

# Corporate Social Responsibility Report 2008



ALPHA BANK  
SOCIAL RESPONSIBILITY





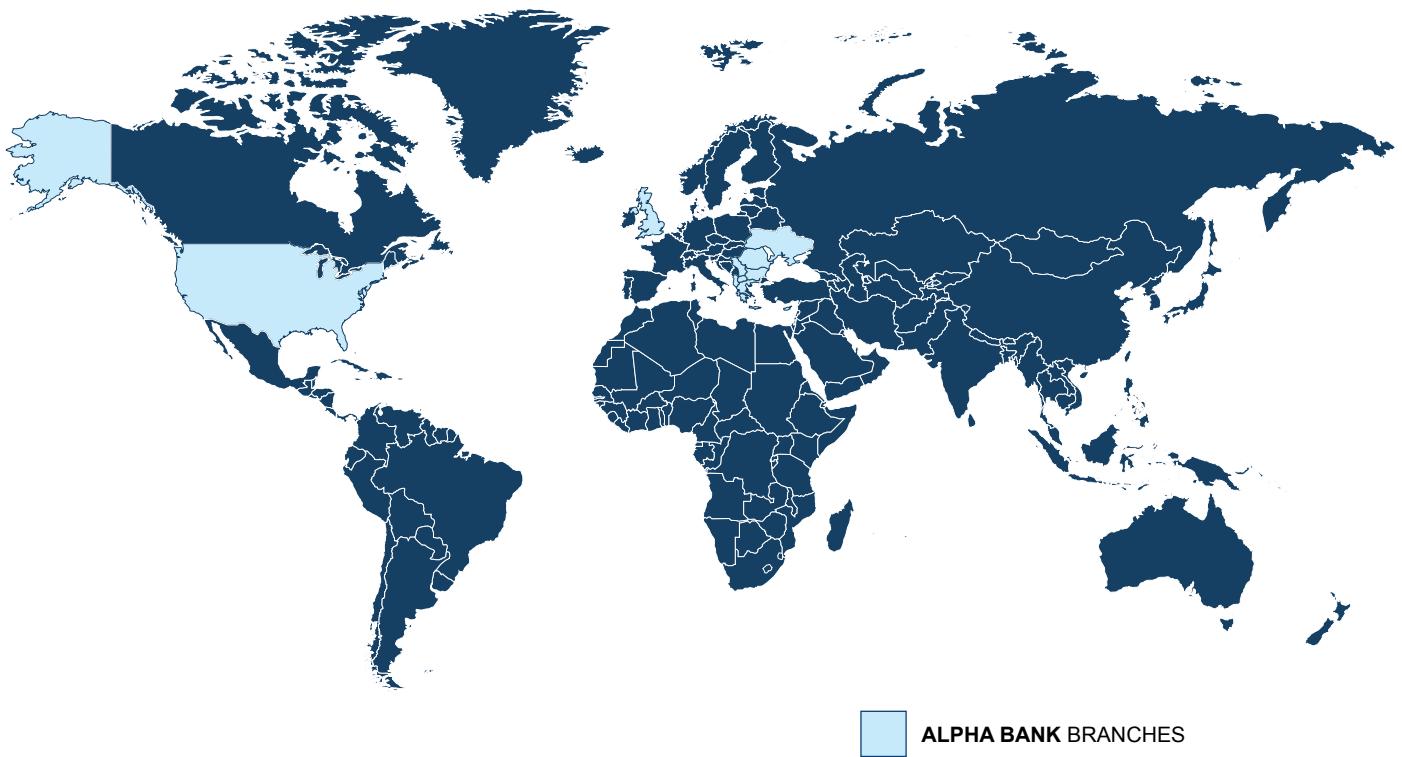
ALPHA BANK

# Corporate Social Responsibility Report 2008

"Together on Corporate  
Social Responsibility"



# Alpha Bank Presence



ORGANISATION NAME	BRANCHES	COUNTRY
Alpha Bank	416	GREECE
Alpha Bank Cyprus Ltd	37	CYPRUS
Alpha Bank Romania S.A.	200	ROMANIA
Alpha Bank Jersey Ltd	1	UNITED KINGDOM
Alpha Bank London Ltd	3	UNITED KINGDOM
Alpha Bank Srbija A.D.	162	SERBIA
Alpha Bank-Albania	42	ALBANIA
Alpha Bank-Bulgaria Branch	120	BULGARIA
Alpha Bank A.D. Skopje	24	F.Y.R.O.M.
OJSC Astra Bank	22	UKRAINE
Alpha Finance US Corporation S.A.	1	U.S.A.
<b>TOTAL</b>	<b>1,028</b>	<b>10 COUNTRIES</b>

The registered seat of the Bank is the Building on 40 Stadiou Street, near Klafthmonos Square and its number in the Sociétés Anonymes Register is 6066/06/B/86/05.



# Table of Contents

Introduction	7	TOGETHER for the Environment	55
• Message from the Chairman		• Environmental Policy	
• Report objectives		• Environmental Management	
Alpha Bank Group Milestones	9	• Greenhouse Gas Emissions	
• Brief History		• Ozone Layer	
• Summary Presentation of the Bank and the Group Companies		TOGETHER for the Society	67
• Shareholder Structure		• Society	
• Group Companies		• Environment	
CSR in ALPHA BANK	13	• Collections and Exhibition Centres of the Bank	
• Vision and Values		• Cultural Foundations	
• CSR in Alpha Bank		CSR in the International Network of Alpha Bank	83
• Stakeholders		• Data and Indices on Group Human Resources	
• Participation in associations		• Alpha Bank Cyprus Ltd	
• Certifications – Awards – Distinctions		• Alpha Bank Romania S.A.	
TOGETHER with our Shareholders	21	• Alpha Bank Srbija A.D.	
• Administration – Organisational Chart		• Alpha Bank Albania	
• Councils and Committees		• Alpha Bank Bulgaria Branch	
• Internal Control and Governance Framework		• Alpha Bank A.D. Skopje	
• Shareholder/Investor contacts		Information on the CSR Report	119
TOGETHER for the Marketplace	27	• CSR Performance Summary	
• Corruption and Prevention		• GRI Indicators	
• Information Security		• Methodology	
• Communication and Marketing		• Contact Information	
• Products and Product Groups		Glossary	122
• Customer Relationship Management		Evaluation Form	125
• Procurement			
TOGETHER with our People	39		
• Organisation and Principles			
• Employment Data			
• Diversity and Equal Opportunities			
• Collective Labour Agreements – Trade Unionism			
• Internal Communication			
• Health and Safety at the Workplace			
• Additional Benefits			
• Training			
• Volunteerism			



# Message from the Chairman

The Corporate Social Responsibility of the Alpha Bank Group is developed and applied with consistency, driven by the system of values, goals and actions that make up the Group's governance. After a year that will be remembered as a turning point for the global economy, we present our activities in this area and we remain fully dedicated to the values and commitments that guide our efforts for growth – a growth that will be responsible but also feasible in business terms.

During 2008, despite the international financial crisis on our business activities, we strengthened our commitment to responsible corporate citizenship through a number of actions covering all Corporate Social Responsibility areas, such as the following:

- To ensure satisfactory returns for our Shareholders,
- To ensure the provision of responsible services and competitive products to our Customers,
- To ensure a healthy, secure and satisfactory work environment for our Employees,
- To support society at large through a sponsorship programme characterised by continuity and consistency
- To activate and establish infrastructures which helps reduce the environmental impact of our operations.

Conducting business in accordance with the principles of Corporate Social Responsibility is a perpetual goal for the Alpha Bank Group, as it helps achieve sustainable development. At the same time, it is also the basis for creating long-term business value, which is achieved by taking effective action in order to attain our business goals and always in full respect to our Human Resources, the environment and society.

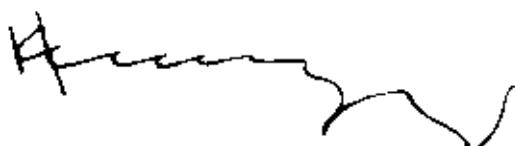
The major activities carried out during 2008 in accordance with the priorities that we have set include, among others, the following:

- Introducing more strict criteria for managing risk, to ensure that the Organisation's corporate governance is more effective and fully transparent.
- Further developing our alternative electronic banking networks, aiming to gradually increase the volume of transactions conducted through them.
- Completing our Training Centre, built to the highest standards, to continue our ongoing support of the development of our Human Resources.

The present document is the Corporate Social Responsibility Report covering all banking activities of Alpha Bank Group, both in Greece and abroad.

During a period of unprecedented instability in the financial sector, we are intensifying our social actions and we remain committed to supporting the Greek economy and to strengthening stability in Southeastern Europe.

We would like to thank our Personnel, our Customers and our Shareholders for their confidence, support and active participation in all the activities which the Bank is undertaking towards sustainability.



Yannis S. Costopoulos

# CSR Report Data

The Corporate Social Responsibility Report 2008 refers to the time period between January 1st and December 31st, 2008, unless otherwise indicated, and pertains to the banking activities of Alpha Bank in Greece and abroad.

It constitutes the Corporate Social Responsibility Report of the Alpha Bank Group, which will be published on an annual basis from now on. The present edition cites data of both previous years (2006 and 2007- where available) to facilitate comparison.

- The terms "Company", "we", "the Bank", "Alpha Bank" and "Organisation" refer to Alpha Bank and its activities as a banking institution in Greece.
- The term "Group" refers to the Alpha Bank Group and its Companies in Greece and abroad.

# Alpha Bank Group Milestones

## Brief History

Alpha Bank was founded in 1879 and is today one of the largest Banks in Greece.

Below is a list of the milestones in the evolution of Alpha Bank:

- |  |   |
|--|---|
| <b>1879</b> John F. Costopoulos establishes a commercial firm in Kalamata.   | <b>1998</b> The Bank launches its activities in Cyprus, by acquiring "Lombard NatWest Bank Ltd" which is renamed "Alpha Bank Limited".  |
| <b>1918</b> The banking section of the J.F. Costopoulos firm is renamed "Bank of Kalamata".  | <b>1999</b> The Bank enters the F.Y.R.O.M. market, by acquiring 65% of "Kreditna Banka", which in 2002 is renamed "Alpha Bank A.D. Skopje".   |
| <b>1924</b> The registered seat of the Bank is moved to Athens, and its name is changed to "Banque de Crédit Commercial Hellénique".   | <b>1999 – 2000</b><br>Alpha Credit Bank acquires 51% of the shares of the Ionian and Popular Bank, which was the result of the merger of the Ionian Bank with the Popular Bank in 1958. The Ionian Bank, the oldest banking institution of modern Greece, was founded in Corfu in 1839, and the Popular Bank was founded in 1905. The new, enlarged bank that results from this new merger is named "Alpha Bank". |
| <b>1925</b> The Bank is listed on the Athens Exchange.   | <b>2003</b> Alpha Bank is incorporated in the FTSE4Good sustainability index.   |
| <b>1947</b> The Bank's name changes to "Commercial Credit Bank".   | <b>2004</b> Alpha Bank becomes Grand National Sponsor and Official Bank of the Athens 2004 Olympic Games.   |
| <b>1972</b> The Bank's name changes to "Credit Bank".  | <b>2005</b> Alpha Bank is awarded the title of top Greek bank in corporate social responsibility by the "Famous Brands" institution.  |
| <b>1983</b> The Bank enters the electronic era (ATMs and Cash Cards).  | <b>2005</b> Alpha Bank acquires 89% of "Jubanka a.d. Beograd" in Serbia, later renamed "Alpha Bank Srbija A.D."   |
| <b>1989</b> The Bank introduces the very first Home Banking application in Greece.   | <b>2007</b> Alpha Bank joins the Finance Initiative of the United Nations Environment Programme (UNEP FI) in January 2007.  |
| <b>1992</b> The Bank introduces the first Alphaline application.   | <b>2007</b> Alpha Bank joins CSR Hellas, the Hellenic Network for Corporate Social Responsibility in October 2007.  |
| <b>1993</b> The Bank expands abroad by opening its first Branch in London.   | <b>2008</b> Alpha Bank acquires 90% of the Ukrainian bank "OJSC Astra Bank".  |
| <b>1994</b> The Bank is renamed "Alpha Credit Bank".   |   |
| <b>1994</b> The Bank enters the Romanian market, by establishing Banca Bucuresti.  |   |
| <b>1995</b> The Bank enters the Bulgarian market by opening the Sofia Branch.  |   |
| <b>1997</b> The Bank expands to Albania by opening the Tirana Branch.  |   |
| <b>1998</b> The Bank is the first Greek bank to offer Internet-based banking transactions, by launching its Alpha Web Banking service. |   |

## **Summary presentation of the Bank and the Group Companies**

The Alpha Bank Group is a modern financial services group offering a wide range of financial services to individuals and businesses in Greece and abroad. The Bank is currently serving some four million customers.

With a Network of more than 1,000 Branches, the Alpha Bank Group is active in the domestic and international markets, and is present locally in many countries.

The bank is active in the markets of Southeastern Europe (Cyprus, Romania, Serbia, Albania, Bulgaria and F.Y.R.O.M.), and is also present in London and New York.

Alpha Bank, the largest Greek bank in Business Credit and one of the fastest-growing in Retail Banking, is also regarded as a pioneer in the introduction of new electronic banking services, such as Alphaphone (phone-based banking services), Alphaline (computer-based banking transactions), Alpha Web Banking (banking services over the Internet), and Alpha m-Banking (banking services via mobile phones).

In addition, the Bank heads a group of financial sector companies with a broad range of activities that cover all financial services to entrepreneurs and private individuals, such as financing, financial, investment, support, real estate, hotel and other services.

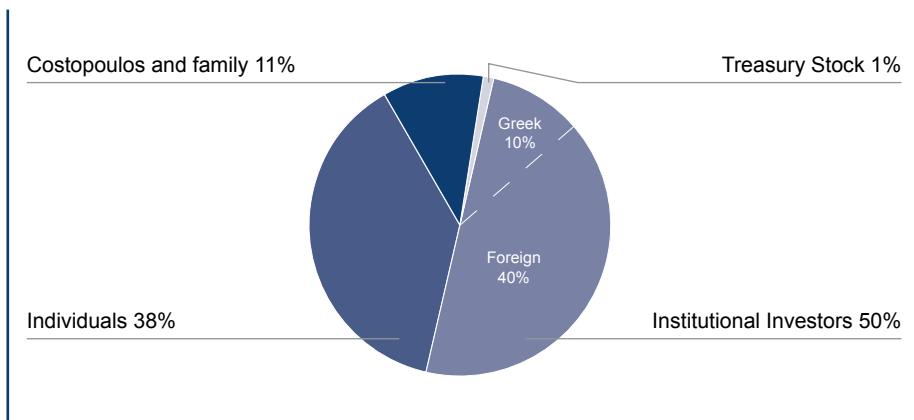


## Shareholder Structure

On 31.12.2008, the Bank's share capital stood at Euro 1,931,590,264.40 and was divided into 410,976,652 common, nominal, voting and dematerialised shares, with a nominal value of Euro 4.70 each.

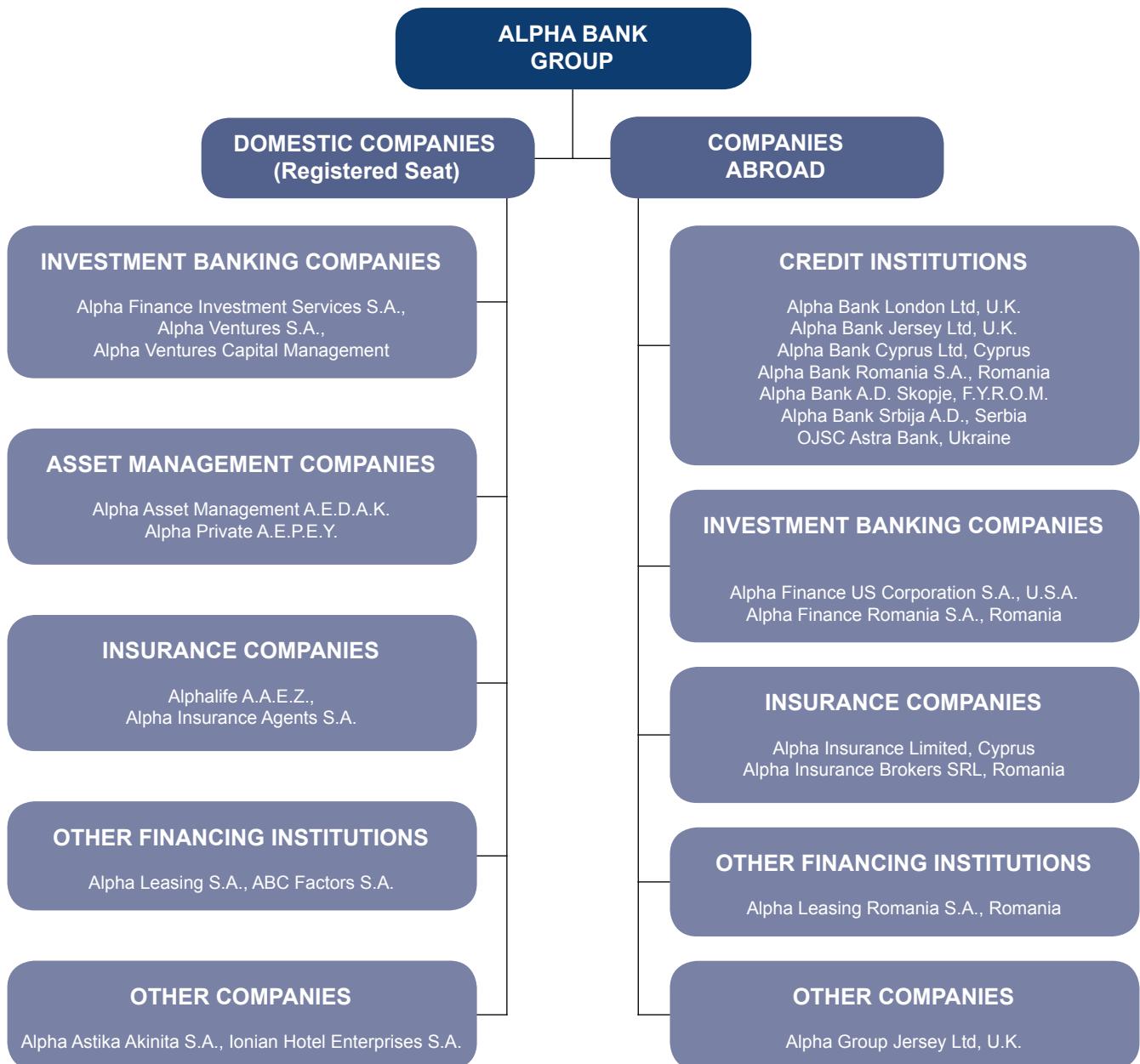
The shareholder base of Alpha Bank, consists of approximately 115,000 private and institutional investors.

Alpha Bank's shareholder structure, as at 31.12.2008, was as follows:



	Number of Shareholders	Number of Shares	%
1 < shares < = 500	71,600	13,354,632	3.25
501 < shares < = 1.000	17,146	12,860,608	3.13
1.001 < shares < = 5.000	20,059	43,409,494	10.56
5.001 < shares < = 10.000	3,040	21,585,395	5.25
10.001 < shares < = 50.000	2,448	49,729,653	12.10
> 50.001 shares	754	270,036,870	65.71
<b>Total</b>	<b>115,047</b>	<b>410,976,652</b>	<b>100.00</b>

## Group Companies



# Corporate Social Responsibility in Alpha Bank

## Vision and Values

With loyalty, dedication and vision, Alpha Bank remains firmly committed to the principles and values that have governed its operation from its establishment to this day.

The primary goal of the Bank is credibility, reliability and efficiency in banking services. Our every day concern is to improve constantly the quantity and quality of our products and services and respond to all of our Customers' banking needs in a modern and responsible way, while also ensuring the continuation of our uninterrupted contribution to society.

The Bank's social and environmental sensitivity, its policy of equal opportunities and development for its human resources, its dedication to constantly improving customer service, and its steadfast commitment to creating value and reasonable returns for its Shareholders, are the foundations of its business activity.



## Commitments

Alpha Bank and its Group of companies base their business activity on the following fundamental commitments:

Towards its Customers, Alpha Bank is committed to giving top priority to their satisfaction and to the continuous improvement of the quality of the services offered and of the information provided, while always making them feel welcome.

Towards its Shareholders, a standing commitment of Alpha Bank is to create value and to secure reasonable return on investment.

Towards its Personnel, Alpha Bank is committed to maintaining fair remuneration, optimal working conditions, and career opportunities based on meritocracy and equal treatment without discrimination.

Towards society, Alpha Bank is committed to contributing actively to progress and to furthering the key components of social cohesion, such as culture, education, health and the environment.



## Principles

Every activity of Alpha Bank and of its Companies, ultimately aimed at the growth and robustness of the Group, is governed by principles enforced by the laws or by ethics, such as:

- Integrity and honesty.
- Impartiality and independence.
- Confidentiality and discretion.
- Conscious, disciplined and reasonable risk-taking.
- Full, accurate and truthful disclosure.
- Active participation in the social environment.

## Corporate Social Responsibility in Alpha Bank

In Alpha Bank, Corporate Social Responsibility is developed and applied through the system of values, aims and actions that guide the governance of the Bank.

**People, and respect for human values, are of the utmost priority for the Bank. Together with the productive management of economic resources and the modernisation of technological means, they serve as the guiding principles for all relationships or communications inside the Bank, as well as with our Customers or Shareholders.**

In line with its strategy on Corporate Social Responsibility, Alpha Bank is actively caring for:

- The optimal corporate governance of the Organisation.
- The prosperity of its Human Resources.
- Its responsible operation in the marketplace regarding relationships with its Customers and Suppliers.
- The protection of the environment.
- The promotion of social and cultural life in Greece.

## Stakeholders

The Bank regards as its stakeholders the individuals or the legal entities that are directly or indirectly affected by its decisions and its operation. The Bank recognises the following key stakeholder groups:



The Bank seeks to maintain an open dialogue with stakeholders, and is following a number of approaches to achieve this (surveys, meetings etc.). In this way, the Bank tries to better understand the expectations, needs, requests and queries of its stakeholders and respond to them appropriately.

The Bank aims to communicate regularly with all stakeholder groups, in order to take into consideration their concerns about matters regarding Corporate Social Responsibility. To this end, the Bank plans and carries out specific actions that address each stakeholder group.

STAKEHOLDER GROUPS	THE BANK'S COMMITMENTS	ACTIONS TAKEN
SHAREHOLDERS	<ul style="list-style-type: none"> <li>To ensure satisfactory returns for its Shareholders</li> </ul>	<ul style="list-style-type: none"> <li>Regular General Meeting of the Shareholders</li> <li>Annual Business Review</li> <li>Annual special conference with financial analysts</li> </ul>
CUSTOMERS	<ul style="list-style-type: none"> <li>To offer products based on market needs</li> <li>To ensure the provision of responsible services</li> </ul>	<ul style="list-style-type: none"> <li>Procedure for collection and evaluation of Customer complaints</li> <li>Customer satisfaction survey</li> </ul>
EMPLOYEES	<ul style="list-style-type: none"> <li>To ensure a healthy, safe, and satisfactory work environment</li> </ul>	<ul style="list-style-type: none"> <li>In-house Newsletter</li> <li>In-house communication system (Alpha Bank Intranet)</li> <li>Personnel Evaluation and Promotion System</li> <li>Constructive collaboration with employee unions</li> </ul>
BUSINESS COMMUNITY	<ul style="list-style-type: none"> <li>To safeguard the interests of the sector</li> </ul>	<ul style="list-style-type: none"> <li>Active participation in the key business associations</li> </ul>
THE STATE – REGULATORY AUTHORITIES	<ul style="list-style-type: none"> <li>To ensure full compliance with regulations</li> </ul>	
LOCAL COMMUNITIES	<ul style="list-style-type: none"> <li>To ensure the prosperity of local communities</li> </ul>	<ul style="list-style-type: none"> <li>Support to local communities through actions at the local level</li> </ul>
SUPPLIERS	<ul style="list-style-type: none"> <li>To ensure healthy associations and prosperity</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration and exchange of information</li> </ul>
NON-GOVERNMENTAL ORGANISATIONS (NGOs)	<ul style="list-style-type: none"> <li>To ensure continuation of their constructive work</li> </ul>	<ul style="list-style-type: none"> <li>Continuous and consistent collaboration with various NGOs and provision of financial assistance</li> <li>Member of the Hellenic Network for Corporate Social Responsibility</li> <li>Member of the UNEP Financial Initiative</li> </ul>
MEDIA	<ul style="list-style-type: none"> <li>To ensure the provision of accurate information</li> </ul>	<ul style="list-style-type: none"> <li>Press Releases</li> <li>Press Conferences</li> </ul>

## Participation in Associations

The Bank supports the Finance Initiative of the UN Environment Programme (UNEP FI), undertaken by financial organisations across the globe for promoting sustainable development. The Bank also supports the Hellenic Network for Corporate Social Responsibility, which is the Greek Partner of the CSR Europe Organisation. In addition, the Bank's social and environmental performance has received positive evaluations by independent analysts, and its share has been included in the FTSE4Good stock market benchmark for sustainability.

