was the first European market where the Group, through its subsidiary, **Alpha Bank Romania**, introduced a truly innovative Tap-to-Phone solution, the **Alpha PhonePOS**, two years ago. It should be noted that Alpha Bank is **the first bank to offer such a solution in the Romanian market**.

Alpha PhonePOS was **the first app in the Romanian market that allowed the conversion of a mobile phone into a card acceptance terminal**, enabling merchants to accept contactless payments without having to invest in additional equipment. The solution was jointly developed with Provision and Romcard, is supported by VISA and Mastercard, and is compatible with NFC-enabled Android mobile devices.

Since its launch in October 2020, Alpha PhonePOS has been widely accepted by Romanian businesses and the market, winning several awards along the way. Most recently, the app was presented with the **“Outstanding Results in Tap to Phone”** award by VISA on 13 October 2022, **being recognized as the leading Tap-to-Phone solution in the country and at the European level, based on its commercial performance**.

At the same time, the app has been adopted by major business groups in Romania, such as Mobexpert, Cargus or Depanero, members of the eMag Group - the largest online retailer in the country. The latter, in 2019, had also partnered with Alpha Bank Romania and PayU introducing – for the first time in Europe – the innovative **Instant Money Back** service, which gives eMag customers the option to get fully refunded in maximum 30 minutes. The success of Instant Money Back in the country, led to the expansion of the service for eMag customers in Hungary as well, in 2021.

The momentum the Group has developed in Romania is also confirmed by the recent launch of Alpha Bank Romania's cooperation with CFR Calatori, the national railway operator, for the latter's digital transformation. In addition, Alpha Bank Romania is already collaborating with the Peles National Museum, one of the most popular tourist attractions in the country, contributing to its digitalization through the use of the Group's physical POS and online terminals.

Alpha Bank Romania: The first international bank in Romania

As **the first international bank to enter the Romanian market**, Alpha Bank Romania has more than 25 consecutive years of presence in the country, offering a wide and diversified range of



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financial products and services for individuals, large and small- and medium-sized enterprises.

Today, the subsidiary has more than 130 branches and customer service points, being present in all major financial centers of the country, geographically covering the entire Romanian market.