



Press Release

Strong cultural and social footprint of the Exhibition “THE OTHER SIDE OF THE COIN”, presented by the Alpha Bank Numismatic Collection

After its successful presentation in Athens, the Exhibition is transferred from September to Bucharest

After three successful months and **having welcomed over 2,500 visitors** who became acquainted with the multiple roles of coins and the **wealth of the Alpha Bank Numismatic Collection**, the retrospective anniversary exhibition “**THE OTHER SIDE OF THE COIN**” came to an end in Athens, leaving its imprint as **the first universally accessible exhibition organized by the Bank**.

Paying tribute to the memory of Yannis S. Costopoulos, the Exhibition was organized on the occasion of the 50th anniversary of the creation of the Alpha Bank Numismatic Collection and **will be transferred to Bucharest, where it will open in September, jointly organized by the Group's subsidiary Alpha Bank Romania and the central bank of Romania**.

From May 3 to July 23, 2023, **150 coins from the Alpha Bank Numismatic Collection were presented** at the **Athens Museum of the Basil & Elise Goulandris Foundation**, where the public had the opportunity to discover “the other side of the coin” – the one that makes it **a piece of historical evidence, a means of communication and an exceptional work of art**, as well. It should be noted that Alpha Bank, **delivering on its commitment to equal access to Culture for all**, made the Exhibition **universally accessible to people with mobility, vision and hearing impairments**, as well as to other **social groups with limited access to cultural events**, such as citizens over 65 and people with mild cognitive impairment.

Guided tours and accessibility and educational actions

In the framework of the Exhibition, a total of **37 parallel actions** took place, including **guided tours** for the general public and for members of clubs, associations and Foundations, representatives of Media and organizations of Persons with Disabilities, guided tours for the Bank's Management, Staff and Customers, **seminars on Numismatics for students of Archaeology** from Greek and foreign Universities, in cooperation with the National Kapodistrian University of Athens and the National Hellenic Research Foundation, and **educational programs for children**.

3D virtual tour and Exhibition catalogue

On www.alphapolitismos.gr, the website presenting all the cultural activities of the Bank, the Exhibition “**THE OTHER SIDE OF THE COIN**” is also available in the form of **virtual 3D tour**, enabling anyone to visit it any time they wish.

The Exhibition was also accompanied by the collectible catalogue of the same name, issued in Greek and English and containing rich illustrations, which is also available on the [e-shop](http://www.alphapolitismos.gr) of www.alphapolitismos.gr.

The Exhibition's transfer to Bucharest

As part of the celebrations for the 50th anniversary of the Alpha Bank Numismatic Collection, the Exhibition, with minimal changes and the title “**TWO SIDES OF THE SAME COIN**”, will be presented at the **Museum of Banca Națională a României** (National Bank of Romania, the country's central bank) in Bucharest, from September 2023 to March 2024, in an initiative that will highlight the history of the currency since its invention, its spread in Europe, its use as a means of transaction, as well as its role as a piece of historical evidence and work of art.