The Bank is also participating and is represented in various organisations and councils, such as the Bank of Greece, the Hellenic Bank Association, and the Hellenic Advertisers Association.



## Certifications – Awards – Distinctions

The acknowledgment of the efforts and the affirmation of the active role played and maintained on multiple levels by the Bank contribute to the reinforcement and further development of these actions. The most important distinctions and certifications received are mentioned below:

### **ISO 9001:2000 Certification of the Customer Support Section**

In December 2008 the operations of the Customer Support Section were certified in accordance with the ISO 9001:2000 Standard. To this end, a Quality Management System aimed at ensuring the continuous improvement of the Section's services was developed and is now applied.

### **ISO 9001:2000 Certification of the Software Applications Division**

In December 2007, the Software Applications Division completed successfully the certification procedure of its Quality Management System in accordance with the ISO 9001:2000 Standard. The Quality Management System covers the Division's project management and software design, development and maintenance activities.

### **Deutsche Bank award**

The Bank received from Deutsche Bank, for the second time in the last three years, the "2007 STP Excellence Award" for its international payment operations under the responsibility of the Corporate and Investment Banking Operations Division. This award represents a recognition of the extremely high Straight-Through Processing (STP) rate achieved on outgoing orders, as well as of the high quality in processing and handling incoming orders.

### **"MONEY" Magazine Business Awards for 2008**

The "MONEY Magazine – G. Ouzounis Business Awards for 2008" were presented in a ceremony organised as part of the 3rd International Business Conference, held on Thursday 6 November 2008 and themed "South-East Europe Investment Conference 2008". The Bank collected three prizes:

- Second Prize for "Best FTSE-ASE/20 Company for 2008"
- Second Prize for "Best Bank for 2008"
- Third Prize for "Best Corporate Social Responsibility for 2008".

### **CEO and CSR Awards for 2008:**

The award ceremony for the "CEO and CSR Awards for 2008" was held in the context of the CEO & CSR Conference organised by the "MONEY" Magazine. The Bank collected four prizes:

- First Prize for "Leading CSR CEO/Managing Director"
- Second Prize for "Best CSR Manager/Officer"
- First Prize for "Best CSR Report"
- Third Prize for "Best Practice / CSR Initiative / Sustainable Development Solution".

### **Athens Stock Exchange Awards**

In the ceremony held on September 2006 on the occasion of the celebrations of the 130th anniversary of the establishment and operation of the Athens Stock Exchange, Alpha Bank was presented with the first prize among listed companies, in recognition of its consistent profitability for more than a quarter of a century, of its contribution to the development of the institution of the Greek Stock Exchange, and of the fact that it has paid out a dividend to its Shareholders every year since.

### **ECOPOLIS 2007 Award**

Alpha Bank was presented with the Environmental Project Sponsorship award by "Ecocity", in the context of the ECOPOLIS 2007 Environmental Responsibility Awards, for its sponsorship of the Recycling Centres Programme in the Municipality of Athens.

### **ECOPOLIS 2006 Award**

Alpha Bank was presented with the Environmental Project Sponsorship award for its consistent and ongoing assistance to the "Blue Flags" Programme, in the context of the ECOPOLIS 2006 Environmental Responsibility Awards. These awards are presented every year since 2005 by the environmental NGO "Ecocity".

### **Leading Companies Greece 2006-2007 Award**

Alpha Bank received a prize as the leading company in the Corporate Social Responsibility sector, according to the results of the Hay Group survey entitled "Leading Companies Greece 2006", which took place in Greece for the first time during the last quarter of 2006 and the first quarter of 2007. The Hay Group survey is addressed to 500 executives of the largest corporations on the basis of their capitalisation which are called to assess and select "The World's Most Admired Companies".

### **Distinctions gained by the Global Markets Analysis Section**

The Global Markets Analysis Section of Alpha Bank's Financial Markets-Group Planning Division was ranked as follows by the monthly surveys of the accuracy of the forecasts of specific currencies' exchange rates (GBP/USD, USD/EUR, USD/JPY), conducted by the Reuters international network:

- No 2 worldwide for 2008
- No 2 worldwide for 2007
- No 1 worldwide, together with BNP Paribas and Landesbank Berlin, for the period January-March 2007
- No 1 worldwide for 2006
- No 1 for the period January-November 2006.

### **Goals for 2009**

The main goal of the Bank for the years to come in connection with its Corporate Social Responsibility is the:

- **Development of a long-term CSR Strategy**



# Together for the Shareholders

Corporate Governance is the management and internal organisation system that ensures transparency and helps maintain a high quality of internal control.

Through the Corporate Government Principles that it applies, the Bank seeks to safeguard the interests of its Shareholders and ensure the creation of value for all the Alpha Bank stakeholders.



## Administration – Administrative Structure

Of the total number of the members composing the Bank's Board of Directors, two thirds are Non-Executive members, against the mandatory minimum of one third stipulated by Law. Similarly, the number of Independent Non-Executive members in the Bank's Board is six, against the mandatory minimum of 2 stipulated by Law.

### The Members of the Board of Directors

In particular, the composition of the Board of Directors is the following:

	2008	2007	2006
Total Number of members	15	14	14
Executive members	5	5	5
Non-Executive members	4	5	6
Non-Executive Independent members	6	4	3

In Alpha Bank, the duties of the Chairman of the Board and the Managing Director are clearly separated and correspond to distinct roles. The Bank complies fully with Law 3016/2002 and Law 3606/2007, preventing all potential conflicts of interest at the Bank's top management level.

## Councils and Committees

### Committees of the Board of Directors

The Committees supporting the Board of Directors in its tasks are the Audit Committee, the Risk Management Committee and the Remuneration Committee.

The members of these Committees are shown in the following table:

	Audit Committee	Risk Management Committee	Remuneration Committee
<b>Chairman</b> (Executive Member) Yannis S. Costopoulos			
<b>Vice-Chairman</b> (Non-Executive Independent Member) Minas G. Tanes Chairman, Ericsson Hellas S.A.		•	
<b>EXECUTIVE DIRECTORS</b>			
<b>MANAGING DIRECTOR</b> Demetrios P. Mantzounis			
<b>Executive Directors and General Managers</b>			
Marinos S. Yannopoulos		○	
Spyros N. Filaretos			
Artemis Ch. Theodoridis			
<b>NON-EXECUTIVE MEMBERS</b>			
Sofia G. Eleftheroudaki Managing Director, Bookstore and Publishing Co. G.C. ELEFTHEROUDAKIS S.A.			
Paul G. Karakostas Chairman and Managing Director, GENKA Investment S.A.	•		
Nicholaos I. Manessis Chairman of the Board of Directors, HELLENIC HALYVOURGIA S.A.			○
Ioanna E. Papadopoulou President and Managing Director, E.J. PAPADOPOULOS S.A. BISCUIT AND FOODWARE INDUSTRY			
<b>NON-EXECUTIVE INDEPENDENT MEMBERS</b>			
George E. Agouridis Lawyer	○		
Pavlos A. Apostolides Former Ambassador			•
Thanos M. Veremis Professor, Athens University			
Evangelos J. Kaloussis Chairman, NESTLE HELLAS S.A.	○	○	
Ioannis K. Lyras President, PARALOS MARITIME CORPORATION S.A.			○
<b>NON-EXECUTIVE MEMBER in accordance with Law 3723/2008</b>			
George I. Mergos, Professor, Athens University, Representative of the Greek State			

• Chairman      ○ Member

## Management Committees

The Organisation's smooth and effective operation, the formulation of a uniform strategy and policy applied by all Units, the coordination of activities, the adherence to a common direction and method of operation, and the mutual exchange of information between the Divisions and the Group Companies are ensured, where required, by the following Committees:

- i) Executive Committee
- ii) Operations Committee
- iii) Assets and Liability Committee (ALCO)
- iv) Operational Risk Committee
- v) Human Resources Management Committee
- vi) IT Projects and Procurement Committee

Members	Management Committees	Executive Committee	Operations Committee	Assets and Liability Committee (ALCO)	Operational Risk Committee	Human Resources Committee	IT Projects and Procurement Committee
<b>Yannis S. Costopoulos</b> <b>Chairman</b>	✓						
<b>Demetrios P. Mantzounis</b> <b>Managing Director</b>	✓	✓	✓	✓	✓	✓	✓
<b>Marinos S. Yannopoulos</b> <b>General Manager and CFO</b>	✓	✓	✓	✓			✓
<b>Spyros N. Filaretos</b> <b>General Manager</b>	✓	✓	✓	✓	✓	✓	✓
<b>Artemis Ch. Theodoridis</b> <b>General Manager</b>	✓	✓	✓	✓	✓	✓	✓
<b>George C. Aronis</b> <b>General Manager</b>	✓	✓	✓	✓	✓	✓	✓
<b>Charalambos E. Papanayotou</b> <b>Executive General Manager</b>	✓	✓	✓	✓	✓	✓	✓
<b>Christos Ch. Giampanas</b> <b>Executive General Manager</b>	✓	✓	✓	✓			✓

## Internal Control and Governance Framework

The Bank complies fully with the Bank of Greece Governor's Act 2577/2006, as in force. More in particular, the Internal Auditor is administratively independent and reports on matters under its responsibility to the Board of Directors (through the Audit Committee) and to the Management. The Internal Auditor supervises and coordinates the work of the Internal Audit Units.

The Manager of the Compliance Division has the right and the obligation to inform the Audit Committee and the Executive Committee of matters concerning the management of the compliance risk of the Bank and the Group, and supervises the activities of the Group Information Security Officer.

In addition, the Group Market and Operational Risk Management Officer and the Group Chief Credit Officer also report to the Risk Management Committee, which is composed of members of the Board of Directors.

Bank personnel involved exclusively in Governance-related operations at Group level	2006	2007	2008
Group Risk Management	29	38	65
Group Compliance	17	19	16
Group Audit	71	69	71
<b>Total</b>	<b>117</b>	<b>126</b>	<b>152</b>

Other Corporate Governance Criteria	Number of Directors
Members who do not belong to the Bank's workforce for more than 10 years.	10
Members who are not relatives of Management Executives of the Bank.	12
Members who are not employee representatives.	15
Members who are not Executives of a Bank subsidiary.	9
Members who do not represent one or more Shareholders holding more than 3% of the Bank's share capital.	15
Members not hired by the Bank as Executives in the last three years.	10

No Director has a relationship of Supplier or advisor with the Bank. The members are customers of the Bank in accordance with the provisions governing the transactions of credit institutions, and do not benefit from any pricing practice or treatment which is different than that applied by the Bank to all its Customers.

### **Members of the Board of Directors and Remuneration**

The fees paid to executive members are shown in the quarterly financial statements.

The fees paid to non-Executive members are shown in the annual financial statements.

The fees and rewards paid to executive members are approved by the General Meeting of the Shareholders.

The fees paid to the top Management Executives are linked to the achievement of the business plan.

All the above information is available from the Bank's website.

### **Code of Ethics – Principles**

The Alpha Bank Group is applying an official Code of Ethics, publicly available from the Bank's website at: <http://www.alpha.gr>

Every activity of Alpha Bank and of its Companies, ultimately aimed at the growth and robustness of the Group, is governed by principles enforced by the laws or by ethics, such as:

- Integrity and honesty.
- Impartiality and independence.
- Confidentiality and discretion.
- Conscious, disciplined and reasonable risk-taking.
- Full, accurate and truthful disclosure.
- Active participation in the social environment.

### **Shareholder/Investor Contacts**

In order to ensure the best possible communication with the corresponding stakeholders, the Bank has established organisational units dedicated to this task. These are:

- The Investor and Analyst Relations Division
- The Shareholders' Section

The Bank aims to meet its obligations regarding the provision of information to the investing public, such as the notification of major holdings, and applies quality standards to ensure prompt and smooth dissemination of the relevant information.

Detailed data about the Management Committees can be found on the Alpha Bank 2008 Business Review.



# Together for the Marketplace

As an environment of interaction and activity, the marketplace is characterised by the presence of significant groups of the Bank's stakeholders. In addition to its Customers and Suppliers, these groups also include all the players that interact with the Bank on a commercial level.

The Bank is fully aligned with its regulatory obligations regarding all matters pertaining to its role as a leading player in the market. Consequently, the Bank takes care to fulfil its obligations regarding the avoidance of unfair competition policies, to ensure full compliance with Law 703/1977.



## Corruption and Prevention

The Bank has developed procedures for the prevention of use of the financial system for money laundering and terrorist financing. These are presented in the relevant Manual, which brings together all the procedures foreseen by the regulatory framework in force. This Manual, which is updated to reflect every change in the regulatory framework, specifies detailed Anti-Money Laundering procedures.

In this context, the Bank has developed and has put into operation since July 2008 an information system specially designed to ensure systematic monitoring of suspicious transactions. Use of this system allows conclusions to be drawn leading to the adoption of preventive measures.

Additionally, an AML Officer has been appointed in every Branch Network and Group Company. This Officer is responsible for ensuring adherence to the AML procedures.

The Bank has also in place an Anti-fraud Policy and Procedures framework, and has issued a relevant Circular on Market Manipulation.

The Anti-Fraud Policy and Procedures Manual specifies the policy and procedures for preventing, identifying and mitigating internal and external fraud, and the methods that will contribute to reducing and eliminating the respective risks within the Organisation.

## Information Security

The Bank is particularly sensitive to the protection of the information in its possession. Corporate information is considered to be an extremely critical Group asset. All corporate information is protected according to its value, in order to strengthen Customer trust, ensure compliance with the regulatory framework, and safeguard the Group's competitive position.

Information concerning the Bank's customers, Employees and Associates, its business activity and its technological infrastructure, is considered to be particularly critical for its operation and reputation, and is protected through the application of strict procedures and security measures.

The Bank has formulated an Information Security Strategy, has introduced a Group Information Security Framework since September 2006, and has established the position of Group Information Security Officer. The Group

Information Security Framework establishes principles, rules and procedures for the proper use and protection of information, and applies them to the entire Group. By applying this Framework to every new procedure, service and system, and by taking action to correct any deviations from it, the Bank aims to reduce risk to acceptable levels. At the same time, the Bank ensures that the security mechanisms and measures are upgraded whenever this is deemed necessary, thus protecting data and systems with cutting-edge technologies.

The Information Security principles, rules and procedures are communicated to all Group Personnel through training programmes and regular information updates. This communication also ensures that Officers are reminded of their obligations, duties and responsibilities.

## Communication and Marketing

The Organisation's communication and marketing activities are governed by the Hellenic Code of Advertising, by the Code of Ethics for Advertising Financial Products and Services offered by Credit Institutions, and by the directives/recommendations of the Hellenic Bank Association, the Bank of Greece, the Hellenic Capital Market Commission, the Hellenic Advertisers' Association (HAA) and the Advertising Self-Regulation Council (ASRC).

The Hellenic Advertising Code lays down the rules for professional and ethical conduct, geared especially towards the citizen-consumer, which must be adhered to by all those involved in the advertising sector, i.e. by advertisers, advertising practitioners and agencies and the media, as well as by all those who request and all those who implement all the above mentioned forms of communication.

The basic principles of the Code are the following:

- All advertisements must be legal, decent, honourable, and truthful.
- Every advertisement should be prepared with a due sense of social responsibility and should conform to the principles of fair competition as generally accepted in business.
- No advertisement should be such as to impair public confidence in advertising.

The Code of Ethics for Advertising Financial Products and Services offered by Credit Institutions was adopted with a view to ensuring a high degree of protection for consumers in advertising and securing the products and services being offered by the banks.

The basic principles of the Code are the following:

- Advertisements for products and services should be formulated in a manner that is clear and easily understood. They should be truthful, decent and non-misleading, in order to protect the consumers towards which they are geared, and they should not insult business ethics and the good faith that stems from maintaining a healthy, fair and free competition in the market.



- Advertisements for products and services should describe their main characteristics in a manner corresponding to the average consumer's understanding of the specific products and services, so as to allow the consumer to compare similar products or services being offered by different credit institutions in terms of their basic characteristics and primarily their financial ones. Any secondary characteristics are stated in a manner that does not negate the comparison of the products or services.
- The details that shape or characterise the product or offer being advertised each time should be explicitly stated (Total Actual Annual Rate Charged, start and end times concerning the application of a favourable term etc.).
- Emphasis should be placed on respecting the consumer's privacy.

Every advertising campaign is reviewed by the competent Divisions and by the Legal Services Division to ensure that the information provided is objective.

Similarly, the Bank adheres to the regulatory framework in force concerning transparency in the provision of information to the parties involved in transactions, the provision of pre-contractual information, advertising, and the terms of agreements its contracts with its Customers.

## Products and Product Groups

In order to address more effectively the needs of Customers, the Bank has developed a broad range of products and is constantly investing in the development of products that are as innovative and pioneering as possible.

The key products available per group are the following:

- Insurance Products
- Investment Products
- Business Loans
- Credit Cards
- Deposits
- Consumer Loans
- Alpha 1|2|3 Youth Line
- Housing Loans

## "Green" Banking Products

The Bank has made available in the market a special loan for Photovoltaic Stations called Alpha Energy. This loan is intended for the financing of enterprises investment expenses (of installations and equipment) for photovoltaic power systems up to 150 kilowatts (KW) which are subsidised under the Investment Law 3299/2004 (as was modified by Law 3522/2006, Article 37) or other European Community Programmes.

No loan expenses are charged for the Photovoltaic Stations Alpha Energy loan.

The amount of financing for the aforementioned loan in 2008 reached Euro 936,701.

## Actions to support NGOs via products of the Bank

The Membership Rewards Programme of the American Express credit cards offered cardholders the option to redeem points earned and donate them to the following charitable organisations:

- **Margarita Foundation** – Total amount donated by our cardholders in 2006 and 2007: €1,530
- **Margarita Foundation and SOS Children's Villages** – Total amount donated by our cardholders in 2008: €7,500

The Bonus Programme offered cardholders the option to redeem bonus points earned and donate them to the following charitable organisation:

- **Cerebral Palsy Greece** – Total amount donated by our cardholders until 30 September 2008: €15,445

At the same time, between 1 January 2006 to 30 September 2008 the Cards and Consumer Banking Products Support Division of the Bank ensured the insertion in the monthly statements sent to all holders of Bank-issued cards (both credit and debit) of Hellenic Post "Quick Payment" forms made out to the following charitable organisations:

- **Greek Action in Africa** – Years 2006, 2007 and 2008
- **SOS Children's Villages** – Year 2006
- **Médecins du Monde** – Year 2008
- **Cerebral Palsy Greece** – Years 2007 and 2008

## Customer Relationship Management

The Bank follows the provisions of the Bank of Greece Governor's Act (BGGA) 2501/2002 on the transparency of transactions. The Bank also ensures that the Terms and Conditions for its services are displayed in clearly visible locations at all the Branches, and also makes them available from the Bank's website ([www.alpha.gr](http://www.alpha.gr)). In addition, Customer Relationship Officers in the Branches provide Customers with the necessary pre-contractual information.

The methods applied by the Bank for measuring customer satisfaction are the following:

- Customer satisfaction surveys.
- Customer satisfaction questionnaire supplied at the Branches, entitled "Your opinion counts", which can be mailed back by prepaid post, where the Customer can rate the service received at the Branch.
- Complaint form at the Branches, entitled "Your suggestions help us improve". This document provides detailed instructions on the submission of complaints using any of the channels available for the communication of Customers with the Bank (Branch, Customer Service Call Centre, Internet, directly to the Customer Support Section), and also includes a prepaid post form which Customers may use to mail their complaints to the Customer Support Section.

The practices followed by the Bank in order to ensure and further improve customer satisfaction are the following:

- Annual programme for measuring customer satisfaction, carried out at various points of contact between the Customer and the Bank.
- Adoption of new indicators to monitor the quality of service offered.
- Evaluation and qualitative analysis of complaints in order to improve procedures.
- Identification of problematic areas and proposals for improvements.
- Customer Service training programmes for Branch Officers and Employees, Employees of Head Office Divisions, and new recruits.
- Quality Training Programme for Branch Managers (quality and service coaching), which was launched in 2008 and will continue into 2009.

## **"Alpha Bank Compass – Destination Quality"**

One of the primary goals that the Bank has set itself is to improve and safeguard Customer Service Quality. The "Alpha Bank Compass – Destination Quality" Programme was designed to achieve this goal. It is an interactive communication programme developed by the Customer Service Department in collaboration with the Training and Development Division.

The Communication Programme was launched on 24.2.2007 and was completed on 18.10.2008, after successfully organising a total of 31 Quality Information Days attended by 3,185 persons from all of the Bank's Branches and by 789 persons from the Bank's 24 Divisions that are directly involved in the service delivery chain. These meetings were held in Athens, Thessaloniki, Kavala, Larissa, Mytilini, Crete, Corfu, Rhodes, Patras and Kalamata.

During the information days, participants had the opportunity to receive information on issues of Quality and Quality Service, listen to the "messages" sent every day by the Bank's thousands of Customers, and establish working teams which put together their own views and proposals on matters concerning the daily service provided to customers (both internal and external).

The information days concluded with the evaluation of the Programme, which led to encouraging results for the organisation of other similar events in the future.

## **Customer Service Quality Indicators**

The Bank has established basic quality indicators that allow it to better record customer service quality and the actions taken for improvement.

The following are some of the key quality indicators:

- Customer satisfaction with Bank service (overall and per service network).
- Recommendation of the Bank to friends/acquaintances.
- Plans to use the Bank in the future (overall and per service network).
- Service and waiting times.

## Customer Satisfaction Surveys

### **Customer satisfaction survey carried out by the Customer Service Call Centre, June 2008.**

Bank Customers contacting the Customer Service Call Centre with any request whatsoever were asked to provide feedback about the service that they received from the Centre.

The general objectives of this survey were:

- To identify the parameters which determine the Customer Service Call Centre service quality, and establish their relative importance.
- To measure the level of satisfaction of Bank Customers with the Customer Service Call Centre.

Overall, the customer service provided by the Personnel of the Customer Service Call Centre is of a high level, and Customers are satisfied with the service they are receiving.



### **Customer satisfaction survey for customers submitting complaints, December 2008.**

The Bank's Customers may submit their complaints through a variety of channels. The Customer Support Section collects, processes and resolves customer complaints.

The general objectives of this survey were:

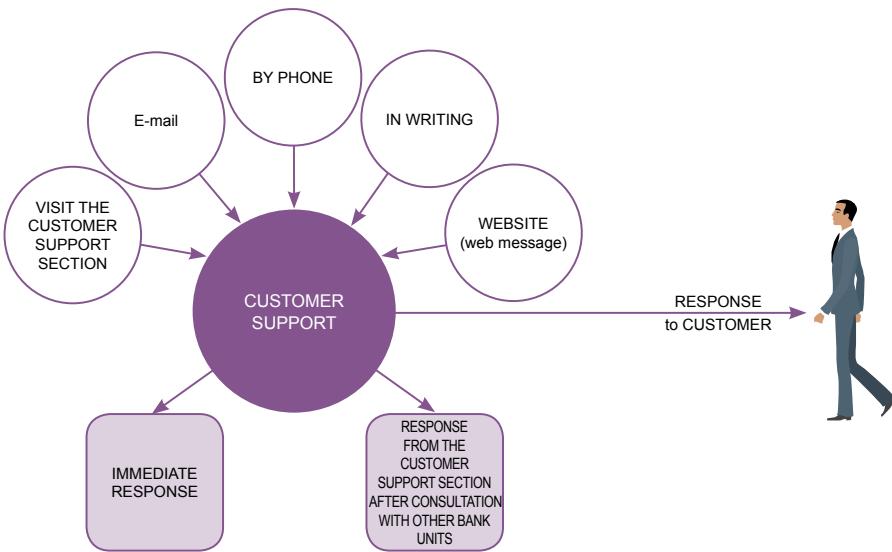
- To assess the experience of the complaining Customer.
- To measure customer satisfaction levels regarding handling/ resolution of complaints.

