



## Press Release

### Alpha Bank receives top distinctions for promoting sustainable development and for its social contribution

- *9 awards received at the Hellenic Responsible Business Awards 2023*
- *Alpha Bank named “CSR Corporate Brand of the Year” for the second consecutive year*
- *“CSR Team of the Year” award for the Bank’s Social Responsibility team*
- *Strong performance also in the Mobility Awards 2023 & Supply Chain Awards 2023*

**Alpha Bank was honored at the Hellenic Responsible Business Awards 2023 for its significant initiatives regarding the promotion of sustainable development and for its social contribution, garnering 9 awards in total, among which the “CSR Corporate Brand of the Year” award, the event’s top distinction, presented to the Bank for the second consecutive year, as well as the “CSR Team of the Year” award, presented to its Social Responsibility team.**

The Bank also stood out for its Corporate Responsibility and Numismatic Collection **educational programs**, the **new cycle of the Program “Together, for better Health”** in mainland Greece, the **“Bonus to Love”** initiative of the **Bonus Loyalty Program**, as well as for its **actions** aimed at **reducing its environmental footprint.**

#### Hellenic Responsible Business Awards 2023

In particular, at the **Hellenic Responsible Business Awards 2023**, held under the auspices of the Ministry of Development and Investments, the Ministry of Environment and Energy, and the Hellenic Federation of Enterprises (SEV), Alpha Bank garnered the following awards:

- **“CSR Team of the Year”** award, presented to the Corporate Responsibility team of **Alpha Bank.**
- **Gold award** in the **Responsible Consumption & Production** category, for the **educational program “Circular Economy in Practice”**, designed and implemented in collaboration with the Science Communication (SciCo) educational organization and approved by the Ministry of Education and Religious Affairs. It should be noted that already in the first year of its implementation, **the Program’s direct beneficiaries numbered over 22,700 individuals.**
- **Gold award** in the implementation **Cooperation for the SDGs** category, for the implementation of the **“Together, for better Health” program in 13 health and elderly care structures in Thessaly**, in cooperation with the Civil Non-Profit Organization “Agoni Grammi Gonimi”, the assistance and support of the Ministry of Health, and the contribution of the Region of Thessaly and the 5th Health Region. The Program, which already counts **9 years of service**, renewed its structure in 2022 and, in collaboration with the GivMed organization, planned and carried out a voluntary action for the collection of medicines by the employees of the Bank, **aimed at strengthening Social Pharmacies in Thessaly.**
- **Gold award** in the **Zero Poverty** category, for the **Financial Literacy through the history of currency** and **Circular Economy** actions, which Alpha Bank designed and implemented in the context of the **Global Money Week**, wishing to contribute to the dissemination of financial knowledge and to raise the educational community’s awareness regarding the adoption of



responsible and “green” practices. Through these actions, **over 800 school students were educated, while 39 schoolteachers were also trained.**

- **Gold award** in the **Responsible Product / Affinity Marketing / Cause-Related Marketing** category, for the **Bonus in Love** initiative of the **Bonus Loyalty Program**, through which Bonus cardholders have the opportunity **to support the work of 35 charities and other public benefit institutions, by redeeming their Bonus points** and sending the corresponding amount to the beneficiary organizations of their choice. Over the last 6 years, over **Euro 420,000 have been offered in this way, through the redemption of Bonus points.**
- **Silver award** in the **Energy Management** category, for **the sustainability strategy** adopted by the Bank, whose aim is to reduce its energy footprint. In 2022, the replacement of luminaires and air conditioning units in the Bank's Administration Buildings and Branches, as well as the replacement of 117 vehicles of the Bank's vehicle fleet with hybrid technology ones, has helped achieve a **reduction in total electricity consumption by 13% compared to 2021 and by 43% compared to 2015.**
- **Silver award** in the **Supply Chain** category, for **the best practices adopted by the Central Procurement Management and Outsourcing Division**, in full alignment with the Group's Strategy, with the aim of **contributing to building a responsible and sustainable banking system and mitigating any impacts of its activity on society and the environment.**
- **Bronze Award** in the **Less Inequalities** category, for the Program **“Together, for better Health”**. On the occasion of the Program's extension to mainland Greece and its implementation in the Region of Thessaly, Alpha Bank **made the program more inclusive**, by also offering equipment –apart from Health Structures– to Elderly Care Units and Social Pharmacies, **supporting citizens belonging to highly vulnerable groups of citizens and contributing in practice to the reduction of healthcare inequalities in Greece.**

During the presentation of the awards to the Alpha Bank team, **Rouli Christopoulou, Head of Alpha Bank's Corporate Responsibility**, made the following statement:

*“Alpha Bank's top distinction as ‘CSR Corporate Brand of the Year’ for the second consecutive year, the emergence of our team as ‘CSR Team of the Year’ and the 9 awards we were honored with, demonstrate that Responsibility and Sustainable Development are principles that govern all areas of the Bank's activity – from our operational model, products and services, to how we approach the communities in which we operate, enhancing equal access to health, helping raise public awareness of the value of the circular economy, and investing in the empowerment of all through financial education and inclusion. At Alpha Bank, the compass guiding all our actions is our strong belief in our slogan, “Together” – with our partners, customers, employees and all our stakeholders. Because it is only “together” that we can build a just and equal society and a sustainable future for all.”*

## Mobility Awards 2023 and Supply Chain Awards 2023

In addition to the above, Alpha Bank also garnered major distinctions for its strong performance in Environmental and Corporate Social Responsibility at the **Mobility Awards 2023, where it received:**

- A **Silver award** in the **Fleet Environment** category, for the actions it takes in order to **modernize its corporate vehicle fleet and gradually switch to low-emission hybrid/electric vehicles.**

This strong performance was also recognized at the **Supply Chain Awards 2023, where Alpha Bank received:**

- A **Silver award** in the **Green Logistics & CSR** category, for the targeted actions taken by the Bank's Procurement Unit and **aimed at managing resources more efficiently and reducing its environmental footprint.**



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