



Press Release

Alpha Bank presents its new corporate purpose and its values at the Group's first Culture Day

In a groundbreaking event that gathered more than **6,000 participants from Greece, Cyprus, London, Luxembourg and the subsidiaries of Alpha Bank Group**, the management officially presented the **Group's new corporate Purpose** and its accompanying Values.

The event was held at the **Athens Conservatoire**, with simultaneous online connections enabling the participation of hubs from **Athens, Thessaloniki, Kalamata, Crete, London, Luxembourg and Cyprus**. In **Nicosia**, more than 150 employees of **Alpha Bank Cyprus** attended the hub set up for this purpose, where they watched the event live and connected with the rest of the Group's hubs. Culture Day marked the beginning of a new chapter for Alpha Bank, showcasing the vision of a Bank that innovates, dynamically evolves and responds to the ever-increasing needs of its Customers and Employees. Culture Day launched a new chapter in Alpha Bank's history, bringing into focus the vision of a dynamic Bank that challenges entrenched ways of operating, responds to modern challenges and focuses on the growing demands of its customers and staff.

Having overcome the challenges of the past, with a renewed purpose and values, strong planning, strategic partnerships and technological investments, Alpha Bank can now offer a modern and attractive work environment and position itself as one of the best choices for every customer.

Group CEO Vassilis Psaltis said in a statement: ***"We enable Progress in life and business for a better tomorrow - this is our new Purpose. And it stands out because it holds the power of our Truth, a truth that reflects both our 140 years of history and what our Bank means today. It demonstrates our commitment to enable Progress and integrate our services into our customers' lives in a seamless and smooth manner."***

A new era in service provision

Alpha Bank places customers at the heart of its decisions, aiming to become their key ally in their transformation and growth efforts, offering a new banking experience unified across all channels, simple and bespoke, leveraging modern technologies, coupled with personalised service.

In his statement, the **CEO of Alpha Bank Cyprus, Mr. Miltos Michaelas**, referred to the Bank's transformation: *"One and a half years ago, we embarked on an exceptional journey of change in Cyprus. We redefined our priorities, laid solid foundations and transformed Alpha Bank Cyprus into a more modern, resilient and strong Bank. The results are evident: we have strengthened our profitability, shielded the Bank and won important battles in the market."* Referring to future prospects, he added: *"We are moving forward in an even more dynamic way, automating processes, improving our customers' experience, delivering on our commitments with transparency and investing in our People to enable them to grow and create."*



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This special day also included interventions by the **Chairman of the Board of Directors of Alpha Bank Group, Mr. Dimitris Tsitsiragos**, as well as top executives of the Bank. Initiatives were presented for the strengthening of interdepartmental cooperation, collective action and contribution to society as a whole, the recognition of Employees, as well as the upgrading of digital solutions and buildings.

Nicosia, 21 February 2025