### **Procedure for the Submission of Complaints – Recommendations**

The procedure for collecting and managing recommendations and complaints is handled centrally by the Customer Support Section of the Customer Service Department, enabling quick resolution of the issues that arise. At the same time, the volume and causes of complaints are analysed, and recommendations are submitted and implemented to avoid repeat complaints and improve procedures.

The centralised management of complaints is shown in schematic form below:

## CENTRALISED MANAGEMENT OF COMPLAINTS BY CUSTOMER SUPPORT



Since November 2006, Bank Customers can also submit their recommendations or complaints by phone, through the Customer Service Call Centre. Customer Service uses a dedicated single-number Call Centre (801 11 326 0000) which is in operation every day (Monday to Sunday, 08:00-22:30).

Since June 2007, the recommendation submission form is also available on the Bank's website.

Currently, more than 80% of complaints are submitted electronically (by phone or through the Bank's website).

In 2008, the average complaint resolution time was **reduced by half** compared to the respective average time in 2007.

A 5% reduction was registered in 2008 for complaints received by the Bank through the Ombudsman for Banking and Investment Services. This reduction is the result of the Bank's improved handling of complaints, which leads to fewer Bank Customers resorting to the Ombudsman.

**On December 2008 the Quality Management System of the Customer Support Section was certified in accordance with the ISO 9001:2000 Standard.**

## **Alternative Distribution Channels**

Particular emphasis is placed on the further growth of alternative distribution channels, with the objective of gradually increasing the share of total transactions being carried out through them.

The most important projects in this area were the successful upgrading of the entire ATM network, the design of new ATM user interface screens, and the development of a system allowing Customers to submit applications for foreign trade transactions over the Internet.

In addition to supporting the continuous growth of alternative distribution channels, the Bank is redesigning the transactions conducted in the Branches, in order to streamline them and increase their automation, thus shortening customer service times. During 2008, the inclusion of additional transactions in automated workflows was also designed and carried out.

Having set as its priority the continuous improvement of quality, the Bank is planning to obtain certification for all the services that it provides. Already in 2007 the Bank obtained ISO 9001:2000 certification for its software application operations, and its objective is to also certify additional services such as alternative distribution channels, payments and foreign trade transactions.

In addition, major projects were carried out to upgrade IT infrastructures and systems, while expansion of the SAP accounting platform with new applications to automate additional workflows was also continued.

## **Procurement**

Acknowledging the important role of Procurement, in terms of the Bank's improved overall operation as well as in terms of the potential contribution of Procurement to attaining sustainable development, the Bank has established a framework for the Organisation's activities related to procurement, as well as a Procurement Code of Ethics.

### **Procurement Management**

The General Services and Procurement Division has roughly 250 registered Suppliers who are categorised by their specific business activity area, such as graphic arts, office supplies, cleaning materials, office equipment, machinery, provision of auxiliary services (couriers, cash dispatches) etc.

The Bank has developed and is applying a Procurement Code of Ethics for its transactions with its Suppliers, which are governed by the following principles:

- Transparency and maintaining healthy free competition.
- Equal treatment.
- Effectiveness in procedures and of technological progress.

The Bank has also established a written Code of Conduct for cases where gifts, privileges or benefits in general are offered to its Personnel.

Adherence to the Code of Conduct is mandatory for all procurement Personnel, who are characterised by their confidentiality and discretion, ethical values, courtesy and team spirit. Their activities are continuously monitored and controlled by the Top Management at all stages of every procurement-related procedure, so as to maintain excellent collaboration with the Bank's Suppliers.

In order to meet effectively the requirements of their respective objectives, the Personnel of the General Services and Procurement Division receive continuous information updates and training through seminars, in-house training programmes, visits to exhibitions and to supplier premises. The Division also responds to questionnaires which Suppliers submit for measuring the Bank's level of satisfaction with their products and services.

### **Sustainability criteria for selecting Suppliers**

In selecting Suppliers for the Bank, the General Services and Procurement Division applies sustainability criteria. Some of the Bank's largest Suppliers already have in place comprehensive environmental management systems which are also ISO14001-certified, such as a large company which since two years ago is responsible for the project concerning management, storage and distribution of all Bank forms, or another large company which supplies the Bank with all its office furniture.

The establishment of long-term and mutually beneficial relationships of trust with its Suppliers is a key principle of the Bank. Efforts are made at all stages of communication to resolve problems through dialogue, and it has been understood that dissatisfied Suppliers may affect adversely the quality of products and services and may respond poorly to delivery deadlines.

## **Definition of major agreements**

The criteria using which certain agreements are designated as major are the following:

- The financial scope of the agreement,
- The automation of procedures,
- The Supplier's relationship with the Bank as a customer,
- The element of technological progress.

In concluding agreements for large-scale projects, the Bank selects as its Suppliers companies with an established corporate and social responsibility programme. Because of the great diversity of the goods supplied, the large number of individual Suppliers, and the low value of the corresponding purchases, systematic controls are not possible for the other procurement activities.

## **Supplier controls**

Regular visits are made to the premises of the Suppliers of the Bank in order to continuously evaluate them in terms of their facilities, equipment installations, organisation, procedures and quality control, cleanliness and human resources.

## **Management of Consumables: "Green Procurement"**

The cleaning materials that the Bank uses are environment-friendly, biodegradable and, in general, non-toxic. Furthermore, the Bank requires them to be stored and transported under the recommended temperature, humidity and lighting conditions, and written instructions have been issued to Personnel on how to handle them in order to avoid and respond to potential accidents and to protect the environment. Toilet paper is 100% cellulose, manufactured by an ISO 9001:2000-certified paper mill. Paper hand towels are made of chemically and mechanically processed pulp without use of bleaching agents, and are 100% recyclable. Plastic mailing envelopes are made of high-density, non-toxic, fully recyclable polyethylene suitable for skin contact and approved by the FDA and BGA organisations, with natural dyes and 100% recyclable sealant glue.

**The Bank has adopted the use of the "Electronic Stationery Warehouse" application for electronic ordering and management of printed material. This application helped save on paper, free storage space and save on fuel.**

## **Goals for 2009**

- Increasing customer awareness on CSR matters.
- Further incorporation of environmental terms in the procurement procedures.



# Together with our People

Alpha Bank considers the existence of dedicated and highly qualified Personnel to be the key to the provision of top-quality financial services. This is achieved through the comprehensive management of Human Resources, the recognition and development of employee potential at the individual and group level, and the participation of Employees in a substantive dialogue regarding the activities of the Bank. The Bank's steady goal is to identify and abilities and skills of its Employees and ensure their continuous development, thus ultimately ensuring the development of their professional careers of its employees. In line with this objective, the Bank recognises, rewards and ensures the development of its Human Resources, guided by its commitment to the provision of equal opportunities so that its Employees may play an active role in the achievement of its goals.



## Organisation and Principles

In their daily work, Employees are actively putting into practice the Bank's Corporate Values and Code of Ethics. Their activities are governed by the following core values:

- Quality in our work
- Quality in Communications
- Meritocracy
- Ethos
- Creativity

In its Staff Regulations and Code of Ethics documents, the Bank has consolidated its values, requirements and guidelines in terms of responsibilities and professional conduct. There is a clear will, expressed by specific instructions in these documents, to avoid phenomena such as bribery or manipulation, while at the same time discretion and full respect of confidentiality are required with respect to data on Customers as well as on Employees. Additionally, gambling and participation in any speculative activity are not tolerated. The management of human resources is the responsibility of the Human Resources Division - Bank, which reports directly to the Managing Director.

The Code of Ethics of Alpha Bank is available from the Bank's website at [www.alpha.gr](http://www.alpha.gr) and is also found on the Alpha Bank Intranet. A copy of the Staff Regulations, which describes all rights and obligations of Employees, is distributed to all new Personnel of the Bank.

## Employment Data

Alpha Bank is a dynamic and constantly growing Organisation which in 2008 employed 7,558 persons in its Head Office Divisions and in more than 400 Branches throughout Greece. The total number of Personnel keeps changing due to the constant inflow and outflow of Employees as a result of new recruitment, retirements and structural changes in the Organisation.

The Bank's workforce is not subject to seasonal variations. During 2008, the following numbers of new Units, Branches and Divisions were established:

- New Branches: 37
- New Divisions: 18
- New Sections in existing Divisions: 48

In 2008, the Bank's total workforce grew by 598 persons in comparison to the previous year.

Number of employees	2006	2007	2008
<b>Total employees</b>	<b>6,788</b>	<b>6,960</b>	<b>7,558</b>
Men	3,407	3,480	3,709
Women	3,381	3,480	3,849
Departures (e.g. retirement, termination of contracts)	389	244	242
Recruitment	227	413	840

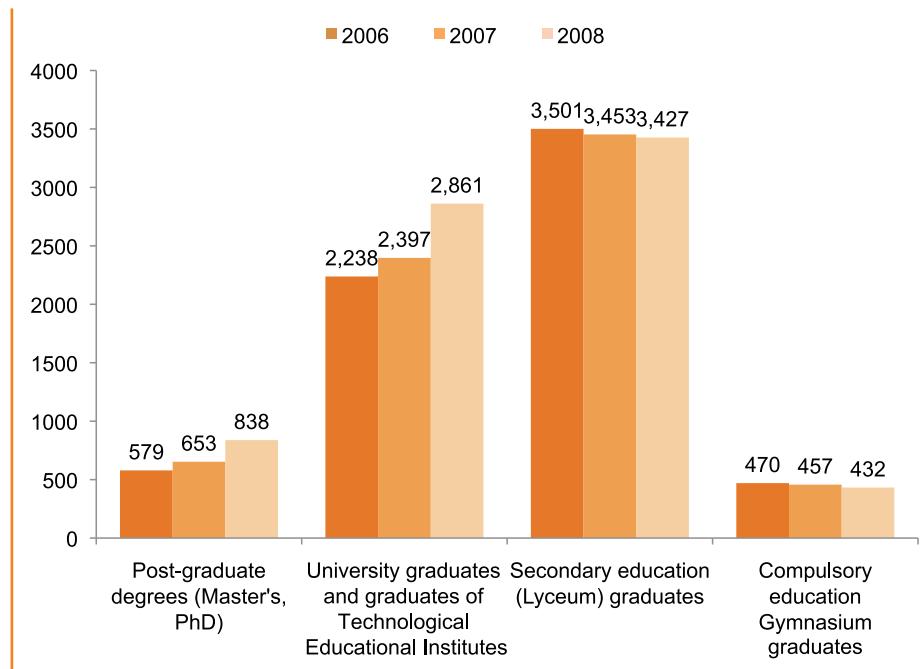
### Educational Level

The Management of the Bank offers its ongoing support through a variety of ways to the work of the Training and Development Division, considering that vocational training, re-training and continuing education play a decisive role in improving the services provided and are key competitive advantages of the Bank. In this framework, the education level of the workforce is constantly improving.

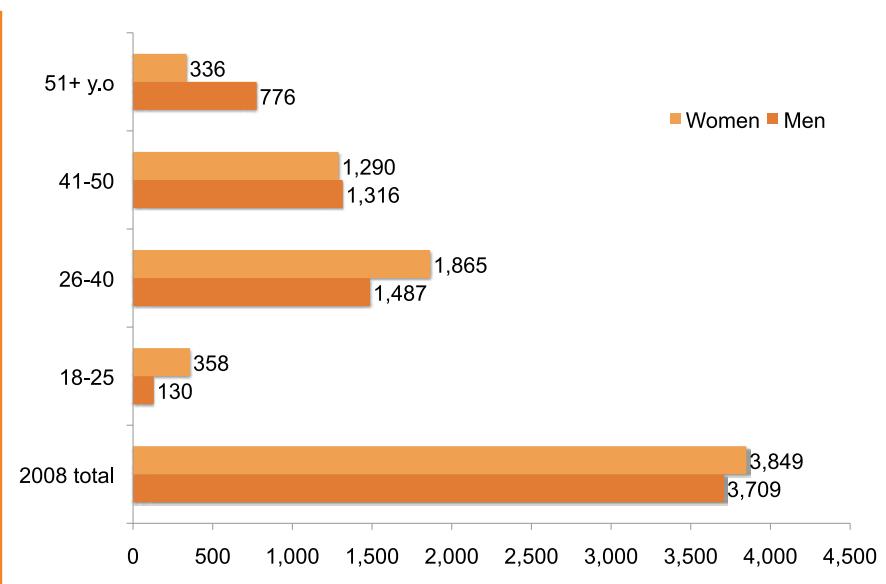
The majority of Employees is that of secondary education (Lyceum) graduates. Nevertheless, during the last three years the percentage of University graduates and post-graduate degree holders has increased by around 7.4%, while the percentage of compulsory education (Gymnasium) graduates is gradually declining.

Educational Level	2006	2007	2008
Post-graduate degrees (Master's, PhD)	579	653	838
University graduates and graduates of Technical Educational Institutions	2,238	2,397	2,861
Secondary education (Lyceum) graduates	3,501	3,453	3,427
Compulsory education Gymnasium graduates	470	457	432

## Personnel Breakdown by Educational Level



## Breakdown by gender



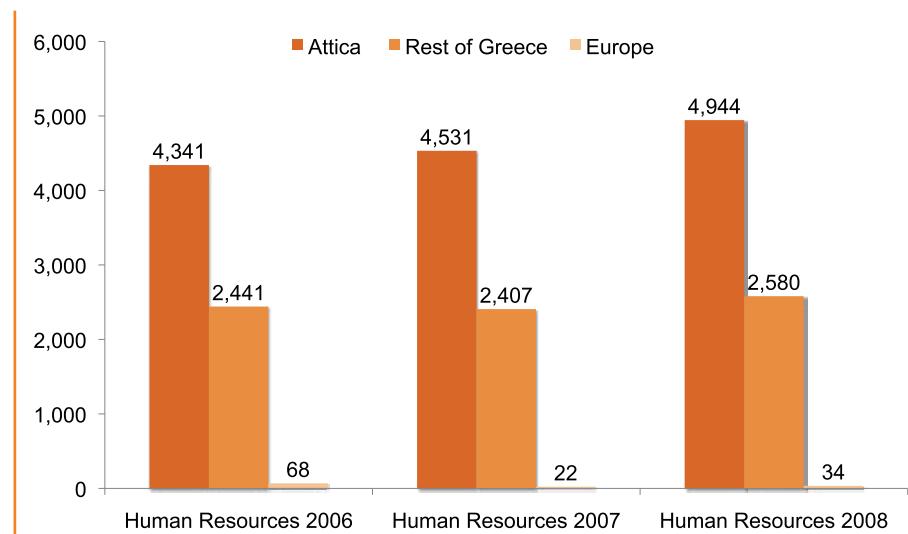
As also shown in the above figure, men outnumber women in the over-51 age group. There is a relatively balanced gender distribution in the 41-50 age group. In the younger age groups, women manifestly outnumber their men colleagues.

## Geographic Distribution of Personnel

Actively supporting local communities, Alpha Bank provides work to an increasing number of Employees, giving priority in staffing its Units to persons residing near the workplace. This applies both to Units in Greece as well as to Units located abroad.

Geographic Location	Human Resources 2006	Human Resources 2007	Human Resources 2008
Attica	4,341	4,531	4,944
Rest of Greece	2,441	2,407	2,580
Europe	68*	22*	34*

\* For the purposes of these calculations, only the number of Bank Employees on secondment to posts abroad has been taken into account (not the total number of Personnel employed by the Group in the respective countries).



## Personnel Selection

Alpha Bank considers its Human Resources to be the key driver of the provision of high-level services and thus, follows specific selection procedures according to the job descriptions of the particular vacancies.

### **Selection of new employees**

To participate in the selection procedure, provided that they fulfil the specific criteria determined in the respective job descriptions, candidates are sourced from the labour market using various methods (electronic archive of CVs, recruitment agencies, collaboration with Universities etc.).

For certain categories of candidates, the selection process is preceded by an aptitude test.

Candidate selection interviews are always carried out by two evaluators. Normally these are an Officer from the Human Resources Division - Bank and a representative of the Unit where the candidate will be employed.

An "Interview Evaluation Form" form is completed following the interview, containing the following fields: personal qualifications, education, professional experience and elements of the candidate's personality.

The evaluators mark each field on a four-level scale (positive, average +, average -, negative) and, after providing a summarising comment, enter and sign their final opinion: Recommended, Acceptable, Not Recommended.

### **Management Selection and Performance Monitoring**

Management Executives are selected on the basis of information regularly collected and processed (such as annual evaluation sheets, inspection sheets, specific recommendations for management selection made by the Units), in combination with the results of the evaluation and assessment of the candidate's overall image, ability and professional history. This information is processed by the Human Resources Division - Bank, which recommends the advancement and/or transfer and/or promotion of Officers.

## Diversity and Equal Opportunities

Alpha Bank applies an equal opportunities policy, incorporated into the procedures and best practices for the management of Human Resources.

The policy on equal opportunities applies to all Personnel without exception, and the responsibility for its application rests with the Human Resources Division - Bank. The policy deals with issues of gender, religion, age, disability and sexual orientation.

In every new country where Alpha Bank establishes its operations, a term of one year is given for the preparation of a specific action plan to enable implementation of this policy.

Diversity indicators	2006	2007	2008
Women employees	3.381 49,8%	3.480 50%	3.849 50,9%
Women in Management positions (Branch Manager and higher)	132	146	186
Employees belonging to ethnic minorities (non-Greek, non-EU)	-	-	13
Management Executives belonging to ethnic minorities	0	0	0

Gender participation in Top Management positions	2006	2007	2008
Women Audit Committee or Board of Director members	1 7%	1 7%	2 13,3%
Men Audit Committee or Board of Director members	13 93%	13 93%	13 86,7%
<b>Total</b>	<b>14</b>	<b>14</b>	<b>15</b>
Women General Managers	0	0	0
Men General Managers	6	6	6

Persons with Disabilities (PWD)	2006	2007	2008
Number of Persons with Disabilities in the Bank	178	174	169

## Collective Labour Agreements – Trade Unionism

The Bank's entire workforce is covered by collective labour agreements and the majority of Personnel are members of trade unions.

	2006	2007	2008
Number of Employees who are union members	6,527	6,324	6,373
Percentage on total number of Employees	96,2%	90,9%	84,3%

The representative Employee Association is informed at regular monthly meetings by the Manager of the Human Resources Division - Bank, and in exceptional cases by the General Management, of matters that concern it (e.g. the voluntary termination of service programme). At the same time, the Association is given the opportunity to convey the concerns and/or proposals of Personnel.

The representatives of the Employee Association participate in various Councils and Committees of the Bank, in order to take part in the deliberation and decision-making process. The Committees for special Personnel loans are such an example. During 2008, housing loans worth Euro 17,600,000 in total were granted to Alpha Bank Employees, with very favourable terms concerning their interest rate and repayment period. An additional amount of Euro 15,300,000 in total represented Personnel loans involving two or three months' pay. The loans are granted to the Bank's regular Personnel upon submission of an application. For housing loans in particular, the criteria that the Committee considers in its recommendation are the applicants' housing needs, family status, years of service and assets.

## Internal communication

Through the Human Resources Division - Bank, the Bank keeps open, permanent and interactive communication lines between the Management and the Employees. Regular internal communication aims to maintain corporate culture, ensure correct application of the Bank's strategy, improve the work climate and enhance the Organisation's own performance.

The unimpeded flow of information is made possible by the following:

- Operation and continuous upgrades of the internal website (Alpha Bank Intranet), which assists the prompt transfer and exchange of information and knowledge.
- Provision of electronic mail (e-mail) facilities.
- Publication and circulation of the "MAZI" corporate newsletter.

Additionally, personal contacts with Employees are maintained, to resolve work-related, personal or family problems. This approach includes the following:

- Establishment of regular meetings of Employees with their Supervisors.
- Direct interactive communication between the Human Resources Division - Bank and the Personnel.
- Establishment of regular meetings of Officers with Regional Managers at the local level, across the country.
- Visits by members of the General Management to Branches of the Bank throughout the year.
- A Meeting of Group Officers from all over Greece organised once a year.



## Health and Safety at the Workplace

Alpha Bank's workforce is fully covered by the framework of regulations on Health and Safety at the workplace. Responsibility for managing these matters rests with the Human Resources Division - Bank, while the procedures applied in recording and disclosing information on work-related accidents and illnesses conform to the Law and also comply with the specifications of the International Labour Organisation (ILO).

Health and Safety indicators	Number of incidents			Days lost due to incidents		
	2006	2007	2008	2006	2007	2008
Number of persons injured	0	0	0	0	0	0
Number of fatalities	0	0	0	0	0	0
Illness due to work	0	0	0	0	0	0
Other illness (excl. maternity leave)	3,766	4,040	4,299	41,505	44,543	50,096
Absenteeism Ratio (AR)				2,44%	2,52%	2,64%

The Human Resources Division - Bank informs the Employees' representatives of matters concerning health and safety at the workplace and is informed of potential problems, so that it may address them promptly and directly.

Under the Health and Safety system in place and in the course of their scheduled visits to Bank Units, the Occupational Physicians make appropriate recommendations to the Employees and put together a medical file for each Employee, in which they enter any information on illnesses or medical conditions. With strict observance of medical confidentiality, the Human Resources Division - Bank is then informed in writing with statistical data, and takes appropriate action.

The Safety Technicians regularly inspect the equipment and technical infrastructure of the Bank's installations and, in collaboration with the Occupational Physicians, prepare occupational health hazard assessment reports which they submit to the competent Division of the Bank. These reports are subject to annual reviews, with the aim of identifying potential hazards and recommending appropriate corrective or preventive measures to eliminate these. The key goal is to maintain a "zero-accident" rate in the workplace. To ensure the fullest possible application of the Health and Safety System, the Bank also collaborates with specialist Health and Safety consultants, to whom safety services are outsourced.

## **Personnel Training in Health and Safety**

As part of the activities to ensure comprehensive implementation of the Health and Safety system, the Training and Development Division, in collaboration with the Security Department, plans and organises a number of training activities structured as follows:

- All Personnel in every Unit (Branch Network and Head Office Divisions) attend a two-hour training course at their place of work. This training is delivered by specialised Bank Officers and the Deputy Chief of Civil Defence, and focuses on crisis management (response in cases of fire, earthquake and robbery).
- An additional four-hour training and practical exercise is foreseen for the Crisis Management Officer, i.e. for the Officer in each Unit who is responsible for crisis management activities, and for his/her deputy.
- Participation in this training during the past three years reached a total of 2,661 Employees, and the planning for 2009 is for all remaining Personnel of the Bank to receive this training.
- All Safety Technicians of the Property Management Division have attended a special seminar titled "Health and Safety at Work", organised by the Hellenic Institute for Occupational Health and Safety (ELINYAE) in collaboration with the Bank.
- Specialised training is also foreseen for Security Personnel, Technical Personnel, and Occupational Physicians. This training is organised by educational and non-educational third parties (e.g. Hellenic Police, Hellenic Red Cross) and is conducted in off-Bank premises, both in Greece as well as abroad.
- In line with the Health and Safety system in place, the Bank is organising special training programmes for its Personnel focusing on medical matters (e.g. the bird flu). These programmes are announced via the Alpha Bank Intranet and the "MAZI" corporate newsletter.

In particular, participation by Bank Employees in this training category has reached 1,513 persons during the past three years, with indicative subjects including European Policy on Health and Safety in the Workplace, Work Conditions, First Aid, Weapons and Armed Defence, Hostage-Taking and Terrorist Acts, Self-Defence etc.

## **Personnel Briefing and Building Evacuation Drills**

The Bank's largest evacuation drill in terms of participants was successfully carried out on 26 June 2008 at the building complex of Aghios Stefanos, Attica. A total of 350 persons took part in the drill, including one fire engine with a crew of four, one ambulance, and one fire-fighting vehicle manned by volunteers from the Municipality of Aghios Stefanos.

