



Press Release

ecolytiq: New partnership between Alpha Bank and Visa to support the transition to a low-carbon economy

- *This partnership is a key component of Alpha Bank and Visa's overarching strategy to embed sustainability within the payment ecosystem and promote environmental conscious behaviors.*
- *By utilizing technology that leverages scientific data and machine learning, consumers will gain insights into the carbon footprint of their transactions and receive guidance on adopting more sustainable habits.*

Alpha Bank and Visa have announced their partnership to launch **ecolytiq**, a solution designed to **raise consumer awareness** of the carbon footprint associated with **their transactions** and encourage the adoption of **more sustainable behaviors**.

Visa has teamed up with fintech partner ecolytiq, a third-party solution, to leverage its innovative **Sustainability-as-a-Service® solution** that analyzes real-time payment data, **providing consumers with insights into the environmental impact of their transactions**, including CO2 emissions, via separate calculations. Furthermore, it offers **practical tips** to the consumers for **adopting a sustainable lifestyle** and the option to offset their environmental footprint. Once the technical implementation is finalized, this information will be **prominently displayed alongside each transaction within the myAlpha Web and myAlpha Mobile services**.

In reference to this significant initiative aimed at promoting sustainable development and fostering responsible practices, **Panagiotis Divriotis, Head of the Cards & Retail Financing Division at Alpha Bank**, said: *"We are delighted to announce our partnership with Visa to **integrate the ecolytiq platform into our ebanking services for our individual customers**. This collaboration, **perfectly aligned with our commitment to achieving zero greenhouse gas emissions by 2050** as a member of the United Nations Net Zero Banking Alliance initiative, **empowers our clients to adopt environmentally conscious behaviors and offers an innovative and eco-friendly banking experience**. **Alpha Bank stands as the first Greek bank to enter into this agreement with Visa**, marking the commencement of a transformative journey in reshaping the way banking interacts with the environment, ensuring that every transaction contributes positively to a more sustainable economy."*

Nikos Petrakis, Visa Country Manager for Greece, said: *"Visa is dedicated to a new era of sustainable and inclusive economic development. Achieving global zero-emissions targets by 2050 requires a significant transformation in environmental conscious behaviors. A pivotal aspect of this change lies in assisting consumers in comprehending the environmental consequences of their choices and encouraging the adoption of more environmental conscious practices. ecolytiq, a fintech firm that became a part of the European Visa Fintech Partner Connect program three years ago, empowers banks and their clientele to recognize the constructive role they can play."*



ALPHA BANK

About Alpha Bank

Alpha Bank Group was founded in 1879 and stands today as one of the largest financial sector groups in Greece, with a strong presence in the domestic banking market. The Bank's mission is to enable progress in life and business for a better tomorrow. Alpha Bank aims to create value for all stakeholders in a responsible manner, through its focused strategy centered on leveraging strong relationships and leadership in high value Customer segments, underpinned by continuous investment in digital technology and human resources development, along with a clear identity based on trust, value creation and service excellence. Alpha Bank operates in Greece - serving approximately 3.5 million Customers through a network of approximately 270 branches - as well as in Cyprus, Romania, Luxembourg and the UK, employing approximately 8,000 employees and offering a wide range of high-quality financial products and services in the areas of Retail Banking, Wholesale Banking and Asset Management.

About Visa

Visa Inc. (NYSE: V) is the global leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and governments in more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payment network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, "uplift" everyone everywhere and see access as fundamental to the future of money movement. More information at [visa.gr](https://www.visa.gr).