

Press Release

The Alpha Spend and Win of Alpha Bank Cyprus is back and offers you unique experiences every month!

The Bonus Draw elevates the experience with a Mercedes CLA 250+ electric car and 5 gift vouchers worth €15,000 each from Vassos Eliades Exclusive

Following the excellent response to the **Alpha Spend & Win** program, **Alpha Bank Cyprus** is back by presenting a new, even more impressive version of the favourite program. From **1 July to 31 December, 2025**, Customers using Alpha Bank Mastercard cards for their daily transactions, have the opportunity to win unique prizes and unforgettable life experiences.

For the first time, the new version of the program offers generous gifts every month that promise to delight even the most demanding customers. Through purchases using Alpha Bank Mastercards, participants may claim prizes such as:

- **July:** Two packages for two people to the Coldplay concert in London.
- **August:** Two packages for two people for the Formula 1 race in Abu Dhabi.
- **September:** One package for four people to magical Rovaniemi, Lapland.
- **October:** One package for two people to magical Singapore and exotic Bali.
- **November:** One package for two people in Japan.
- **December:** Two packages for four people to the magical world of Disneyland.

In addition to the monthly prize draws, the Customers of Alpha Bank Cyprus are instantly participating in the **grand Bonus Draw** of Alpha Spend & Win, with two unique and valuable prizes:

- A Mercedes CLA 250+ electric car with EQ Technology from Cyprus Import Corporation.
- Five gift vouchers worth €15,000 each from Vassos Eliades Exclusive to purchase luxury watches or jewellery.

Every €1 of transactions with a Mastercard corresponds to 1 participation in the monthly draws, with a minimum monthly card usage amount of €800. To participate in the Bonus Draw, the minimum total transaction amount for the program period is €6,000.

The Alpha Spend & Win program is already cherished by the Customers of Alpha Bank Cyprus due to the unique experiences it offers, which effectively rewards the trust and loyalty they show to the Bank.

Alpha Bank Cyprus invites all Mastercard cardholders to take advantage of this unique opportunity and turn every transaction into a chance to experience something special. **Because this is the moment your card becomes an experience!**

Further information, along with the terms and conditions of the program, is available at www.alphabank.com.cy.

Nicosia, 10 July 2025