## Additional Benefits

Within the framework of the social sensitivity it has displayed in covering the many personal and family needs of its Employees, Alpha Bank offers to its Personnel a diversified programme of compensations and benefits that exceeds the minimum requirements of the Law, including minimum wage.

Benefits	Description
Childcare benefits	Day care benefit paid is higher than the one foreseen by the Collective Labour Agreement (CLA). A nine month cumulative maternity leave may be granted in specific cases requiring special approval.
Paid maternity leave	In addition to the 119 working days foreseen under the CLA, the Bank provides an extra 15 working days (i.e. 134 days in total). Furthermore, working hours are reduced by 2 hours per day for mothers whose children are up to two years old, and by 1 hour per day for mothers whose children are between two and four years old.
Paid paternity leave	On the basis of the CLA, fathers are allowed a leave of two working days for the birth of a child. Reduced working hours may also be granted, if requested, taking into consideration specific criteria.
Educational leave	Unpaid educational leave may be granted.
Other Benefits	<ul style="list-style-type: none"> <li>- Personnel Loans involving 2-3 months' pay, loans to purchase PC and housing loans with favourable terms.</li> <li>- Special pricing policy for products and services of the Bank.</li> <li>- Special offers from Group Companies (e.g. purchase of property).</li> <li>- Free group life, accident, total/partial disability insurance.</li> <li>- Free use of a gym and medical check up.</li> <li>- Financing of post-graduate studies and granting of paid educational leave.</li> <li>- Free annual medical check-up for Management Executives.</li> <li>- Monetary prizes to Employees' children who excel in their studies.</li> <li>- Free psychological counselling of Employees by a social worker.</li> <li>- Free participation in programmes to quit smoking.</li> <li>- Coverage of expenses for participation of Employees' children up to 12 years old in summer camp programme</li> <li>- Free participation in cultural events (e.g. theatre shows) and reduced prices at selected shops, restaurants and gyms.</li> <li>- Reduced rates for sailing lessons and participation in sailing races.</li> <li>- Reduced rates at selected medical and diagnostic centres.</li> <li>- Fully equipped medical station to be used in the event of an accident or sudden illness at the workplace.</li> <li>- Canteens offering healthy nutrition food products.</li> <li>- Volunteer blood donation programme and blood supply programme in cases of emergency.</li> </ul>

## Training

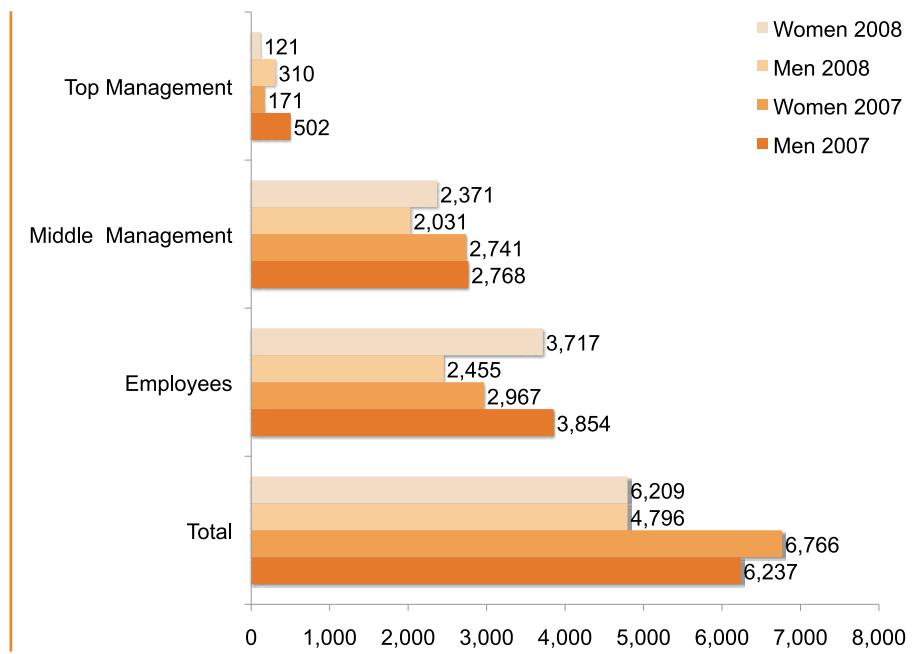
The primary aim of the Training Programmes planned, organised and managed by the Training and Development Division of Alpha Bank is to address the training needs of Personnel, thus helping achieve the best possible and most productive operation of the Bank.

The Bank's Training Programmes are structured so as to support continuing education and optimise performance at individual employee level and, by extension, at the corporate level. Each programme has specific objectives, which depend on the content of the programme and concern the acquisition, for each specific job position, of knowledge, know-how and behaviours regarding banking business techniques and the development of managerial and sales skills. In fact, since 2008 a key priority is the acquisition of professional certification for the sale of investment and bancassurance products in accordance with the Regulatory Framework.

The methods used in training Personnel are: in-class training, distance learning (e-learning, correspondence courses) and participation in conferences. During 2008, the training activities that took place at the Bank's Training Centre accounted for 93% (or 135,465 training man-hours) of the total training effort for the year.

Training indices	2006	2007	2008
Training Programmes	Not available	746	799
Employee participations in training programmes	Not available	5,068	4,270
Number of man-hours allocated for Personnel training	38,210	116,302	151,576
Average training man-hours per employee (LA10)	5.63	16.71	20.05
Amount spent for training (in Euros)	2,048,000	2,764,000	4,783,187

Personnel participation in Training Programmes during the past two years was as follows:



### Lifelong learning for Employees

In addition to the Training Programmes which are announced to the Personnel by a Circular presenting the training schedule for the next six months, the Bank also finances the tuition fees for learning up to two foreign languages, as well as the acquisition of a Computer Literacy Certificate. Furthermore, the continuing education of Personnel is also supported by the opportunities offered for participating in training activities organised by selected third parties and held in off-Bank premises in Greece and abroad. Finally, the Management Skills Programme and the General Banking Programme are the key programmes assisting the career development of the Bank's Personnel.

## Training Centre

Work on the Bank's Training Centre, now operating in modern facilities in Aghios Stefanos, Attica, was completed in the second half of 2008. The Centre features sixteen classrooms equipped with ultramodern teaching aids, of which four are IT classrooms, four are configured as labs, and eight are laid out as classic classrooms. A University-level amphitheatre with a capacity of 152 and four translation booths intended for lectures, conferences, seminars and other educational events began operating in September of 2008.



The Training Centre can accommodate 300 trainees on a daily basis.

This infrastructure allows the Bank to fully address its current and future requirements for providing training to its Personnel, which are expected to increase driven by the growth of the Bank's operations in Greece and abroad. In addition, the Aghios Stefanos Training Centre will also be used as a Personnel Training Centre by the Group in Greece and abroad Companies (depending on the training subjects) and as a venue for other events.

### Innovative facilities available at the Aghios Stefanos Training Centre

- A gym is operating in the Centre and is available for use by the Centre's Personnel and by any Employee wishing to exercise there. The gym's technical equipment and the extensive scientific training and experience of its gym staff ensure the provision of comprehensive sport and exercise services which are aimed at protecting those who are exercising and at ensuring their physical and mental health. The gym is open from 15:00 to 19:00 Monday to Friday, and its use is free for the Bank's Employees.
- Because of the large numbers of Personnel present in the Aghios Stefanos facility, a modern and fully-equipped medical station is also operating there and a Bank Doctor is providing his services daily (from 08:00 to 15:00).
- Also in operation in Building C of the Centre is a restaurant serving 80 to 100 customers daily (from 12:30 to 17:00), at prices which are extremely affordable for Personnel. Canteens are also operating in Buildings A and B, serving the needs of the Employees working there.
- Finally, underground parking stations are also available at the Training Centre, for use by Associates and Personnel. Provision has also been made for transporting trainees by bus.

## Volunteerism

In the context of the world-class event of the Athens 2004 Olympic Games, of which Alpha Bank was a Grand National Sponsor, a significant core team of people was established, motivated by the prospect of continuing and strengthening this initiative through environmental, humanitarian, cultural and sport-related activities.

The following are some of the events in which Bank volunteers participated during 2008:

- **Tree planting:** A tree planting event was held in the community of Kallitechnoupoli with the participation of 62 Bank volunteers and their families. The event was organised in collaboration with the "Clean Greece" NGO.
- **Beach cleaning:** Steadfast in its commitment to protect the environment, the Bank successfully carried out beach cleaning in the Sounio area with the participation of 50 members of its Personnel, in collaboration with the "MedSOS Network".
- **Recycling:** The Bank participated with 60 members of its Personnel in the Alpha Bank Recycling Competition, held within the framework of the Bank's sponsorship of the Recycling Centres Programme of the Municipality of Athens.
- **Sport Events:** A total of 40 Bank employees participated in the 26th Classic Athens Marathon and in the 5 and 10 km Road Races, actively supporting a sport event carrying the historic legacy of the sport's birthplace and symbolising the highest sport ideals.
- **Blood Donation Days:** Two volunteer blood donation days were organised during 2008, with participation by Bank Personnel reaching 10.6% and 9.3% respectively.



In addition to serving the common good, the volunteer activities in which the Bank's Human Resources are participating for many years now also highlight and develop the skills and abilities of the people participating as volunteers, encourage group action and build trust among people.

## Goals for 2009

- Training Personnel on matters of Corporate Social Responsibility.



# Together for the Environment

Alpha Bank acknowledges that economic growth depends directly on the proper management of natural resources and on the protection of the environment. The Bank acknowledges its responsibility to contribute actively to sustainable development and is committed to addressing the direct and indirect impacts of its operation to the environment.

For Alpha Bank, responsibility towards the environment is a fundamental part of its sustainable business development, inextricably linked to its responsible behaviour.

The Bank applies a specific environmental policy while at the same time fulfilling the expectations of its Shareholders. The principles guiding the Bank's environmental policy are the following:

## The Environmental Policy of ALPHA BANK

### **Energy conservation – Waste management**

We strive to reduce consumption of electricity, water and heating oil and to further promote recycling of paper, plastic and other materials in the Bank on the basis of the targets set.

### **Office Spaces**

Where buildings are rented or purchased, priority is given to buildings that come closest to meeting the Bank's energy conservation criteria. The same applies to buildings and Branches under construction.

### **Environmental Compliance of Suppliers**

In awarding contracts to Suppliers, consideration is also given to the degree to which their operations fulfil environmental protection criteria.

### **Provision of Information to Personnel**

Information on environmental matters of concern to the Bank is communicated to its Personnel, to increase ecological awareness.

### **Environmental Policy Implementation**

Implementation of the environmental policy is the responsibility of the Property Management Division, which sets targets for the various activity areas under its supervision and regularly monitors and controls these under the guidance of the Executive Committee.

### **Disclose of Results**

We undertake to disclose the results of our environmental activities at regular intervals.

### **Dialogue with Social Partners**

We are committed to participating in the public dialogue on environmental matters together with our Employees, Shareholders, Customers, Suppliers and the State.

To implement its Environmental Policy, Alpha Bank has incorporated the environmental dimension into a broad range of its activities:

- To reduce the environmental impact of procurement, the Bank is applying "green procurement criteria" in evaluating and selecting its Suppliers (for more details, please see the Chapter on the Marketplace).
- To protect the environment through its products, the Bank is developing and marketing "green" banking products (for more details, please see the Chapter on the Marketplace).
- To manage the natural resources consumed and the waste produced by the operation of its buildings and branches, the Bank is applying an Environmental Management System.

## Environmental Management

Alpha Bank is actively participating in the efforts to protect the environment, by setting specific performance targets for its operations in line with its environmental policy. The key areas in which systems are being applied to record and measure the Bank's environmental performance, are the following:

- Water consumption
- Heating oil consumption
- Electrical power consumption
- Recycling of materials
- Withdrawal of polluting materials.

The Environmental Management System of the Bank includes the management of natural resources and the management of waste as the two areas in which the Bank deploys its activities in implementing its environmental policy.

### Management of natural resources

The Bank's management of natural resources deals with the conservation of energy and water. To this end, energy and water consumption is monitored and recorded at all locations where Bank installations are in operation, with the aim of preventing loss/leaks and of planning measures for energy and water conservation.

## a) Energy

Energy consumption contributes both directly and indirectly to the acceleration of greenhouse gas emissions. The direct impact comes from the release of CO<sub>2</sub> gas pollutants from the Bank's burners, while the indirect impact comes from the power generation plants of the Public Power Corporation (PPC).

By conserving energy and by replacing conventional fuels (such as oil) with more environment-friendly ones (such as natural gas), Alpha Bank is actively contributing to the reduction of direct and indirect CO<sub>2</sub> emissions and therefore reduces its participation in climatic change.

### a1) Energy consumption

The largest part of the energy consumed in the office spaces and Branches is due to the operation of air-conditioning, heating and lighting systems.

#### Energy consumption by source (in primary units):

		2006	2007	2008
Indirect energy consumption	Electrical power (MWh)	13,349	17,559	23,737
Direct energy consumption	Heating oil (lt)	263,749	198,013	275,411
	Natural gas (m <sup>3</sup> )	1,267	5,953	32,776

The gradual increase in the consumption of natural gas is due to its introduction in the Head Office Buildings and in other Branches, while the increase in the consumption of heating oil is due to the start of operations of the Bank's Training Centre at Aghios Stefanos, Attica with a total surface area of 17,790 m<sup>2</sup> (the consumption for the year 2008 was 77,660 lt).

The increase in the consumption of electrical power is due to the operation of the Bank's new and more powerful IT Centre in Mandra (Attica), to the operation of the Training Centre at Aghios Stefanos, Attica as well as to the operation of other Branches which were not included in the measurements of 2007 (measurements for 2007 on Buildings with a total surface area of 82,400 m<sup>2</sup>, measurements for 2008 on Buildings with a total surface area of 104,627 m<sup>2</sup>).

Out of a total heat output capacity of 11,440 Mcal/H, which corresponds to the total number of boilers using heating oil, 6,050 Mcal/H (or 53%) have been replaced with natural gas boilers.

In most of the Bank's Buildings where use of natural gas is still pending, this is because the natural gas distribution network is not yet available locally or because the lack of technical capability makes the use of natural gas unfeasible.

### Energy consumption per source (reduction to normal power units - MWh):

		2006	2007	2008
Indirect energy consumption	Electrical power (MWh)	13,349	17,559	23,737
Direct energy consumption	Heating oil (MWh)	2,849	2,138	2,975
	Natural gas (MWh)	13	63	347
	Total (MWh)	16,211	19,760	27,059

Conversion factors: 1lt petrol corresponds to 10.8 kWh; 1m<sup>3</sup> of natural gas corresponds to 10.6 kWh.

Total energy consumption in absolute numbers has been increasing, given the Bank's rapid economic growth during the last few years, and the simultaneous expansion of its Branch network. This is why energy consumption is also being monitored by measuring the level of consumption per surface unit (kWh/m<sup>2</sup>).

### Energy consumption per surface unit (in kWh/m<sup>2</sup>):

		2006	2007	2008
Indirect energy consumption	Electrical power (kWh/m <sup>2</sup> )	191	214	227,7
Direct energy consumption	Heating oil (kWh/m <sup>2</sup> )	44.2	43.9	34.95
	Natural gas (kWh/m <sup>2</sup> )	6.4	30.2	8.7
	Totals (kWh/m <sup>2</sup> )	241.6	288.1	271.35

The fluctuations in natural gas surface per unit are due to the use of natural gas during the years 2006 and 2007 only by the Building in Pangrati (started using natural gas in the end of 2006). The measurements of 2008 include Head Office Buildings, thus decreasing the numbers per surface unit.

Data on the consumption of electrical power have been obtained for 30% of the total surface of the Bank's buildings and Branches.

## a2) Energy conservation measures

In order to conserve energy the Bank has adopted a series of measures to ensure rational use of the lighting, heating and air-conditioning installations. The application of these measures has helped reduce significantly the impact on the environment.

The following is an indicative list of the measures being applied to conserve energy:

- Installation of central Building Management Systems (BMS) for automatic monitoring and control of facilities and for managing heating and air-conditioning systems, in the Bank's largest Buildings (around 30% of the total surface of Bank premises).
- Installation of automatic systems (PLC) controlling the operation of air-conditioning systems, and of time switches for turning lighting and air-conditioning systems on and off (in the other large Buildings of the Bank and in 70% of Branches).
- Minimisation of electrical power loss through the installation of capacitance array units, allowing compensation for reactive power (in all large Buildings of the Bank, accounting for around 40% of the total surface of Bank premises).
- Energy savings in air-conditioning units through the use of air-air converters and the utilisation of heat of the rejected bleed-air (in the large Buildings of the Bank at 41 Panepistimiou St, 14 Pesmazoglou St, and 103 Athinon Ave., with a total surface of 43,132 sq.m., representing around 13% of the total surface of Bank premises).
- Most large buildings with more than one elevator have been fitted with inverter automation panels to reduce electrical power consumption at start-up, and with microprocessors (EMS) to regulate traffic, avoid useless movement and minimise elevator cabin travel (around 30% of the total surface of Bank premises).
- Installation of time-controlled systems regulating work lighting (daylight), in all large Buildings of the Bank and in around 80% of the Branch network.
- Replacement of energy-consuming light bulbs with energy-efficient fluorescent ones.
- Implementation of a pilot programme for energy conservation through local compensation systems. The results are being assessed in order to extend implementation to other Branches and Buildings.

Furthermore, an air-conditioning unit using the latest air-cooling technology has been installed and is operating since mid-2006 in the Head Office Building at 40 Stadiou St. This unit features a total thermal load recovery system, allowing utilisation of the unit's thermal load which would otherwise needlessly burden the environment, by the hot service water system. The recovered thermal load fully covers the building's needs in hot service water during the summer months. The saving in conventional fuel from this application is estimated at 5,000 litres of oil annually, translating into a reduction of CO<sub>2</sub> emissions by 14,310 kilograms annually.

## **Replacement of conventional fuels**

The long-term goal of Alpha Bank is to gradually reduce its dependence on stop heating oil, replacing it with natural gas wherever this is technically feasible (i.e. where connection to the natural gas distribution network is possible). Natural gas is already used in the heating installations of 15 Buildings and Branches. Additionally, the Building Complex of Alpha Bank's Head Offices (40 Stadiou St, 14 Pesmazoglou St, and 45 Panepistimiou St) has been connected to the natural gas distribution network since May 2008.

The connection of these Buildings in the natural gas distribution network has led to a reduction of heating oil consumption by some 80,000 litres. In the future, natural gas will fully replace heating oil, and will cover the needs of Buildings for heating and hot service water. The replacement of heating oil with natural gas contributes to the reduction not only of direct pollutant emissions but also of indirect ones (which result from the transport of fuel supplies).

## **Energy-efficient Buildings**

The Bank's work areas are designed and constructed in a manner that will ensure the best possible work, health and safety conditions for Customers and Personnel, while also aiming at rational energy use.

The Bank's Buildings and installations are regularly monitored and maintained by specialised Bank Personnel, to ensure their smooth operation and, therefore, the minimisation of the impact of their operation on the environment.



### **Bioclimatic Building Athinon Ave.**

A typical example of the Bank's environmental policy is the new building at 103 Athinon Avenue. With a total surface area of 20,000 sq.m., this building has been designated as bioclimatic according to a study conducted by the Physics Department of the University of Athens.

The architectural design seeks to optimise the use of sunlight and incident wind, taking into account the Building's orientation. Suitable apertures and fans regulate the penetration of sunlight and the inflow of air in order to warm or cool, respectively, the Building's indoor areas.

The Building's environment-friendly energy systems refer mainly to the use of heat exchangers to take advantage of the energy which otherwise would be released to the environment, and to the use of automated Building Management Systems for monitoring and regulating the Building's climatic parameters.

## b) Water

Water is a source of life. Drinking water is one of the most valuable natural resources and special management is required to protect it. With the water conservation measures which it takes, Alpha Bank is actively contributing to the conservation of this valuable natural resource.

### b1) Water consumption

The consumption of water in the Bank's office spaces and Branches refers mainly to the use of water for drinking and in the operation of air-conditioning units and toilets.

#### Water consumption by source (in m<sup>3</sup>):

	2006	2007	2008
Consumption of drinking water – EYDAP network (in m <sup>3</sup> )	15,360	16,605	31,280
Consumption of groundwater (in m <sup>3</sup> )	13,100	9,785	11,427
<b>Total consumption</b>	<b>28,460</b>	<b>26,390</b>	<b>42,707</b>



The rise in drinking water consumption is due to the launch of operation of the Bank's Training Centre at Aghios Stefanos, Attica, with a total surface area of 17,790 m<sup>2</sup>.

#### Water consumption per surface unit (in m<sup>3</sup>/m<sup>2</sup>):

	2006	2007	2008
Drinking water	0.250	0.260	0.360
Groundwater	0.386	0.288	0.340
<b>Total consumption</b>	<b>0.636</b>	<b>0.548</b>	<b>0.700</b>

Data on the consumption of drinking water have been obtained for 27% of the total surface of the Bank's Buildings and Branches.

## b2) Water conservation measures

The Bank aims to conserve as much drinking water as possible. To this end, twin parallel water distribution networks have been installed in large Buildings, one for drinking water and the other for service water used in toilets and air-conditioning systems. As far as the latter is concerned, Alpha Bank has proceeded to utilise the groundwater pumped up into the collection tank of the building at 40 Stadiou St. This water is then suitably processed (softened, chlorinated) and made available for the following uses:

- WC flushing in the buildings at 40 Stadiou St, 14 Pesmazoglou St and 45 Panepistimiou St, with a total surface area of 25,354 sq.m.
- Operation of the air-conditioning cooling towers in the Building at 40 Stadiou St.
- WC flushing and garden watering in the Buildings at 103 Athinon Ave. and 105 Athinon Ave.

The water fed to the cooling towers undergoes a secondary check and is processed (softened, sterilised) to prevent the development of legionella colonies which could affect the health of Personnel. Additionally, and in collaboration with a specialised laboratory, the Bank also measures the parameters of processed water to ensure optimal quality.

In terms of equipment, the Bank in 2006 installed and put into operation an air-cooled air-conditioning unit in its Building at 40 Stadiou St, to reduce the operation of water-cooled air-conditioning units. As a result, consumption of the groundwater used to supply the water-cooled cooling towers dropped by 25% (or 3,315 m<sup>3</sup>) in 2007.

DAL flush valves have also been installed in the toilets of all large Buildings of the Bank.

## Waste management

The Bank's standing policy aims to reduce the waste resulting from its operation and to manage this waste rationally with a focus on recycling, where feasible. Significant activities have already been carried out with respect to the recycling of paper, batteries, electrical and electronic equipment.

### Paper

To reduce paper consumption, Alpha Bank invests in electronic systems and uses electronic communication within the Bank (use of Intranet and e-mail) as well as in communications with the outside environment (web banking, m-banking). At the same time, the Bank implements an extensive recycling programme for the paper withdrawn from use.

	2006	2007	2008
Paper supplies (A4) in kilograms	450,000	383,420	466,840
Paper recycling in kilograms	277,088	414,884	672,130
Recycling/supply ratio	61.6%	108.2%	144%

For 2007 and 2008, the quantity of recycled paper is higher than the quantity of paper supply, because of the periodic purging of old archives, which are now also recycled.

### Toners

A programme for the collection of used toner cartridges from printers, faxes and photocopiers is implemented since 2007. A large number of the toner cartridges purchased are remanufactured/refilled.

	2006	2007	2008
Total supplies of toner cartridges (pcs)	9,540	7,185	8,468
Supplies of remanufactured/refilled toner cartridges (pcs)	-	1,500	2,878
Ratio of remanufactured toner cartridges to total tone cartridges	-	21%	34%
Toner cartridges collected for recycling/refilling (pcs)	-	220	921

A gradual increase is observed in the quantity of refilled toner cartridges used, and in the quantity of toner cartridges that the Bank collects and delivers for recycling/refilling.

#### Batteries

Large batteries (from UPS devices) are collected and withdrawn for recycling by a certified recycling contractor.

