

Press Release

Alpha Bank Cyprus sends first Alpha Spend & Win Winners to Coldplay's Concert in London!

Two lucky **Alpha Bank Cyprus** Customers are heading to London in September 2025 to enjoy Coldplay live in concert. They are the grand winners of the first monthly draw of the **Alpha Spend & Win** rewards Programme!

The two winners have earned a unique travel package for two, which includes tickets to Coldplay's concert in London this September, air tickets, accommodation for three nights and services provided by experienced Top Kinisis Travel agents.

Customer participation in the Programme's first monthly draw far exceeded expectations, with July transactions automatically converted into chances to win exclusive prizes and unique experiences.

Alpha Spend & Win runs through to 31 December 2025, offering new surprises and impressive prizes every month. With their August transactions, Alpha Bank Cyprus Customers have the chance to win two packages for two to attend the thrilling Formula 1 race in Abu Dhabi.

At the same time, all Alpha Bank Cyprus Customers using their Mastercard cards for their purchases are automatically entered in the grand **Alpha Spend & Win Bonus Draw** for two exceptional and valuable prizes:

- A Mercedes-Benz CLA 250+ with EQ Technology from Cyprus Import Corporation.
- Five gift vouchers worth €15,000 each for luxury watches or jewellery from Vassos Eliades Very Exclusive shops.

It is reminded that every €1 spent with a Mastercard card equals one entry in the monthly draws, subject to a minimum monthly spend of €800. To qualify for the Bonus Draw, the minimum total transaction amount for the entire Programme period is €6,000.

Alpha Bank Cyprus warmly congratulates the first winners and invites all its Customers to continue using their Mastercard cards for a chance to win the unique experiences that will follow!

For more information and the Programme's terms and conditions, please visit www.alphabank.com.cy.



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