



Press Release

Distinction for Alpha Bank's Private Banking Services for the 6th consecutive year

For the 6th consecutive year, Alpha Bank's Private Banking services were distinguished at the **"Global Private Banking Awards 2023"** event organized by the internationally acclaimed publications **"Professional Wealth Management (PWM)"** and **"The Banker" of the Financial Times Group**.

The distinction is a **recognition** of the high-quality Private Banking services offered by the Bank, which are aligned with the personalized goals and needs of its Customers, establishing Alpha Bank as a **Bank enjoying the trust of its Customers and building long-term relationships with them**. It is also worth noting that Alpha Bank was the **first Bank to introduce Private Banking services in the Greek market** in 1993.

Holding a leading position in **Wealth Management** in Greece today, in terms of both Assets Under Management by Private Banking and Mutual Funds, the Bank according to its new Strategy Plan 2023-2025 aims to **enhance even more its private banking services**, by further **expanding its offering of investments** in **Greece** and **abroad**. In this direction, the **role of the strategic agreement concluded by the Bank with UniCredit** is expected to be crucial, as it enables Alpha Bank, among other things, to enrich the asset management services it provides to its Customers and to offer, through its network, UniCredit's 'onemarkets' mutual funds.

On the occasion of the award, **Alpha Bank's General Manager for Wealth Management and Treasury, Georgios Michalopoulos**, made the following statement:

*"Alpha Bank's distinction at the 'Global Private Banking Awards' is **an important recognition, by a leading organization, of the high-quality services we offer to our Customers**. At the same time, however, it spurs us **to remain at the top of Greek Private Banking**, by constantly improving the products and services that we offer, responding to the trust shown to us by our Customers. **Key drivers of this success are our People and the customer-centric and personalized service that we offer**".*

In the award ceremony, held yesterday in London, Alpha Bank was represented by **Andreas Katsogiannos, Manager of the Private Banking Division** and **Nikolaos Polyzos, Private Banking Manager**.

The "Global Private Banking Awards", **presented annually in recognition of the best Private Banking services**, are decided on the basis of qualitative and quantitative information and data collected from Private Banks worldwide. The data are evaluated by a Committee composed of established professionals and experts in the field of Wealth Management from Europe, Asia and the USA.