	2006	2007	2008
Recycling of large batteries (in kilograms)	4,523	11,395	11,380

As a further step in line with its activities to promote recycling of materials, the Bank has entered into an agreement with a specially authorised recycling contractor for the installation of recycling bins for small batteries in the Head Office Divisions of the Bank and in all of its Branches throughout Greece. The installation of these bins was completed in February 2008. By December 2008, a total of 1,128.5 kilograms of small batteries had been collected and sent for recycling from 73 Branches. It should be noted that the recycling bins for small batteries which are installed in the Branches are also accessible by Customers, thus multiplying the beneficial result for society and for the environment.

#### Electrical and electronic equipment

Obsolete office and electrical equipment is collected and withdrawn by specially certified contractors.

Withdrawn equipment (pcs)	2006	2007	2008
	1,101	2,935	2,244

All the old medium-voltage PCB transformers (using clofen-type insulating oil) have been replaced. In particular, 3 such units weighing 4,000 kg have been withdrawn and dispatched for safe incineration in Germany.

## Greenhouse gas emissions

In consuming energy, the Bank releases pollutant emissions that exacerbate the greenhouse effect. The Bank seeks to reduce these emissions through the energy conservation measures which it adopts.

## CO<sub>2</sub> emissions from energy consumption

		2006	2007	2008
Indirect energy consumption	Electrical power [tons]	13,349	17,559	23,737
Direct energy consumption	Heating oil [tons]	755	567	788
	Natural gas [tons]	2.6	12.6	69.4
	Total [tons]	14,106.6	18,138.6	24,591

Conversion factors  
 (Source: PPC, 2005)

Electrical power	1 kg CO <sub>2</sub> /kWh
Heating oil	0.265 kg CO <sub>2</sub> /kWh
Natural gas	0.2 kg CO <sub>2</sub> /kWh

## Ozone layer

Fire extinguishers (pcs)	Dry powder	CO <sub>2</sub>	Foam
	4,651	1,993	6

The Bank's air-conditioning units and fire extinguishers contain substances that, if released into the atmosphere, deplete the ozone layer.

Regarding air-conditioning units, all units using old-type refrigerants (R22) are gradually being withdrawn. Already, more than 70% of the Bank's installed air-conditioning units use new-type refrigerants (R407) which are significantly more environment-friendly.

Regarding old-type (Halon) fire extinguishers, the Bank has already withdrawn all of them and has replaced them with new-type units.

## Goals for 2009

The Bank has set a number of goals for its environment-related activities:

- To increase recycling of electronic and electrical equipment and light bulbs across all of Greece by 50%.
- To establish actions to reduce the consumption of water in the Bank's operations.
- To increase communication and encourage the participation of Personnel in actions to reduce the impact of the Bank's operations on the environment.



# Together for the Society

With a heightened sense of responsibility to the society within which it operates, Alpha Bank is actively investing in the progress and improvement of key social cohesion elements through a broad range of cultural, social and environmental actions. The Bank's social contribution complements its business activities and contributes to the sustainable development of society. With the strong commitment and collaboration of its Human Resources, Alpha Bank assists local communities through a diversified sponsorship programme and strengthens its ties with the State, with the regulatory authorities, with Non-Governmental Organisations, and with its Customers and Shareholders.



Overall, during 2008 Alpha Bank made available a total of Euro 13,784,884.75 in support of a great number of social bodies and groups, to assist and support society at large. This amount represents 3.49% of the Bank's total profits for the year (which stood at Euro 395,4), and its breakdown is shown below:

Financial Data	2006	2007	2008
Sponsorship programme (in million Euros)	3,491,231	8,662,750	13,784,884
Share of the Sponsorship programme in the Bank's pre-tax profits (%)	0.49	1.41	3.49

\* The percentages of 2007-2008 refer to the total number of Sponsorships including the initiative of the Bank in favour of the fire-stricken of the year 2007.

Alpha Bank gives priority to implementing programmes that cover all of Greece and involve the provision of assistance to bodies and organisations and the implementation of major social actions, placing emphasis on the following key areas:

- Society
  - Health
  - Education
  - Culture
  - Sports
  - Vulnerable Social Groups
- Environment

## Society

Recognising that contribution to society is inextricably linked to the business activity of financial institutions, Alpha Bank supports a range of actions having society as their primary beneficiary. The Bank is implementing an extensive and varied sponsorship programme comprising a number of actions which are deployed over time and focus on the following areas:

- Support and assistance to the health system
- Support of education and research
- Support of cultural programmes – preservation and dissemination of the Greek spirit
- Promotion of athletic ideals
- Support of socially vulnerable groups

In 2008, Alpha Bank made available 38% of its sponsorship programme to actions in the above areas.

A sample of the Bank's major activities during 2008 is given below:

### Support and assistance to the health system

Recognising that regular, dependable and timely information on health matters is a fundamental condition for achieving the desired quality of life, Alpha Bank is providing financial assistance to a number of activities in order to support and assist the health system. The following are some of the programmes implemented in this area during 2008:

- Alpha Bank sponsored the "IRIS" Mobile Ophthalmological Unit Programme of the Médecins Sans Frontières Organisation. The purpose of the IRIS Programme is to provide ophthalmological care services to children and adults living in provincial towns, remote border islands, institutional facilities, camps, schools and summer camps, and in the areas afflicted by the catastrophic fires of the summer of 2007. In particular, from the beginning of the year to this day, the Unit has visited more than eight Prefectures and corresponding Municipalities. Alpha Bank is assisting financially this campaign, following the Médecins Sans Frontières in their effort to alleviate the suffering of our fellow human beings, whose quality of life will be improved through the provision of medical prevention and care.
- The Bank sponsored the information campaign "Life has Colour" launched by the Greek Ministry of Health and Social Solidarity. The campaign aimed to raise awareness and inform young people about the proper way in which to deal with problems such as smoking at a young age, drugs, alcoholism, unhealthy eating habits, lack of exercise, bullying in schools, the lack of adequate information on sexual education, and excessive electronic gaming.



- The Bank provided financial assistance for the organisation of a number of conferences and research programmes aimed at supporting medical and pharmaceutical research. The recipients of this assistance include the Dental Conference, the Conference of the Hellenic Society of Cataract in Bucharest, and the Conference of the Hellenic Federation of Pharmacist Associations.

### **Support of education and research**

Aiming to support education and scientific research, Alpha Bank has been providing financial assistance through a large number of sponsorship activities for a number of years now.

Some of the Bank's major activities in this area during 2008 were the following:

- A large part of sponsorships is allocated to dispatching material resources and teaching aids to schools, libraries or societies throughout Greece. In addition, the Bank every year purchases a large number of books, which are then sent to various libraries all over Greece to assist them in enriching their collections.
- For a number of years now the Bank has been sponsoring the **Panhellenic Student Competition** organised by the "Oikonomiki Epitheorisi" ("Economic Review") magazine for students of educational institutions from all over the country.
- Provision of financial assistance to the educational programme of the **Hedrakleidon Museum**, whose exclusive sponsor the Bank has been for a number of years.



### **Culture – preservation and dissemination of the Greek spirit**

Aiming to support the preservation and dissemination of the Greek spirit, and to promote the Greek culture in general, the Bank is actively participating in cultural life by supporting relevant activities. For a number of years now the Bank has been contributing to cultural developments in Greece by planning and implementing sponsorship programmes and by supporting various bodies in organising and carrying out major cultural events. Some of the Bank's major activities in this area during 2008 are the following:

- The Bank awarded a scholarship for musical studies at the Philippos Nakas Conservatory to the "Dawn of Meridian" group, one of several to participate in the music festival "1 2 3 play music – The Band Festival", which the Philippos Nakas Conservatory has been organising during the last five years in order to open up career opportunities for talented new groups.

- As part of its activities to promote culture, Alpha Bank sponsored a series of cultural events such as the Festival of the Municipality of Vironas. The Bank also sponsored many theatrical performances, by purchasing tickets or offering assistance to theatrical productions. The Bank has also provided financial assistance to regional societies and museums, in order to help enhance cultural life.

## Metropolitan Museum of Art, New York

### BYZANTIUM IN THE CENTRE OF THE WORLD

*"An exhibition that wouldn't have been possible without the aid of Alpha Bank"*  
*ELEFTHEROTYPIA" newspaper, 17/3/2004*

The civilisation of a lost empire, that of Byzantium during its Second Golden Age, from mid-ninth to mid-thirteenth century A.D., was the theme of the exhibition "The Glory of Byzantium". The exhibition was hosted in New York's Metropolitan Museum of Art, the largest and richest museum in the Western Hemisphere, from 11 March to 6 July 1997, and was made possible with the support of Alpha Bank.

The exhibits presented included masterpieces from the major museums of the USA, Greece, Russia, the Vatican, France and many other European countries, together with works from Greek Orthodox monasteries such as the Iviron Holy Monastery in Mount Athos, the Aghios Ioannis Theologos Monastery in Patmos, the Vlatadon Monastery in Thessaloniki, and the Holy Monastery of St Catherine in Mount Sinai, which participated for the very first time in an exhibition.

The glorious works of art on display comprised mosaics, murals, ivories, cloisonné enamels, silk vestments, sculptures, precious stones, manuscripts, coins, and liturgical vessels made of gold and silver.

Seven years later, Alpha Bank, with the additional support of the J.F. Costopoulos, A.G. Leventis and Stavros S. Niarchos Foundations, helped organise the exhibition "**Byzantium: Faith and Power (1261-1557)**", hosted again to great success in New York's Metropolitan Museum of Art from 23 March to 4 July 2004.

The theme of the exhibition was the culture and artistic output of the Byzantine Empire, from the period of its restoration following its conquest by the Crusaders to the period after the fall of Constantinople. More than 350 masterpieces from museums and from church and monastery treasures were exhibited, originating from around 30 countries, including Greece. During the first two months, the exhibition was visited by around 350,000 persons.

## Promotion of athletic ideals

For a number of years Alpha Bank has been showing in practice its interest in sports. Aiming to promote athletic ideals and noble competition, the Bank supports sport-related events and activities. A milestone in the Bank's sponsorship activities in the area of sports was its appointment as Grand National Sponsor of the ATHENS 2004 Olympic Games on 8 February 2001. Since then, the Bank has developed an extensive and varied sponsorship programme to promote sport and the athletic ideals.

Some of the Bank's major activities in this area during 2008 were the following:

- For the eighth consecutive year, Alpha Bank was the exclusive sponsor of the **26th Athens Classic Marathon** event. This is a major competition event with international coverage and inestimable historical value to Greeks and foreigners alike, as it is associated with the high ideals of the Olympic Spirit, Peace, noble competition and union of peoples. In parallel with the main event, 5000 m and 10000 m races were also held. also held at the same time.
- The Bank continued for the eighth consecutive year to organise the **Alpha Bank Sports Panorama**. This is a unique sporting, educational and entertainment presentation that showcases popular sports and spectacular activities such as windsurfing, rowing, extreme trampoline, shooting, football, basketball, handball, NASA training, Formula 1, and Playstation 3. During 2008 the Alpha Bank Sports Panorama visited with great success 14 cities in Greece, four cities in Bulgaria and four cities in Romania.
- Since 2005 Alpha Bank is the Official Sponsor of **SEGAS** (the Hellenic Association of Amateur Athletics) and of the national track and field teams, actively supporting all forms of classical sport in Greece.
- Alpha Bank also supports individual sports, and for the last six years has been providing assistance to athletes whose performance and ethos are an honour for sports and for our country. Olympic Winner Nikos Kaklamanakis, swimming champion Aris Grigoriadis, and Grigoris Polychronidis, bronze medal winner at the Beijing 2008 Paralympic Games in Boccia, are but a few of the athletes of the Alpha Bank "sports family", whose participations in sport events make us proud of their performance.
- For the second consecutive year, Alpha Bank has sponsored the **3rd UltraMarathon International Festival**, held with great success at the Olympic Venues of the Municipality of Ellinikon. This festival is an initiative of the Athens Mountaineering Club and involves two events: the seven-day supermarathon and the 24-hours road race.



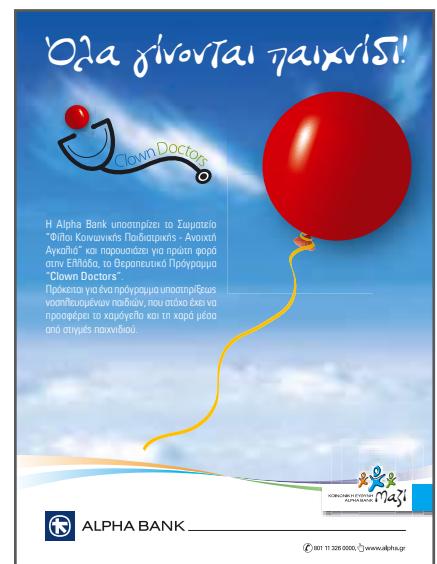
- The Bank was the exclusive sponsor of the "**Alpha Bank Masters Open 2008**", a tournament organised by the Athens Tennis Academy for the very first time with the aim of establishing a tradition in Greek tennis. Matches between participating players were held in eight categories in an event which was a unique "first" for Greek tennis and was held at the Olympic Tennis Centre of the Olympic Athletic Centre of Athens (OAKA).

### **Supporting socially vulnerable groups**

Aware of its responsibility regarding social matters of concern to society at large, Alpha Bank offers moral and material support to bodies developing activities at the local level and to social groups facing particular needs or facing problems in their integration into social life.

Some of the Bank's major activities in this area during 2008 were the following:

- For a number of years Alpha Bank has been supporting the **Therapy Centre for Dependent Individuals (KETHEA)** through a variety of sponsorships. In 2008 the Bank purchased copies of children's books and provided financial assistance for the publication of the book "Ancient Greece" by N. Hadjikyriakos-Ghikas, published by the "Shape and Colour" publishing house of KETHEA.
- For the third consecutive year, the Bank was the exclusive sponsor of the therapeutic programme "**Clown Doctors**". This programme is an initiative of the "Friends of Social Paediatrics – Open Arms" society, and is carried out in paediatric hospitals in Attica with the aim of offering to children laughter and joy through moments of play.
- Alpha Bank has also been supporting for a number of years the "Aegean Team" club, which has been established by volunteer doctors of all specialties and is focusing its activities on the provision of services to people living in remote border islands. In 2008 the Bank provided financial assistance for the construction of playground for children in Lakkos on the island of Leros, which was opened with an official ceremony held in May 2008.



## Environment

Recognising the crucial importance of the protection of the environment for the quality of life of present and future generations, Alpha Bank has allocated the largest part of its sponsorship programme (62%) to activities and projects aimed at the conservation and protection of natural resources. Through a number of nationwide initiatives which also included participation by Bank Personnel and their family members, the Bank supported the work of environmental organisations to raise social awareness on environmental issues.

Within this framework, the Bank has developed a number of activities that focus on the protection of the environment and the conservation of natural resources, giving priority to the following key areas:

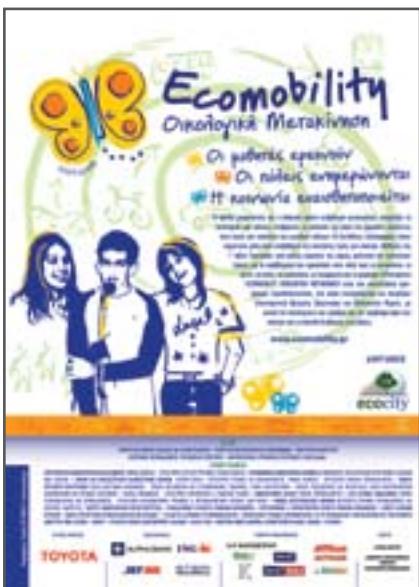
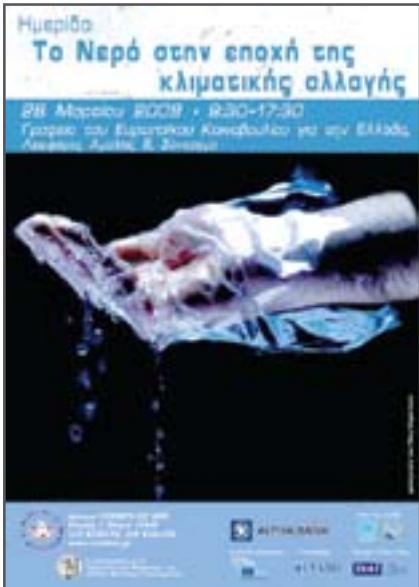
- Promotion of recycling
- Raising public awareness regarding conservation of natural resources
- Protection of beaches

Examples of major actions in this area are the following:

- The **Alpha Bank Mobile Recycling Centre** continued its touring activities to promote recycling. During 2008 the Centre visited Xylokastro (Peloponnese), the summer camps for children in Aghios Andreas (Attica), and the island of Mytilini, at the request of local municipal authorities. In this manner, during the Centre's stay in each area, the local residents and the Bank Personnel working or living in those areas had the opportunity to recycle plastic or glass bottles and aluminium cans, and to obtain first-hand knowledge of the benefits of recycling.
- Considering that the environment and the development of ecological awareness concern each and every one of us, Alpha Bank sponsored the "**Great Recycling Celebration of the Athens Municipality**", held in Syntagma Square from 22 March to 5 April 2008. During these two weeks, a total of 185,426 citizens, most of whom were students of schools in the Athens Municipality, visited the area and recycled 748,269 items of packaging. At the same time, children and grown-ups alike attended the Environmental Training Workshop, where they received training in recycling and environmental benefits.



- As part of its efforts to raise the public's awareness of environmental issues, the Bank –in collaboration with a radio station– regularly broadcasts brief social messages on environmental-related issues such as proper use and conservation of water or energy, recycling etc.
  - In line with its activities to inform the public and raise public awareness regarding the conservation of natural resources, the Bank was the exclusive sponsor of the information day titled "Water in the age of climatic change", which was held in the offices of the European Parliament. The information day was held in support of the **Watersave** training programme for schools, organised by the MedSOS network.
  - Expanding the range of its environment-related information dissemination activities with yet one more action, Alpha Bank joined the **Ecomobility** campaign, which is aimed at raising the public's awareness of ecological modes of transport. The campaign was organised by the Ecocity company in collaboration with teams of 3rd Grade secondary education students from schools all over Greece, who presented the results of their projects at an event held in April 2008.
  - For the eighth consecutive year, the Bank was the exclusive sponsor of the **Blue Flags** programme, managed in Greece by the Hellenic Society for the Protection of Nature (EEP). With 430 beaches winning the Blue Flag in 2008, up from 428 in 2007, Greece is ranked second among 40 countries. The "Blue Flags" programme aims to ensure the protection and development of beaches and of sea waters, so that they are kept safe and enjoyable by all.



## HELLENIC SOCIETY FOR THE PROTECTION OF NATURE

## Supporting the victims of the forest fires of 2007

The forest fires that ravaged our country in the summer of 2007 caused incalculable damage to people, infrastructure and the natural environment. Members of the Bank's General Management visited the afflicted areas, met with local authorities and were informed first-hand of the situation, so that the most appropriate relief and support programme could be planned.

As part of its efforts to provide relief to the fire-stricken, in 2007 Alpha Bank announced the offer of a total amount of Euro 30,000,000, to be disbursed gradually in accordance with a multiannual programme. In addition to other measures, this programme also included the provision of financial assistance to address the emergencies which resulted from the fires and to support the Fire Department.

In addition to the above, a special account was opened where Group Personnel deposited their donations. The amount so collected was tripled by the Bank and is being made available gradually for restoring damages to the infrastructure in the afflicted areas.

In particular, during 2007 the amount of Euro 5,000,000 was deposited into the Ministry of Economy and Finance's special account of the Fund in Aid of the Fire-Stricken.

During 2008, the projects under the Bank's exclusive management were launched and the amount of Euro 9,156,307.54 was disbursed and allocated to the following actions:

- Improvement of the forest fire-fighting infrastructure.
- Assistance to local communities.
- Support of education.

More specifically, the actions under the Bank's special programme to support the afflicted areas include:

### Improvement of the forest fire-fighting infrastructure

Multiannual sponsorship programme to support the Fire Department in the afflicted areas of the Peloponnese, which includes the following:

- Purchase of vehicles.
- Personal protection gear for firemen (permanent and seasonal).
- Purchase and installation of fire hydrants in the fire-fighting network of the Municipality of Ancient Olympia, as a donation from the Alpha Bank Personnel.



### Assistance to local communities

During 2008 the Bank completed the installation of two children playgrounds, fitted with equipment meeting EU safety standards, in the municipal department of Salmoni (Municipality of Pyrgos), and in the community of Miraka (Municipality of Ancient Olympia), seeking not only to restore these areas but also to upgrade them into areas that promote the creative imagination of infants and children through a variety of physical activity options. These playgrounds are a donation from the Alpha Bank Personnel.

### Support for education

- Three-year sponsorship programme covering 53 scholarships for students of universities and technological educational institutes from families who have their permanent residence in the afflicted areas of the Prefectures of Achaia, Evia, Arkadia, Messinia, Lakonia and Ilia, for the entire duration of their studies.
- At the start of the 2007-2008 school year, the Bank offered school supplies to pupils and students of Kindergartens and Primary and Secondary Schools in the fire-stricken areas (a total of 35 schools).

Finally, it should be noted that the Bank took special measures to assist its Employees who were afflicted by the forest fires in the summer of 2007.

## Collections and Exhibition Centres of the Bank

### Numismatic Collection

The Alpha Bank Numismatic Collection is one of the largest collections of ancient Greek coins in the world. The collection numbers more than 10,000 coins from the entire ancient world, and is constantly expanded. The Bank organises a series of lectures in various Greek regional cities presenting the history of coins, participates in major exhibitions and international conferences, and allows access to its material for related studies and publications.

During 2007 a lecture was given in Larissa, in which the ancient coins of Thessaly were presented.

### "Ancient Coins in the Alpha Bank Collection: Contemporary Inspiration for the Sculpture of Giorgos Lappas"

#### Temporary exhibition at Alpha Bank's Main Branch, Athens

The exhibition "Ancient Coins in the Alpha Bank Collection: Contemporary Inspiration for the Sculpture of Giorgos Lappas", organised by the Numismatic Collection and the Art Collection Sections, opened at the Main

ΑΡΧΑΙΑ ΝΟΜΙΣΜΑΤΑ  
Στη Συλλογή της Alpha Bank  
ΣΥΓΧΡΟΝΗ ΕΜΠΙΝΕΥΣΗ  
Στη Γλυπτική του Γιώργου Λάππα

Περιοδική έκθεση στο ισόγειο  
του Κεντρικού Κτηρίου της Alpha Bank  
(εισόδος από την Περιμετρική)  
ΝΟΕΜΒΡΙΟΣ 2008 - ΙΟΥΝΙΟΣ 2009



ALPHA BANK

Branch in November 2008. The exhibition, which will run until June 2009, presents 40 ancient coins from the Bank's collection that unravel the history of the key means of payment. The exhibition presents the precursors to the coin, its invention, the first coins of the Hellenic region, the minting process, and the iconography of ancient coins. A separate collection presents the two international coins of antiquity, the Athenian owl and the tetradrachm of Alexander the Great. The exhibition is complemented by nine sculptures by Giorgos Lappas from the Alpha Bank Collection, whose themes are drawn from ancient coins.

### **Art Collection**

The Alpha Bank Art Collection comprises of more than 5,000 works, mainly of Modern Greek art. These works have come from the collections of the Credit Bank, the Ionian Bank and the Popular Bank, and are representative of Modern Greek art from 1880 to this day.

These are paintings by major Greek artists who left their mark on Modern Greek art during all its major periods, from the era of the School of Munich (1880-1910) to the important interwar period (1920-1940), and the contemporary artistic creation after 1960.

The Bank also owns one of the most complete collections of Modern Greek prints, which also includes portfolios, books and graphic arts material.

A significant archive of maps and prints by foreign artists, having Greece as their subject and dating from the 16th to the 19th century, also forms part of the Collection.

Works from the Collection have been used to adorn the Head Offices and Branches of the Bank, as well as areas where transactions with customers are conducted.

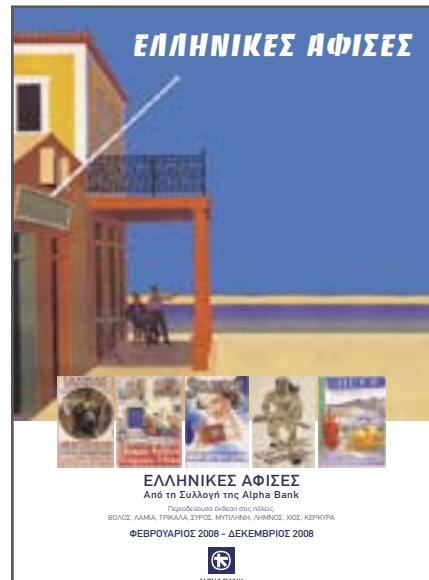
All works in the Collection have been digitised, and are archived on electronic media together with information on each work.

The activities of the Art Collection Section include the organisation of exhibitions across Greece and the publication of books and photo albums on the works of the Collection.

The most representative works in the Collection were presented to the public for the first time at the Benaki Museum in 2005, as part of the events organised to celebrate the 125th anniversary of the establishment of the Credit Bank and the 165th anniversary of the establishment of the Ionian Bank. In 2006, a selection of modern works from the Collection was presented at the Macedonian Museum of Modern Art, in Thessaloniki. These exhibitions were accompanied by the publications "The Alpha Bank Collection: Paintings - Prints - Sculpture" and "The Alpha Bank Collection: Greek Art from 1920 until today".

In 2008, on the occasion of the tenth anniversary of the Bank's presence in Cyprus, a part of the Collection, which comprised works dating from 1950 and later years, was presented in Nicosia, Limassol and Larnaca,

Finally, exhibitions of works from the Collection are organised every year in various Greek cities, such as the "Greek Posters" exhibition which toured the cities of Volos, Lamia, Trikala, Syros, Corfu and Katerini in 2008.



## The Alpha Bank Cultural Centre at Nafplio

The exhibition hall in the Bank-owned building located in the historic city centre of Nafplio was inaugurated in 2006. Appropriate exhibition halls were designed on two floors of the neo-classical building, where twin exhibitions are held each year from June to October.

These exhibitions are organised by the Art Collection and Numismatic Collection Sections and present contemporary Greek art themes and characteristic collections of ancient Greek coins, respectively. The exhibitions held to date are: "Works by Peloponnesian Artists" and "Ancient Greek Coins of the Peloponnese", in 2006; "Affinities: Flowers in Greek Art" and "Plants on Ancient Coins", in 2007.

The exhibition "Portraying Mythology", consisting of the twin exhibitions "Mythological Themes in the Paintings of Gerasimos Steris" and "The Image of Myth on Ancient Coins", presenting works from the Bank's Art Collection and Numismatic Collection, respectively, was presented from June to October 2008.

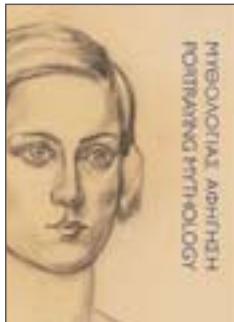
During the winter, educational exhibitions are organised for primary and secondary school children aged 10 to 14. From February to May 2008 two educational exhibitions were organised, titled "Printmaking and its Techniques" and "Learning about Coins".



## The Ionian Banknote Museum

The Banknote Museum is housed in the first floor of the listed building that was the first Branch of the Ionian Bank in Corfu, and is one of the very few museums of its kind in the world with a most comprehensive and continuously expanding collection comprising:

- A near-complete collection of Greek banknotes, from the very first ones circulated in 1822 to the last ones withdrawn in 2002 with the advent of the Euro (roughly 2,000 items).
- Sketches, essays and printing plates for various Greek banknotes.
- Archive material (documents, account books, cheques, stamps, photographs relating to the history of the Ionian Bank, etc.).
- A complete series of the last issues of national banknotes by the Euro Zone Member States before their replacement by the Euro.



Since 2005, after the building was renovated and the Collection was radically reorganised in accordance with the latest museological standards, the Museum is operating daily and has received many visitors. In the three years of its operation it has welcomed more than 15,000 visitors, either individually or as part of organised group visits (by schools, Universities, Scouts, professional associations etc.).

The second floor of the building was configured into an exhibition hall in July 2007, with the purpose of hosting visual art exhibitions and other cultural events. The inaugural event was the exhibition "Greek Costume: Printed Sources of the 16th-20th Century", jointly organised with the Benaki Museum.

From August to October 2008 the building hosted the "Greek Posters" exhibition with works from the Alpha Bank Collection.

### **The Alpha Bank Library**

The Alpha Bank Library began as the library of the Economic Research and Legal Services Divisions, with a considerable number of legal and economic publications. In 1984, Pericles Komninos, a top Credit Bank Executive, donated his personal library of some 3,000 volumes to the Bank.

With the merger of Alpha Credit Bank and the Ionian Bank in the year 2000, the Libraries of the two institutions merged to form the Alpha Bank Library. Expanded continuously, the Library today boasts a total of over 20,000 volumes. These include a large number of scientific publications on all fields of economics, legal publications and periodicals, and European and Greek encyclopaedias and dictionaries. There are also historical works on ancient Greece and Byzantium, the main Modern Greek classics and studies of their work.

Another category of special interest is the rich collection of editions of ancient Greek authors (in folio form) and of European travel writers who visited Greece and its wider geographical area from the 17th to the 19th century. The Library also has a unique in Greece comprehensive collection of history and geography maps dating from antiquity and the Middle Ages, acquired from the Cartographic Centre of the University of Tübingen.

Lending facilities are available to Personnel, and all interested parties may use the reading room and computer terminal, which provide access to the available titles.



## **Historical Archive**

The Alpha Bank Historical Archives were established with the purpose of preserving the Group's historical records.

Their responsibilities include:

- Preserving, maintaining, indexing and storing the archive collections.
- Seeking new material for their enrichment.
- Preserving the most significant elements concerning the activities of Group Companies.
- Supporting publications on the history of the Companies composing the Group, as well as exhibitions and other similar events.
- Organising academic meetings.



The relevant items are delivered to the Historical Archives Section once they are no longer required for business purposes .

The Historical Archives organised an academic meeting with the subject "Greeks in Romania in the 19th Century", held in the Nicolae Iorga Institute, in Bucharest from 3 to 4 October 2008.

Finally, on 3 November 2008 the work "The Greek Economy: Critical Issues of Economic Policy, published by the Alpha Bank Historical Archives, was presented to the public. This publication, edited by the Athens University Professor Tassos Giannitsis, contains the proceedings of the academic meeting which was held in Nafplio in June 2007.

## Cultural Foundations

Although operating independently of the Alpha Bank Group, the two cultural foundations established by the Costopoulos Family make a very significant contribution through their social and cultural work, which deserves to be mentioned.



### The J. F. Costopoulos Foundation

The J. F. Costopoulos Foundation, a non-profit charitable institution, was founded in 1979 on the occasion of the centenary of the Credit Bank, in memory of the Bank's founder John F. Costopoulos, by its then Chairman Spyros J. Costopoulos and his wife Eurydice.

The Foundation's activities consist in the constant support of initiatives associated with education, research and the arts, and reaffirm the main purpose of its establishment and operation, which is to promote Greek culture both in Greece and abroad.

During 2008, the J. F. Costopoulos Foundation was instrumental in ensuring the successful presentation in London of the "Byzantium 330-1453" exhibition, jointly organised with the Royal Academy of Arts and the Benaki Museum, to promote Byzantine art and the understanding of its major influence and contribution to the global cultural heritage.

Furthermore, in the context of its plans to present exhaustively the work of Greek artists or artists of Greek ancestry, the Foundation organised jointly with the Macedonian Museum of Modern Art a retrospective exhibition of the work of Yannis Gaitis titled "Everyone and Alone", which spanned the artist's entire creative output (1923-1984). The Foundation also contributed to the organisation of the conference – tribute to the life of Stratis Eleftheriadis-Tériade, organised by the Digital and Social Documentation Department of the University of the Aegean.

In the field of archaeology, during 2008 the Foundation continued to support long-term excavation and research programmes aimed at recording archaeological findings. Among the Foundation's beneficiaries in this field were the Society of Messenian Archaeological Studies for restoration works on ancient and byzantine monuments in the ancient Messene archaeological site, and the Archaeological Society in Athens, for the study, documentation and systematic recording of the findings from the excavations at Mycenae, under the supervision of Professor Spyros Iakovidis.

During 2008 the Foundation remained steadfast in its commitment to assist the constant promotion of evolving scientific knowledge, by supporting thematic conferences and research Chairs. Examples of activities in this field are the organisation by Alpha Bank of a conference in Bucharest titled "Greeks in Romania in the 19th century", as well as the grants to The Johns Hopkins University and the Hellenic Foundation for European and Foreign Policy (ELIAMEP) for establishing scholarships for Greek academic researchers in the field of international relations.

Finally, the Foundation's purely charitable character was confirmed for yet another year through the continued support of the Organisation of Libraries for Children and Adolescents and of many other institutions, charitable organisations, museums and societies.



## Efstathia J. Costopoulos Foundation

The Efstathia J. Costopoulos foundation was established in 1989, as a contribution to the rebuilding of Kalamata after the earthquake that struck the city in that year, and was named in honour of the wife of the Bank's founder.

The Bank undertook construction and outfitting of a nursery on a site that formed part of the property of Efstathia J. Costopoulos and was donated by her family. The nursery was named "Yaya's Garden" and it has been operating since 1994 with the financial assistance of the Bank, the J.F. Costopoulos Foundation, and members of the Costopoulos Family. Since its establishment and to this day, more than 1,100 children aged 3 to 5 have been provided with accommodation. As of November 2005 there is also a post-infantile section for children aged 1,5-2,5 years old. Most of them come from families with limited financial means.

Tuition is entirely free of charge, and is granted with a view to providing support for the children as well as for their families. In addition to the usual activities, the nursery also offers music-kinetic and painting classes to individual children or groups of children, under the guidance of specialist scientific staff.

There are also workshops on sewing, bookbinding, crafts, clay, organic gardening, cooking and hair styling, providing unemployed parents with vocational training and support. Within the framework of these workshops, a programme subsidised by the European Union for producing hand-made ecological paper is already being implemented since February 2008. The operation of this workshop reaffirms the Foundation's intention to help parents develop their potential skills and assist them in the process of their gradual integration or re-integration into the labour market.

Finally, in order to carry out its social work in the best possible way, the nursery also offers a special counselling service staffed by a social worker and a psychologist, who are available to support both the children and their parents.

## Cultural Foundation of the Ionian Bank

The Foundation was established in 1999. Its mission is mainly to promote fine arts and letters in Greece. In specific it supports non-profit and cultural foundations operating at the Ionian Islands.

## Goals for 2009

The Bank's goals for 2009 include the successful completion of the programmes and actions already under way.

# CSR in the International Network of Alpha Bank

## Group Companies in Greece and abroad

Alpha Bank is present in all financial activity sectors. In addition to retail and corporate banking, the Bank also offers in Greece a broad range of modern financial services, comprising asset management, investment banking, private banking, brokerage operations, leasing and factoring. These services are offered through the Alpha Bank Group Companies in Greece.

Apart from the domestic market, the Bank is also active in the international market. In particular, the Alpha Bank Group is present in the developed financial markets of Western Europe (London, Jersey) and the U.S.A. (New York), as well as in the wider and developing region of Southeastern Europe (SEE), with activities in Cyprus, Romania, Serbia, Albania, Bulgaria, F.Y.R.O.M and the Ukraine.

The application of uniform principles for the management of Human Resources, and the generally improved centralised coordination of all Personnel-related matters in Group Companies, were assigned in 2006 to the Training and Development Division. In this context, the Division provides the Human Resources Units of the Group Companies in Greece and abroad with directions, guidance and support in their work. Communication to the Group Companies of the core principles and values governing Human Resources issues in the Bank is an additional task of crucial importance for the Training and Development Division.

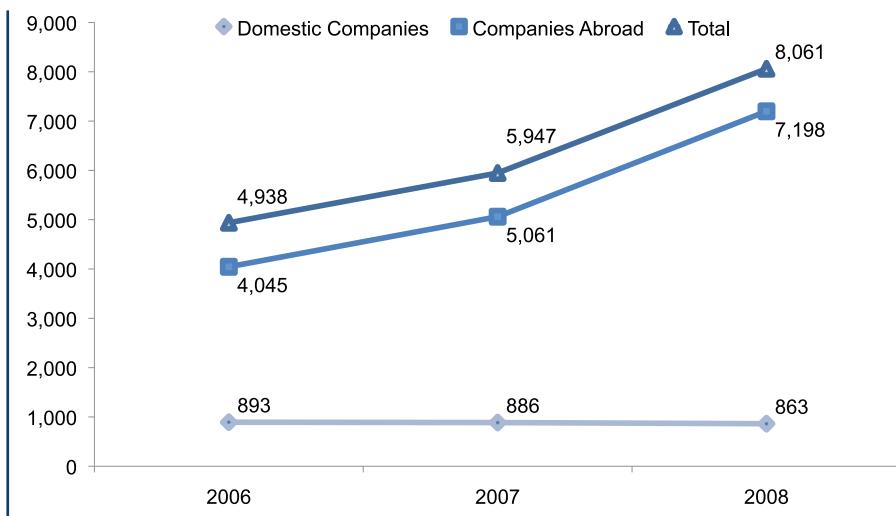
To this end, the Division has established a series of indices for monitoring and measuring the evolution of Human Resources and Personnel costs, together with other demographic information regarding employees.

## Data and Indices on Group Human Resources

### Employment

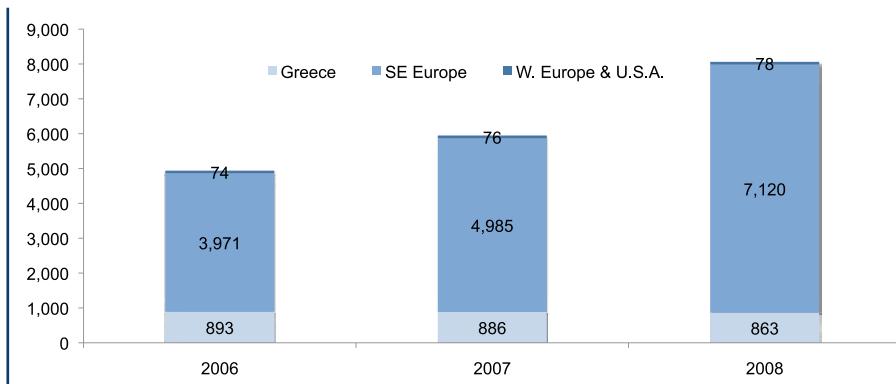
On 31.12.2008, the workforce of the Group Companies numbered 8,061 persons against 5,947 persons on 31.12.2007, posting a significant increase by 36% as shown below:

### Evolution of Workforce in the Group Companies

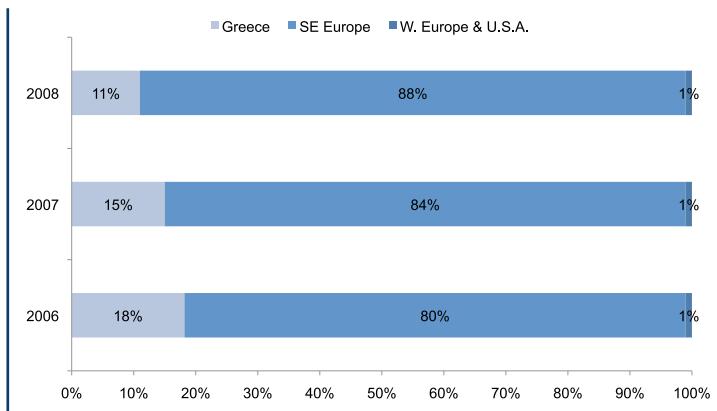


This significant change is due to the Group's rapid expansion abroad, especially in Southeastern Europe. In 2008, the Group's workforce in Southeastern Europe accounted for 88% (i.e. 7,120 persons) of its total workforce, against 84% (i.e. 4,985 persons) in 2007 as shown below:

### Evolution of Workforce in the Group Companies by Geographical Area

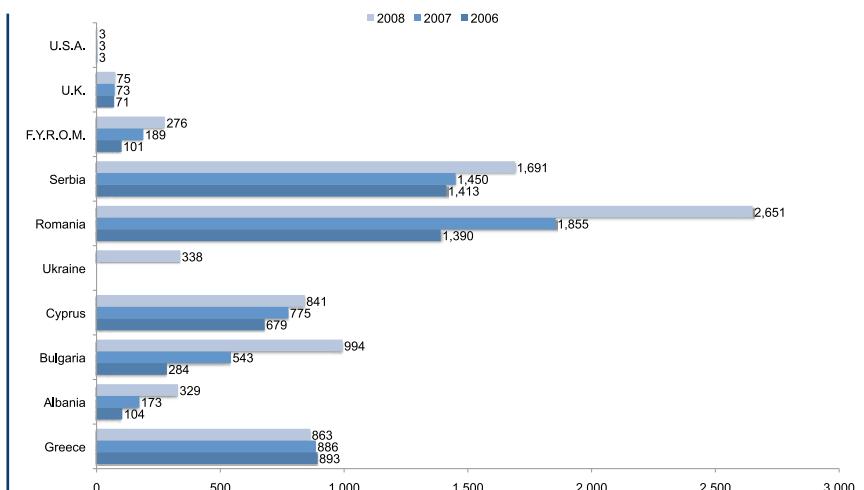


## Group Companies – Employment by Geographical Area



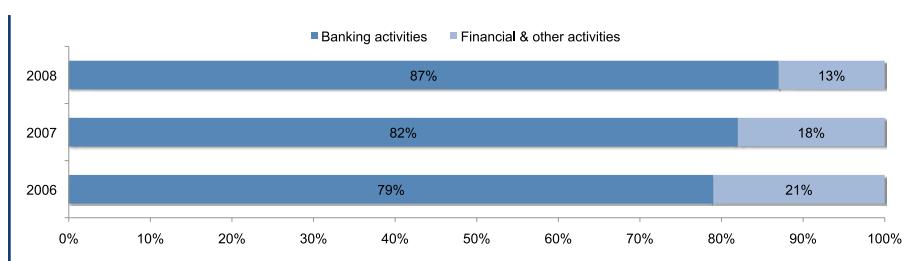
The countries with the highest number of employees are Romania and Serbia. The evolution of employment in the Group Companies by country, during the period from 2006 to 2008 (as at 31.12 of each year), is shown below:

## Group Companies – Number of Employees by Country



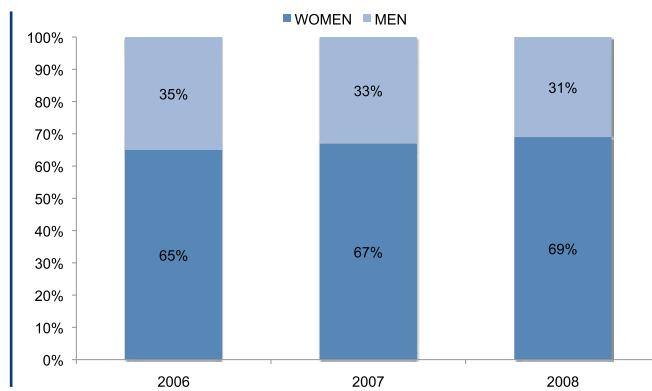
The jobs created involved mainly banking activities. In 2008, the employees working in these activities accounted for 87% of total Personnel as shown below:

## Employment by Type of Activity

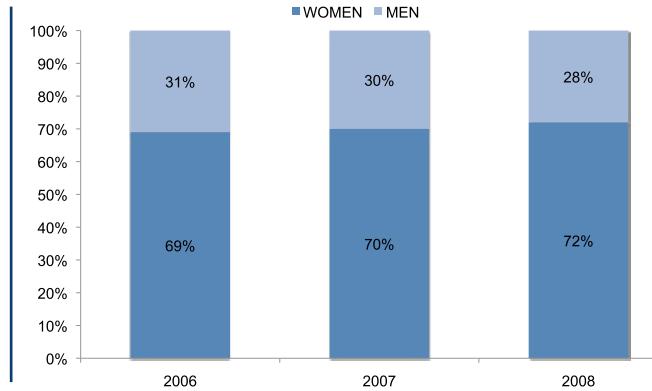


The participation of women in the Group's total workforce is very strong, with the shares of men and women employees now standing at 31% and 69% respectively (as shown below). This development is mainly driven by the growth of the Group's business activities in Southeastern Europe, and more particularly in Romania, Serbia and Bulgaria, where expansion was the strongest as shown below:

### Workforce Breakdown by Gender – Total Group

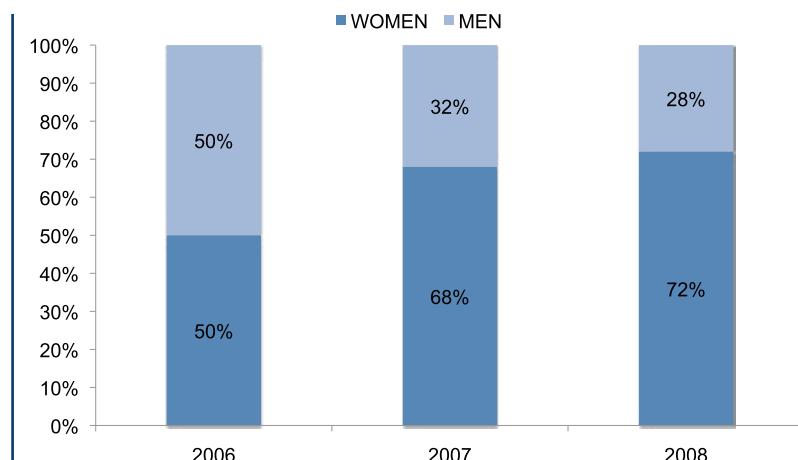


### Workforce Breakdown by Gender – Companies in SEE



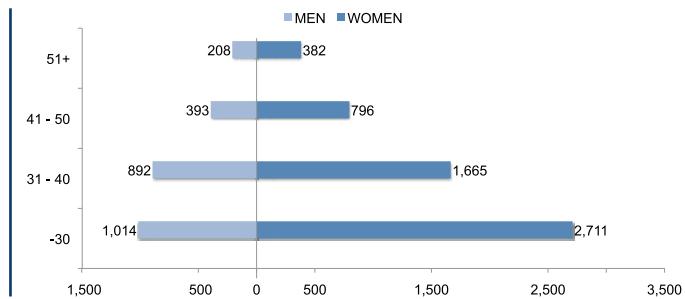
The share of women in total recruitment is equally strong, driving the respective share for 2008 up to 72% as shown below:

### Recruitment in the Group Companies – Breakdown by Gender



In terms of age distribution, young Employees are the largest group, with women having a clear predominance across all age groups as shown below:

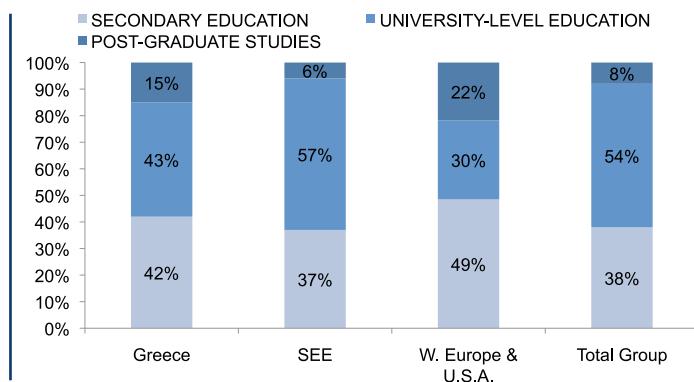
### Age Pyramid – Total Group



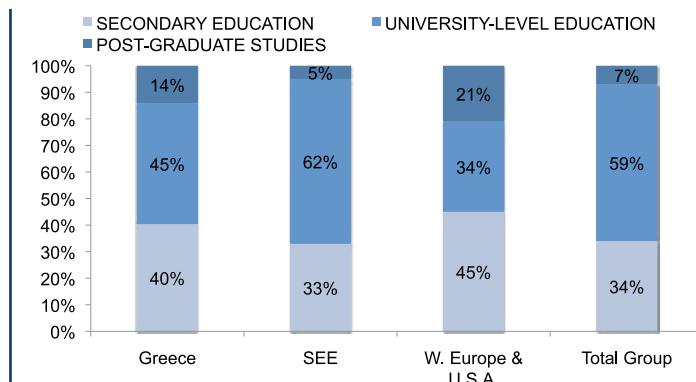
### Educational Level

The educational level of employees in all Group Companies is high and is constantly improving. A similar conclusion can be drawn by observing the evolution of the educational level aggregated by geographical area (2006-2008). In 2008, the percentage of employees with University-level education or post-graduate studies rose to 72% of all Group employees, up from 66% in 2007, with the percentage of employees with secondary education declining to 28%, down from 34% in 2007 as shown below:

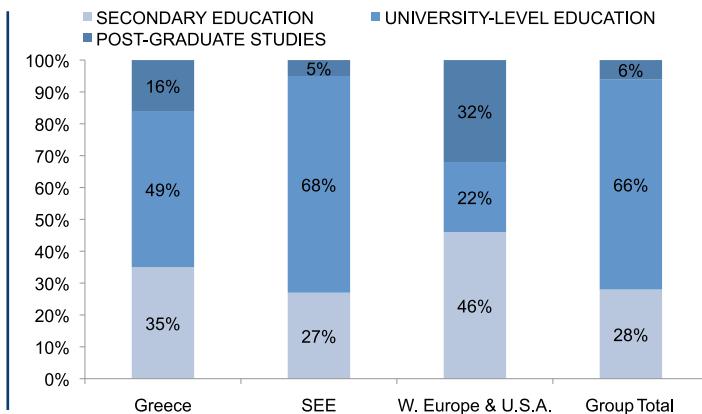
### Group Companies – Workforce Breakdown by Educational Level 2006



### Group Companies – Workforce Breakdown by Educational Level 2007

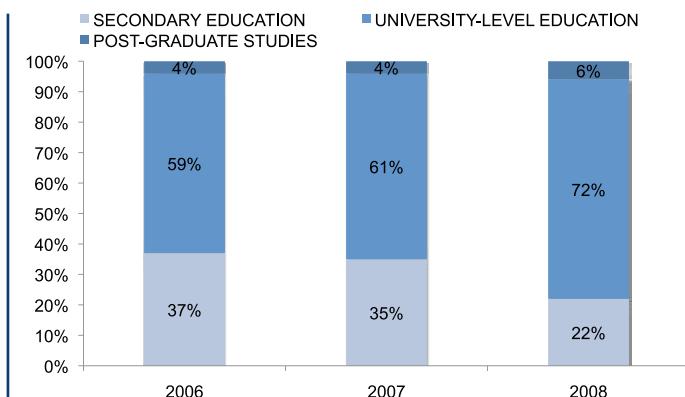


## Group Companies Workforce – Breakdown by Educational Level 2008



This improvement in the educational level is due to the fact that the percentage of University graduates and post-graduate degree holders in new recruitment has been consistently rising, reaching 78% in 2008 as shown below:

## Recruitment In The Group Companies – Breakdown By Educational Level

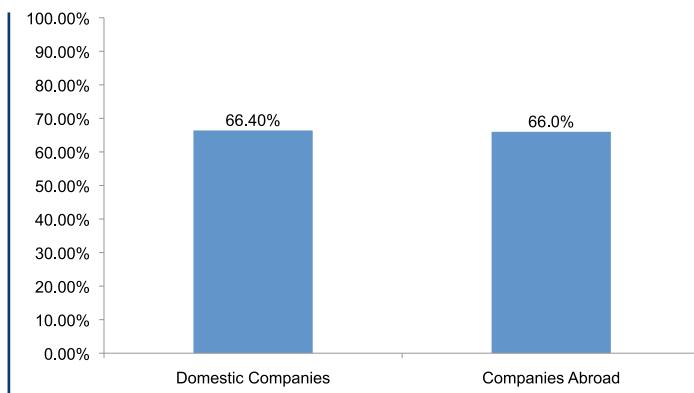


The Group participates in career days and communicates regularly with Universities, providing students with opportunities to acquire hands-on experience of business activities through practical training programmes, while also offering career opportunities to new graduates. As part of the Group's activities in this area, the Training and Development Division has regular contacts with Greek Universities regarding the evaluation of foreign students and their potential recruitment by the Group in their country of origin.

## Professional Training

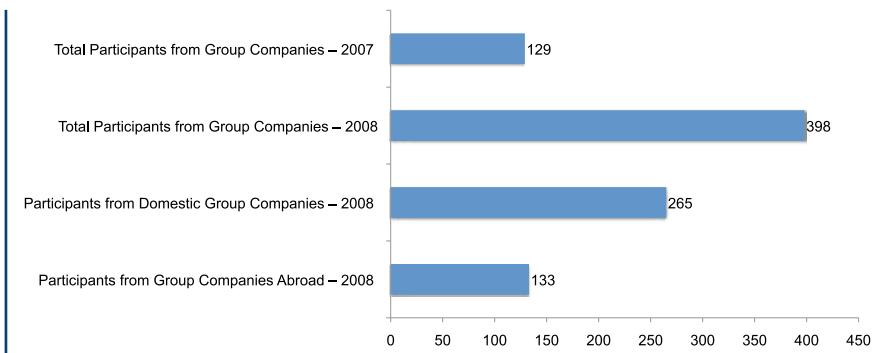
The educational level of employees is an important parameter for the entry of newly-recruited Personnel in the Group. However, the professional training received by Employees during their career is equally important. As already mentioned, Human Resources Units operate in all Group Companies. In addition to the other Personnel-related matters, these Units also handle matters regarding training. Finally, appropriate training infrastructures (Training Centres) are in operation in all countries.

### Trained Participants over Total Workforce (%)



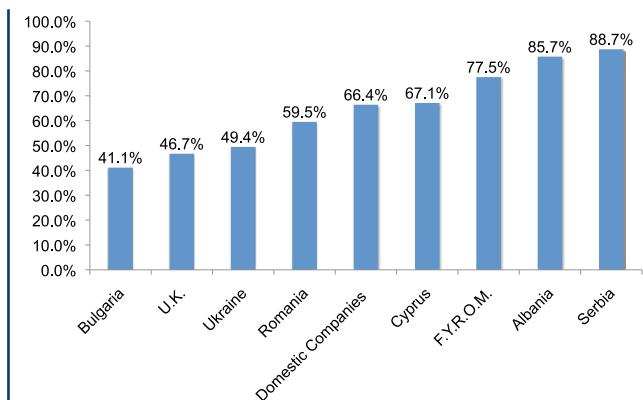
In what concerns training know-how, the Group Companies receive support from the Bank's Training and Development Division. In the case of specialised training subjects, the Executives of the Companies are invited to the Bank's Training Centre in Aghios Stefanos, Attica, where the training takes place. During 2008, the increase in the number of participations at the training programmes carried out in the Aghios Stefanos Training Centre was impressive.

### Participation of Group Personnel in Training Programmes in the Last Two Years

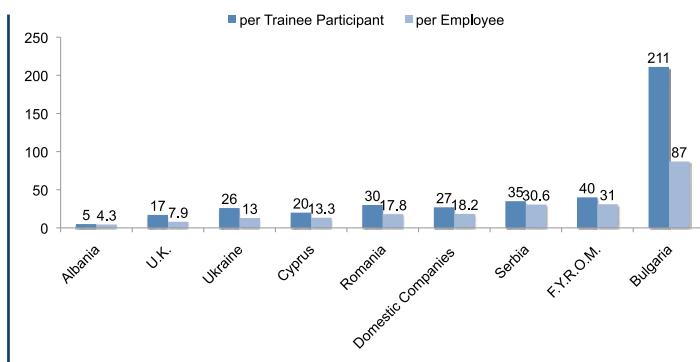


The training indices by country are also exceptionally good, as can be inferred from the following charts.

### Percentage of Trained Participants by Country



### Training Man-Hours By Country



It should be noted that in F.Y.R.O.M., Bulgaria and Serbia a large number of training hours was devoted to training in new applications (Flexcube). In addition to the standard professional training on banking techniques (scope of banking operations), the training programmes by country also cover subjects such as managerial skills and sales.

# Corporate Social Responsibility in the International Network

## ALPHA BANK CYPRUS LTD

The presence of Alpha Bank in Cyprus began in 1998 with the acquisition of the Lombard Natwest Bank, which was renamed Alpha Bank Limited and later on Alpha Bank Cyprus Ltd.

Alpha Bank Cyprus Ltd has grown considerably over this decade and managed to establish its presence and claim the position of the third largest bank in Cyprus. Beyond providing competitive products and services, the Bank's success was reinforced by continuous and pioneering strategic moves.

During 2007, Alpha Bank Cyprus Ltd. established its presence even further by moving to its own 4.600 sq. m., premises in the Center of Nicosia. All the major Divisions of the Bank as well as the Main Branch of Nicosia were relocated to the new building.



## Marketplace

Further in 2008, Alpha Bank Cyprus Ltd. has 38 branches throughout Cyprus and managed to increase its market share in terms of loans to 13%, thus improving its ranking to third among the commercial banks operating in the country.

## Customer Relations

Alpha Bank Cyprus Ltd has adopted the Code of Banking Conduct issued by the Association of Cyprus Commercial Banks in Jan 2002, which has specific requirements regarding the issue of dealing with customer complaints. According to the "Code of Banking Conduct":

1. Each bank shall have in place its own internal procedures for handling customer complaints. Such internal procedures must ensure:
  - a simple and easy way of reporting complaints
  - forthcoming and prompt investigation of complaints
  - fair handling of complaints, and
  - the right and the means to report complaints up the bank's hierarchy in cases where customers deem that their complaints were not dealt with in an appropriate manner
2. Customers should be informed of the existence of a complaints handling mechanism and the procedures to be followed, and
3. Banks must ensure that all employees, especially those who deal with customers directly, are fully informed of customer complaint procedures, and are capable of advising customers of the details of the said procedures in a clear and appropriate manner.

Further to the "Code of Banking Conduct", Alpha Bank Cyprus Ltd. has implemented the "Operations Manual 209 – Customer Complaints", which gives a formal detailed description of the framework and the internal procedures for handing customer complaints.

Additionally, the Bank performs regular satisfaction surveys amongst its clients, such as:

1. Customer Satisfaction Surveys (performed approximately once a year)
2. Execution and evaluation of qualitative market surveys (focus groups)
3. Customer Satisfaction Questionnaires available at all Branches (throughout the year)
4. Customer Complaints Mechanism
5. Customer Feedback Form through the Bank's official website

#### **Green Products:**

1. Alpha Bank Cyprus Ltd., in the context of its social and environmental responsibility and contribution, now offers the "Alpha Energy" loan. "Alpha Energy" is a specialised loan that encourages the use of Renewable Energy Sources, and is offered with very attractive terms. "Alpha Energy" is offered exclusively for the financing of the total cost of photovoltaic power systems, including purchase and installation expenses. It offers individuals and companies the opportunity to save energy or even invest in the production of solar energy.
2. In an effort to promote its environmental conscience and the corporate social responsibility of the Group, Alpha Bank Cyprus Ltd. is offering a new product called "Alpha Water Conserve" for the purchase of the WATEREX system. This product is offered to customers who are sensitive to environmental issues and who wish to purchase water conservation devices. The special filters of the WATEREX system purify the water condensed from the air and turn it into drinking water, producing approximately 40 litres a day.

## Human Resources

The Human Resource Division consists of the Personnel Administration Department and the Training and Development Department. It is managed by the Human Resources Division Manager, who reports directly to the Managing Director.

The Bank has a Code of Conduct, which is communicated through the Bank's Intranet.

On 31.12.2008 the Human Resources of the Bank numbered 770 persons as shown below:

Personnel	2006	2007	2008	%
Total Personnel	612	670	770	
Men	260	289	314	40.78
Women	352	381	456	59.22

Apart from the typical external recruitment procedure, the Human Resources Division operates an internal programme for employee appointment, where specific positions (usually positions that require specific banking experience) are circulated within the Bank's personnel and those interested apply. Staffing needs are then matched with availabilities. The Bank does not employ part-time employees.

Alpha Bank Cyprus Ltd. also participates in the Annual Open Career Day organised by the University of Cyprus in order to inform students about career opportunities in Cyprus.

## Training and Skills Development

The Bank through its training programmes aims to:

- invest in employee development
- manage career and succession plans
- improve productivity
- develop soft skills

Training Indicators	2006	2007	2008
Number of hours devoted to employee training	6,454	7,615	10,890
Number of training days	914	1,437	1,529
Programmes carried out	79	98	127
Amount spent on training (in euros)	26,764.8	26,848.9	126,181
Personnel participation *	556	1,093	943

\* One employee may have participated more than once in these training programmes (total participations).

During 2008, 88% of employees evaluated the training programmes as "very good".

Also a significant number of management and non-management employees have received anti-corruption training. The number per year is:

	2006	2007	2008
Employees	53	67	87

## Health and Safety

The Bank's practices regarding Health and Safety are complied with the ILO Guidelines for Occupational Health Management Systems.

There is a formal Occupational accident procedure which can be described as follows:

The Safety Officer makes a spot check and analyses the recorded accident as per the procedures of accident investigation. Corrective measures are taken in order to avoid any future accidents. If the accident is severe it has to be reported to the Department of Labour Inspection, of the Ministry of Labour and Social Insurance.

Health and Safety at Work Indicators	2006	2007	2008
Labour hours lost	23,103.40 hrs (1.96% on total working hours)	35,557.60 hrs (2.76% on total working hours)	31,302.10 hrs (2.12% on total working hours)
Annual sicknesses (maternity leave is not included)	3,153.00 days (2.06% on total worked days)	4,822.00 days (2.88% on total worked days)	4,371.00 days (2.75% on total worked days)
Absentee Days	3,153.00 total (2.06% on total worked days)	4,822.00 total (2.88% on total worked days)	4,371.00 total (2.75% on total worked days)

## Environment

Alpha Bank Cyprus Ltd. has always been aware of the importance of social issues and has developed a number of environmental initiatives. Recognising what a great responsibility it is to actively protect the environment and support the conservation of natural resources, the Bank pursues a clear and comprehensive policy on matters of energy conservation, paper consumption, recycling and pollutant management. Also, the Bank is generally promoting its "green principles" to associates, suppliers and society in general.

In terms of Environmental Responsibility, Alpha Bank Cyprus Ltd. engages in:

1. Recycling programmes (paper, electronics, consumables)
2. Energy saving programmes (electrical power, water conservation systems)
3. Development and provision of Green Loans (Photovoltaic Systems, Water Conservation)
4. Tree planting in the enclosure of the Head Office and the Nicosia Main Branch
5. Sponsorship of an Educational Environmental Programme of the Ministry of Education

Environmental Indicators	2006	2007	2008
Total consumption of electricity (in MWh)	19,738	22,951	38,252
Total water consumption (in cubic metres.)	3,875	5,215	4,950
Total supply of paper A4 and A3 (in kg)	79	98	102
Total quantity of paper collected for recycling	40%	50%	70%
Toners Refilled	40%	50%	70%

Electricity consumption increases the last two years due to expansion of the Branches that took place that period.

Alpha Bank Cyprus Ltd. sponsors a number of "green" events and activities and participates in several educational programmes with an aim to encourage environmental concern.

Alpha Bank Cyprus Ltd. was one of the main sponsors of the **Corporate Social Responsibility** Conference that took place in Nicosia on October 30th 2008. The Corporate Social Responsibility Conference is the first of its kind ever organised in Cyprus. Its aim is to sensitise corporations on environmental protection, the maximum utilisation of resources, energy saving and CO<sub>2</sub> emissions thus reducing corporate impact. Alpha Bank Cyprus Ltd. participated also as one of the conference speakers with a presentation entitled "**Banking Social Responsibility and Green Loans**". The topic focused on the subject of Alpha Bank's social corporate responsibility and its environmental policy including the schemes it offers, which contribute to the protection of the environment. Such schemes include "**Alpha Energy**" and "**Alpha Water Conserve**".

As part of its policy of corporate social responsibility and in particular its environmental strategy, Alpha Bank Cyprus Ltd. in cooperation with the Ministry of Education is organising an environmental educational programme titled "**I Direct and Create for, and with the Environment**". This project, which has been developed in cooperation with the Cyprus Pedagogical Institute, will run throughout Cyprus, from November 2008 to June 2009. It will be comprised of two parts; one aimed at Primary School students and another for High and Technical School students. Its main aim is to sensitise students about the environment by involving them in a photographic competition and short film production with an environmental theme.

The Bank's Human Resources Division expresses its sensitivity on environmental issues by organising tree planting events such as that of the Rizelia National Park in Larnaca.

Alpha Bank Cyprus Ltd was also the **Major Sponsor** at the **Festival** organised by Astra radio station on the theme "**Protecting the Environment**". During the Festival which was mounted in collaboration with the Forestry Department, the Fire Service, the Game Department and several other organisations for the protection of the environment, educational leaflets were distributed for the education of Cypriot citizens on issues of environmental awareness.

Approximately 40% of the Marketing Budget allocated to sponsorships is spent on the environment. This amount corresponds to approximately 1,5% of the total annual Marketing Budget.

## Community Contributions

### Society

Alpha Bank Cyprus Ltd. contributes to the cultural development of the country, by planning and implementing several sponsorship programmes, through which it supports various entities for the organisation and performance of major cultural events. The Bank consistently invests in improving the standard of living of our society as a whole by systematically sponsoring a large number of social and cultural entities and groups, foundations, unions, hospitals, churches as well as associations.

Some examples of the above mentioned sponsorship programs in the context of social responsibility are cited below:

- Every year the Bank aids the Cyprus Kidney Association in organising a week long awareness programme called "Information and Prevention Week". During 2008 (for a whole week) the Bank's Personnel organised a roadside fund collection with the aim of raising money to support the Association.
- The Annual Blood Drive which was organised by the Alpha Bank Personnel in cooperation with the Ministry of Health aiming to assist the Cyprus Blood Bank.
- The Annual Christmas Bazaar, which was organised by the Cyprus Red Cross, was sponsored by Alpha Bank Cyprus Ltd., in order to raise money for families that are in great need.

## Culture and Sports

Alpha Bank Cyprus Ltd. actively participates in the country's cultural life expressing its interest for the Arts by supporting activities which aim to preserve and expand the country's Cultural Heritage.

The Bank organises several sponsorships and exhibitions and very often purchases works of art with the aim of financially supporting Cypriot artists as well as to assist in preserving traditional art. The Bank maintains a large library by Cypriot writers.

It is worth noting that Alpha Bank Cyprus Ltd together with Alpha Bank and the J.F. Costopoulos Foundation sponsored the exhibition "The Theft of History" that took place in June 2006 in the context of the European Union's Culture 2000 programme, which aims at preserving and improving European Cultural Heritage. The exhibition was organised by the Cypriot Department of Antiquities in collaboration with the Ministry of Culture of Greece, the University of Cambridge, and the University of the Aegean. "The Theft of History" is a multimedia exhibition for the illegal excavation and trading of ancient relics in the Mediterranean.

As a way of participating in the island's cultural life in November 2006, Alpha Bank organised a seminar at the Central Bank exhibition area, on the History and development of Coins in ancient times with particular focus on Cyprus.

Additionally, the Bank participated in the organisation of the annual "Cyprus-Russian" Festival, "Cyprus-Russia: traditions of mutual trust", as one of the major sponsors. The event was organised by the Russian Embassy in Cyprus in cooperation with the Limassol Municipality and the Russian newspaper "Vestnik Kipra".

Also, every year the Bank sponsors Art and Culture events organised by the Philanthropic Institution "The Pharos Trust".

## ALPHA BANK ROMANIA S.A.

In 1993, the Alpha Bank Group together with the EBRD (European Bank for Reconstruction and Development) and a limited number of Greek entrepreneurs established Banca Bucuresti SA, as an international commercial bank. The Bank started its operations in 1994. Early in 2000, Banca Bucuresti was renamed to Alpha Bank Romania S.A. to underline its links with the parent Group.

Alpha Bank Romania S.A. has an excellent record of growth and performance. The Bank, with significant presence in the country's major cities, operates with 200 branches and has around 2,500 employees. Its success is due to its strong attributes and competitive advantages, the main of which are the following:

- innovation and creativity
- operational efficiency
- quality of Personnel and Management
- wide and flexible products range for individual, small and medium - sized enterprises and corporations
- very good customer service (friendliness, quick response, flexibility)



Alpha Bank Romania is a member of the Romanian Banking Association (RBA). The main purpose of this organisation is to represent and to protect the professional rights of its members-the credit institutions.

RBA's attributions are:

- Organising and granting the communication between credit institutions, promoting the principles of the banking politics among the general interest fields of its members;
- Studying the credit institutions interest issues, promoting co-operation, informing the association and the public etc.
- Organising specific courses for professional development.

The Executive President of Alpha Bank Romania S.A. is the Vice President of the Romanian Banking Association. Alpha Bank Romania S.A. participates in most of the projects developed by RBA. Projects that were developed by RBA during 2008 included:

- SEPA Project (Single Euro Payment Area) – the domestic payment market in Euro Zone, a project that aims at transparency and competitiveness in European economics.
- Development of the Electronic Payment System.

## Awards and Distinctions

The Executive President of Alpha Bank Romania S.A. Mr. Sergiu Oprescu, received "The Banker of the Year 2008" award, during the event "Men of the Year 2009", organised by the English-speaking newspaper Nine O'Clock. The award given for the "professionalism and promotion of the innovator spirit in the financial banking sector", has been adjoined to the prize "The Banker of the Year 2008" offered by Piata Financiara for "the professionalism, clear-sightedness and passion in leading the Bank".

Alpha Bank Romania S.A. received "The most active Bank on the Corporate field" award, within the "Top Bankers" Gala, organised by Finmedia Trust.

Alpha Bank Romania S.A. received the prize for the "Most Innovative Strategy in 2008" during the "Greek Roundtable and Awards for Excellence" event organised by the Bucharest Business Week Magazine. The award was accorded for the "widest variety of saving products on offer".

## Marketplace

The first foreign bank to come to Romania after 1990, Alpha Bank Romania S.A. provides the whole range of products and services to the consumer market segment as well as complex banking solutions to the business and corporate customers.

Placed on the Romanian Top ten banks, Alpha Bank Romania S.A. has a positive image among customers and potential customers as offering highly attractive/advantageous products. Furthermore, the brand is positively appreciated for showing interest in helping and guiding customers through the "mystery" of finances (due to the well prepared and kind Personnel).

The strengths of the Bank are:

- Innovation in the products area, as it is always trying to offer more easy going and progressive solutions
- Lately increased number of Branches
- Imposing/attractive and modern architecture of Alpha Bank locations → evokes a powerful and solid institution
- Young, dynamic and efficient client service, always with a smile on the face and willing to help Customers (making one feel more welcomed).

## Human Resources

The Human Resources Division consists of the Personnel Administration Section and the Training and Development Section. It is managed by the Human Resources Manager, who reports directly to the Managing Director of the Bank.

The Bank has a Code of Conduct, which is communicated through the Bank's Intranet.

On 31.12.2008, the Bank's workforce numbered 2,545 persons, as shown below:

Personnel	2006	2007	2008	%
Total Personnel	1,310	1,760	2,545	
Men	369	469	619	24
Women	941	1,291	1,926	76

### Being an employer of choice

For three consecutive years (2006-2007-2008) Alpha Bank Romania S.A. was included in the "Top 100 Best Romanian Companies To Work For", the addendum published every year by Capital Magazine. Alpha Bank Romania S.A. was selected after a rigorous questionnaire containing four evaluation criteria, as follows:

- Work conditions (offices, recreation places, IT support etc.)
- The collaboration quality within the company (respect for the employee, direct communication of the employee with the Department Head, work atmosphere etc.)
- The Salary package and advantages (salary level, salaries increasing system, the bonus and primes system etc.)
- The professional development conditions (internal opportunities for the career development, the promotion system, training system etc.)

## **Training and Skills Development**

Alpha Bank Romania S.A. consistently encourages employees to improve their professional skills and managerial abilities as the key to improve selling quality and customer service.

Training Indicators	2006	2007	2008
Number of hours devoted to employee training	6,742	27,914	45,821
Number of training days	215	242	838
Programmes carried out	79	98	260
Amount spent on training (in euros)	210,000	226,000	642,000
Employee participation - one trainee can have more than one participations	745	1,261	2,351

Judging from the trainee evaluations, (on a scale of 1 to 5, the average was 4,5), a combined approach to the training methods seems to be the most advantageous.

The training Methods are:

- In class training
- On the job training
- Seminars
- Distance learning
- Workshops

## Environment

Alpha Bank Romania S.A. has developed a number of initiatives aiming at the protection of the environment. These initiatives are compatible with international rules and practices. The Bank has identified a set of measurable objectives whose implementation is systematically monitored and reviewed.

Following that direction, Alpha Bank Romania S.A. aims during the following years to measure the organisation's environmental footprint. The approximate measurements for the year 2008 are the following:

Environmental Indicators	2008
Electricity Consumption (in MWh)	7,900,000
Gas Consumption (in cubic metres)	300,000
Water Consumption (in cubic metres)	57,000
Paper Consumption (in kg)	250,000
Recycled Paper Consumption (in kg)	5,000
Business airplane travel (in km)	240,000
Business car travel (in km)	2,700,000

## Community Contributions

During 2008, Alpha Bank Romania S.A. supported various projects with visible benefits for the society, in concordance with the Bank's slogan: "Together we evolve".

**Clean up the World Weekend, Bucharest** – an initiative developed by the Bank employees, consisting in cleaning Baneasa Wood and planting trees.

Additionally, the Bank distributed 500 printed leaflets and sent 1000 e-mails in order to increase public awareness on environmental issues

### **Sponsorship accorded to the First Greek School in Bucharest**

The Greek Ministry of National Education and Religious Affairs, represented by the Hellenic Embassy at Bucharest and the Association of the Greek Parents and Guardians in Bucharest signed the Agreement Memorandum for the foundation of the Education Institute, named "Athena", a project sponsored by Alpha Bank Romania S.A. Thus, at the 15th of September, 25 pupils joined the first Greek School in Bucharest.

### **Sponsorship of the Astronomical Exhibition Event**

The event took place at the Bucharest National Museum and for eight days it illustrated the principal moments in the astronomy's evolution. Alpha Bank Romania S.A. apart from the sponsorship of the exhibition, has also donated to the Bucharest Astronomical Observer professional equipment of high accuracy which permits the observation of some very fine details, unable to be seen before. Because of their high performances the instruments are used for observing astronomical phenomena but also for the general astronomic courses organised at the Astronomical Observer Headquarters.

### **Sponsorship of Daria Ioana Tudor's symphonic concert**

The Auditorium Hall of the Romanian National Art Museum hosted on the 30th of March 2008, the symphonic concert of Daria Ioana Tudor and Florin Ionescu – Galati, with the support of Alpha Bank Romania S.A. The 10-year-old interpreter Daria Ioana Tudor has an impressive record with more than six awards and excellence prizes, and with many concerts in Romania and abroad.

### **Sponsorship of the Ideo Ideis Theatre Festival, Alexandria**

The Youth Theatre Festival takes place every year during the summer, and in 2008 it was organised for the third consecutive time. It is a project founded by two teenagers and every year the theatre troupes are represented by the National University of Theatre Art.

### **Sponsorship of The International Theatre Festival Sibiu 2008**

Alpha Bank Romania S.A. supported the anniversary event of the International Theatre Festival of Sibiu, marking the 15 years of its existence. The public received 87 hours of indoor spectacles, theatre shows and dance theatre.

## ALPHA BANK SRBIJA A.D.

The Bank's presence in Serbia dates back to 2002, a time when it was operating with three Branches. However, the turning point for the growth of its activities in the country was 2005, when Alpha Bank acquired "Jubanka a.d. Beograd", the country's eighth largest bank; later renamed Alpha Bank Srbija A.D. During 2007 and 2008 the implementation of an extensive programme took place, involving the renovation and relocation of most of the Branches of the Bank.



The Bank services 265,000 individuals, 23,500 self-employed professionals and 12,500 businesses.

Alpha Bank Srbija A.D. offers an extensive range of products and services in sectors such as mortgage, consumer loans, credit cards, retail and corporate banking.

The Bank's network numbers 162 Branches across the country.

Alpha Bank Srbija A.D. is a member of the following associations: Foreign Investors Council (FIC), Association of Serbian Banks (ASB) and Hellenic Business Association.

### **Business Partner 2007 - Award for best Greek investor in the Serbian market**

Alpha Bank Srbija A.D. received, out of the several companies nominated, the Best Greek investor award for its business excellence, ethics and responsibility.

The Business Partner Award was established in 1995 to honour and generate public recognition for the efforts, accomplishments, and positive contributions the companies have made in caring for good business practice, respect for business ethics and morals, and appreciation for business partners, clients and customers.

The Award is distinct, special and significant because of the fact that the companies themselves nominate and grade their business partners which, in their opinion, satisfy criteria such as: High degree of consumer satisfaction, Exceptional products/services quality, Exceptional level of business ethics, Responsibility in larger social issues and Support to the local community.

## Customer Relations

Alpha Bank Srbija A.D. is committed to customer satisfaction and improvement of the quality of the services offered. Therefore in every Branch there is a customer satisfaction document at which all clients may write their comments about all aspects of Bank operations including the quality of service.

The Bank is signatory of the Professional Banking Conduct issued by the Association of Serbian Banks.

Furthermore, the Bank has set up customer complaint handling procedures following the Law on Banks that came into effect on October 2006.

## Human Resources

The Human Resources Manager reports directly to the Managing Director of the Bank. The Human Resources Division has been assigned the responsibility of dealing with the Personnel representative bodies. During 2008 a new Collective Labour Agreement valid for 3 years was signed with the personnel body, where contemporary financial, economic and social performance issues were covered.

Personnel salaries are being reviewed based on an individual Personnel Performance Appraisal Report, where performance of separate units, as well as the organisation as a whole, is taken into consideration.

A Bonus scheme (based on Key Performance Indicators and achievement of set and agreed targets) is planned to be introduced in 2009.

On 31.12.2008 the Bank's workforce numbered 1,691 persons as shown below:

Personnel	2006	2007	2008	%
Total Personnel	1,413	1,450	1,691	
Men	361	358	385	23
Women	1,052	1,092	1,306	77

The Bank has a Code of Conduct. It is communicated to employees through Induction Training (obligatory for all new personnel members). Also, twice a year all personnel members sign the document stating that they have read, understood and will comply with the Code of Conduct. The document is also available on the Bank's Intranet.

## Labour Practices

Towards its Personnel, Alpha Bank Srbija A.D. is committed to maintaining fair remuneration, optimal working conditions and carrier opportunities based on meritocracy and equal treatment without discrimination.

All staff members may address orally or in written form the Human Resources Division on any issue that may have, without approval of their superiors. All information gained in this manner are treated as strictly confidential and does not jeopardize Personnel in any manner.

## Training

The Bank considers professional skills, expertise and continuation in personnel training as key factors for growth and sustaining its competitive advantage. The training programmes that were carried out during the previous year were 145 in total (81 external and 64 internal training programmes).

Participation consisted as follows: Customer care 292 employees (17.18%)  
Selling Skills 351 (20.6%), Leadership training 246 (14.5%)

Training Indicator	2007	2008
Number of hours devoted to employee training	25,613	51,802
Number of training days	177	4,893
Amount spent on training (in Euros)	193,473	480,360

Alpha Bank Srbija A.D. personnel participated in the seminar against corruption, extortion and bribery that was organised by the local Legal Division and Compliance Division.

## Health and Safety

The Bank's operations and practices are complied with the ILO Guidelines for Occupational Health Management Systems.

The Bank has set up a formal committee for health and safety issues. It is composed of three representatives of the employees, designated by the Trade Union, and two representatives of the Bank.

## Environment

Alpha Bank Srbija A.D. recognising the environmental role of every single organisation, started in 2008 to monitor its environmental performance.

Environmental Indicators	2008
Total consumption of electricity (in MWh)	1,034,060
Total consumption of heating oil (in lt)	6
Total consumption of gas (in cubic metres)	6,432
Total water consumption (in cubic metres)	9,280
Total supply of paper A4 and A3 (in kg)	75,000
Total quantity of paper collected for recycling (in kg)	21,870
Percentage of the paper recycled to the total paper consumption	29.2%
New toners supply (pieces)	1,600
Refilled toners (pieces)	3,500
Total number of kilometers made by car at home and abroad (Km)	795,500

## Community Contributions

Towards society, Alpha Bank Srbija A.D. is committed to contribute actively to progress and support the key components of social cohesion, such as culture, education, health and the environment. Such sponsorships/donations include:

- Books donations to children
- Financial support to children without parents: a trip from Kosovo to Novi Sad
- Donation to Serbian firemen which aided the extinguishing of wildfires in Greece
- Donation to a chess team of the blind
- Donation to a twelve-year-old girl which won 42 medals in karate.
- Donation to the Center for children without parental care

## **ALPHA BANK - ALBANIA**

Alpha Bank - Albania was established in 1997. In 11 years of continuous development the Bank provides a comprehensive range of retail and commercial banking products to over 60,000 customers in major cities and towns across Albania with a network of 42 branches.

Alpha Bank-Albania is a member of the Albanian Association of Banks, the Foreign Investors Association of Albania and the Albanian Association of Dealers.



## **Customer Relations**

The Bank provides its products and services to individuals, SME's, corporate customers and government bodies. The products include deposits, loans, credit cards and other account services. The Bank provides financing to main industry categories such as construction, service, production, infrastructure, mining and telecommunication.

Alpha Bank - Albania has supported the Albanian Government on several infrastructure projects, from which the most important financing are the national road Durres – Morine and the construction of the new Tirana International Airport.

## **Purchasing**

Alpha Bank - Albania follows the policy and the Code of Conduct of the Group concerning the Suppliers.

In order to choose the Suppliers, the Bank applies criteria such as the environmental certification and the environmental labelling of products.

## Human Resources

The Human Resources Department consists of the following sections: Compensation, Employee Connections, Recruitment, Administration and Training. It is managed by the Human Resources Manager, who reports directly to the Managing Director of the Bank.

The Bank has a Code of Conduct, which is communicated through the Bank's Intranet.

On 31.12.2008, the Bank's workforce numbered 329 persons. The increase of the number of employees by 90% in 2008 compared to 2007 represents the dynamic growth of the Bank.

Personnel	2006	2007	2008	%
Total Personnel	104	173	329	
Men	48	77	137	42
Women	56	96	192	58

## Training

The Bank has carried out over 180 training programmes, during the previous years.

The percentage of the number of employees who received training over the Bank's total workforce was more than 50%, as shown in the following chart:

Training Indicators	2006	2007	2008
Number of hours devoted to employee training	200	440	1,410
Number of training days	30	70	100
Amount spent on training (in Euros)	9,444	17,783	142,629

There is an evaluation system for the training programmes and the grading for the programmes was satisfactory by over 90%.

## Environment

In order to control and improve the impact to the environment, Alpha Bank - Albania, has decided to initiate an environmental management system which is under development.

### Environmental Facts:

- Heating oil and natural gas are not used in the Bank's sites.
- All air conditions and heating-cooling systems are equipped with energy saving systems.
- The total supply of paper for 2008 was approximately 44,000 kg. The paper supplied is chlorine free. A system for paper recycling is under development.

For 2009, Alpha Bank - Albania plans to support tree plantations in co-operation with local communities and schools.

## Community Contributions

During 2008, the Bank donated all used PCs to local educational institutions.

In March 2008, the Bank donated an amount of Euro 50,000, to assist the victims of Gerdets, a village which suffered a military depot explosion in the area of Vora.

Furthermore, the Bank has developed a special programme which provides scholarships to a number of Albanian students.

Finally, Alpha Bank's strong business activity in Albania led to its sponsorship of the event organised by the "Human Aid" Non-Governmental Organisation for orphaned Greek children in Albania, in collaboration with the Municipality and Prefecture of Gjirokastra.

## ALPHA BANK – BULGARIA BRANCH

Alpha Bank has a presence in Bulgaria since 1995, a time when it was operating with one branch in Sofia. The Bank today operates with 120 branches covering all cities in the country and provides a full range of banking products and services.

### Marketplace position

The dynamic expansion to the full range of banking activities led to an impressive increase in loans and deposits, with loans growing by 213% and deposit balances growing by 135%.

Alpha Bank market share in loans increased to 3,4%, up by 1,6 percentage points from 2006.

The Bank offers a broad range of products and services geared to businesses in the Bulgarian market, while also placing particular emphasis on developing an equally comprehensive range of products for individuals, in collaboration with the parent Bank in Greece.



## Human Resources

The Human Resources Department consists of five sections: Compensation, Employee Connections, Recruitment, Administration and Training. It is managed by the Human Resources Manager, who reports directly to the Managing Director of the Bank.

The Bank has a Code of Conduct, which is communicated through the Bank's Intranet.

On 31.12.2008, the Bank's workforce numbered 994 persons, as shown in the following chart:

Personnel	2006	2007	2008	%
Total Personnel	284	543	994	
Men	78	155	270	26,9
Women	206	388	724	73,1

The educational level of the workforce presents significant improvement.

Training Indicators	2006	2007	2008
Number of hours devoted to employee training (per trainee)	80	127	211
Number of training days per trainee	17	17	13
Employees receiving annual T&D review	429	589	104
Amount spent on training (in Euros)	34,336	84,850	644,874

### **Health and Safety**

The Bank has proceeded in additional insurance for its employees for general failure in health and labour accident.

Currently the Bank does not register labour accidents.

Health and Safety at Work Indicators	2006	2007	2008
Labour hours lost	33,136 hrs	78,192 hrs	140,424 hrs
Annual sicknesses (maternity leave is not included)	1,519 days	3,481 days	6,593 days
Absentee Days (holidays)	2,623 days	6,293 days	10,960 days

## Community Contributions

Alpha Bank-Bulgaria Branch contributes to the cultural and sport development of the country by sponsoring several programmes, through which it supports various entities for the organisation and performance of cultural events. Some of these events are:

- Official sponsorship of the exhibition "Leonardo Da Vinci: Scientist, Inventor, Artist" at the Sofia City Gallery (11.1 – 25.3.2007). The exhibition included 31 functional three-dimensional models, 188 reproductions of pictures and texts and 12 multimedia programmes. 8,000 images were presented, which described the most interesting and important facts about the Renaissance, the life and work of Leonardo Da Vinci. The exhibition, which had an educative purpose, was visited by more than 80,000 people and students from all the schools in Bulgaria, while over four million connoisseurs visited it in the 13 countries in which it was presented.
- Sponsorship of a concert of the Sophia Philharmonic Orchestra at the Bulgaria Hall (25th February 2008)
- Sponsorship to a local primary school to support children in learning foreign languages (April 2008)
- Sponsorship to the publishing of the book "My Greek Friends" by the Bulgarian poet and translator Stefan Getchev. In the book, the poet presents his personal memories and his thoughts about the works of Odysseas Elytis, Giorgos Seferis, Kostas Varnalis, Yannis Ritsos, Kostas Ouranis and others (April-May 2008)
- The "Alpha Bank Sports Panorama", for the year 2008, continued its tour which included four major cities in Bulgaria, spreading the athletic spirit to thousands of visitors by giving them the opportunity to see and participate in popular sports such as windsurfing, rowing, extreme trampoline, extreme bike, shooting, football, basketball, Formula 1 and Playstation 2
- Furthermore, in 2008 Alpha Bank-Bulgaria Branch supported Bulgarian students studying economics with a practical specialty in banking and finance.

## ALPHA BANK A.D. SKOPJE

Alpha Bank entered the market of F.Y.R.O.M. in 2000 with the acquisition of Kreditna Banka A.D. Skopje, which was established in April 1993 among the first private banks in F.Y.R.O.M.

In 2002 its name changed into Alpha Bank A.D. Skopje, as Alpha Bank became the sole shareholder of the Bank, accounting for 100% of its share capital.



The Bank provides a full range of banking services through a network of 24 Branches.

## Marketplace

Today, Alpha Bank A.D. Skopje is one of the country's mid-sized banks, ranked fifth in terms of loans, with a market share over 5%.

## Human Resources

Human Resources constitute the most dynamic element for the Bank's growth. The Bank invests in recruiting, evaluating, retaining and developing its Human Capital.

The employee number increases year to year due to the Bank's expansion.

On 31.12.2008 the Bank's workforce numbered 276 persons as shown below:

Personnel	2006	2007	2008	%
Total Personnel	101	189	276	
Men	48	79	113	40.9
Women	53	110	163	59.1

The Bank applies an equal opportunities (diversity) policy. During 2008, four employees from the Anti Money Laundering Department have received anti-corruption training in compliance with the Group's Standards.

## **Training and Skills Development**

The Bank considers continuing personnel training as a key factor for growth.

Therefore through its training programmes it constantly aims to:

- improve productivity
- develop soft skills
- invest in employee development
- manage career and succession plans

Training Indicators	2007 and 2008
Number of hours devoted to employee training	82,078
Number of training days	1,070
Programmes carried out	5
Amount spent on training (in euros)	8,560

During 2008, 90% of employees evaluated the training programmes as "very good".

## **Health & Safety**

The Bank's practices comply with the local laws and regulations. During 2008, the Bank conducted health check-up for all its employees.

Health and Safety at Work Indicators	2008
Labour hours lost	Not available
Annual sicknesses (maternity leave is not included)	5,984 hrs (1.15% on total working hours)
Absentee Days	9,519 hrs (4.07% on total working hours)

## Community Contributions

Alpha Bank A.D. Skopje as per the Corporate Social Responsibility Strategy of the Alpha Bank Group, continuously contributes to social and cultural development by supporting various social events, foundations, associations across the country. Following are some examples of the Bank's social support:

In 2008, Alpha Bank A.D. Skopje supported the NGO Eduko Plus, an Association active on education, sport, culture and health issues. The association had two projects in which the Bank took participation:

- The first one was the project "We are all equal" organized for 110 graduates with special needs where the Bank donated books for every graduate.
- The second one was the project "I have a chance" which was initiated thanks to the donation of the Bank. This project enabled disabled students to attend tailor courses which lasted 12 months. Also, the funds donated by Alpha Bank A.D. Skopje were used for engaging the instructor, buying sewing machines and necessary material etc.

In line with its tradition, Alpha Bank A.D. Skopje decided to donate to charity all the funds intended for New Year and Christmas cards. The Bank donated the funds to the NGO "Association of Physically Disabled Persons from Skopje", for providing Christmas gifts for the physically disabled children (up to 13 years old) which are members of this Association.

During 2007, Alpha Bank A.D. Skopje and American Express sponsored the 28th edition of what is known as the most remarkable "traditional event" of the city of Skopje – **Skopje Summer Festival**. During the 38 days of duration of the Skopje Summer Festival, more than 30 concerts, 8 theatre plays, exhibitions and ballet performances with domestic and international participants were organised and supported by the Bank. Within the spirit of this event the Bank also supported and took participation in the Autumn Musical Manifestations, a recognised musical event with participants from the country and abroad.

In the manner of "Mens sana in corpore sano" the Bank tends to support sport events, clubs etc. In 2008 the Bank sponsored its own football team on the Casys Cup – a football cup organised by the financial institutions of the country.

# Information on the CSR Report

## CSR Performance Summary

The tables below summarise Alpha Bank's performance in the individual priority areas of its Corporate Social Responsibility strategy:

Financial Results*	2008	2007	2006
Total Assets (in million Euro)	66,738	54,039	46,769
Operating income (in million Euro)	1,743	1,587	1,623
Operating costs (in million Euro)	362.4	338.5	276.3
Personnel Compensations and Benefits (in million Euro)	429.2	386.7	368.9
Net profits before tax (in million Euro)	395.4	613.6	716.0
Tax (in million Euro)	61.2	156.6	213.7
Earnings per share (in Euro)	0.82	1.13	1.28
Number of Independent Non-Executive Members of the BoD	6 από 15	4 από 14	3 από 14

\* The financial data presented refer to the Bank's business activity in Greece, and also include its Branches in Albania and Bulgaria.

Employees	2008	2007	2006
Number of employees	7,558	6,960	6,782
Number of women in senior management positions	186	146	132
Training man-hours (participations x training hours)	151,576	116,302	38,210
Amount spent for training (in million Euro)	4.8	2.8	2.0
Marketplace	2008	2007	2006
Transactions conducted in Branches over total transactions (%)	60	63	65
Transactions conducted via the Bank's alternative banking networks (ATMs, Alpha Web Banking, Alphaphone, Alphaline) over total transactions (%)	40	37	35
Volume of transactions via Internet Banking (in million Euro)	17,800	16,100	12,800
Environment	2008	2007	2006
Paper recycling (kg)	672,130	414,884	277,088
Paper recycling (kg per employee)	88.9	59.6	40.8
Toner cartridges for refilling or recycling (pcs)	921	220	Not available
Recycling of batteries, all types (kg)	12,508	11,395	4,523
Energy consumption per unit of surface area (kWh/m <sup>2</sup> ):	271.3	288.1	241.6
Society	2008	2007	2006
Total sponsorships (in million Euro)	13.8	8.7	3.5
Share of the sponsorship programme in the Bank's pre-tax profits (%)	3.5	1.4	0.5

## GRI Indicators

The following table presents the correspondence between the contents of the Corporate Social Responsibility Report and the GRI – G3 indicators.

Information required by the GRI Reporting Framework					
Section	Page	Section	Page	Section	Page
<b>Strategy and Analysis</b>		<b>Report Parameters</b>		<b>Governance, Commitments and Engagement</b>	
1.1	7	3.1 – 3.3	8	4.1 - 4.2	22-24
1.2*	7	3.4	121	4.3	21
<b>Organizational profile</b>		<b>Scope and Boundaries</b>		4.5*	25
2.1	4	3.5*	121	4.6	21
2.2*	29, 83	3.6	8	4.8	13-15,25
2.3	10, 12	3.9*	121	4.11*	27
2.4 – 2.7*	4, 91-118	<b>Context Index</b>		4.12 – 4.13*	17
2.8*	84	3.12	120	4.14	16
2.9*	9			4.15*	15
2.10	17-19			4.16	16,34

GRI Indicators					
Performance Indicators	Page	Performance Indicators	Page	Performance Indicators	Page
<b>Economic</b>		EN16*	65	LA10*	50
EC1*	119	EN17*	65	LA11	51
EC3	49	EN18*	59	LA13	41,43-44, 84-87
<b>Environmental</b>		EN19*	65	<b>Society</b>	
EN1	63-64	EN22*	63-64	SO3*	27,108,116
EN2	63	<b>Labor Practices</b>		SO4*	27,108,116
EN3*	57	LA1	42,84	<b>Product Responsibility</b>	
EN4*	57	LA2	86	PR3*	28-29
EN5*	59	LA4	45	PR5	31-34
EN7*	60	LA7*	47	PR6*	28-29
EN8	61	LA8	48		

**Legend:**      \*: Partial coverage

## Methodology

For the preparation of its Corporate Social Responsibility Report, Alpha Bank has established a dedicated team of Bank Officers from all Units involved in Greece and abroad. The key task of the team was to gather the information required on the various CSR priority areas in the Bank. The Report has been developed with the assistance and scientific guidance of Sustainable Development LTD (gathering of information, evaluation, and writing of texts), and has been based on the reporting guidelines of the Global Reporting Initiative (GRI) – G3 international standard.

		G3 In Accordance	C	C+	B	B+	A	A+
Mandatory	Self Declared			Report Externally Assured		Report Externally Assured		Report Externally Assured
Optional	Third Party Checked							
	GRI Checked							

## Contact Information

Your comments and suggestions are welcome.  
Please address them to:

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# Glossary

## Definitions

### **CSR Hellas**

CSR Hellas, or the Hellenic Network for Corporate Social Responsibility, was founded with the aim of promoting and communicating Corporate Social Responsibility programmes and other issues such as social cohesion and social solidarity ([www.csrhellas.org](http://www.csrhellas.org))

### **FTSE4Good**

The Financial Times Stock Exchange for Good sustainability index is the property of the London Stock Exchange and the Financial Times, and evaluates the performance of listed Companies in the following five key areas:

- Operation without harmful consequences for the environment.
- Development of positive relationships with Stakeholders and with the overall environment within which the business operates (Clients, Suppliers, Shareholders, Employees, Society).
- Supporting, safeguarding and developing human rights.
- Assurance of high work standards.
- Contribution to reducing financial corruption.  
([www.ftse4good.com](http://www.ftse4good.com))

### **GRI**

The international organisation Global Reporting Initiative (GRI) has developed a framework of sustainability indicators aimed at providing instructions for the preparation of sustainability reports. The GRI Organisation seeks to make sustainability reports a useful tool that will be as routine and comparable as financial reporting. The GRI reporting framework addresses the economic, environmental and social performance of Organisations ([www.globalreporting.org](http://www.globalreporting.org)).

**Halon:** A chemical compound used in fire-fighting.

**Home Banking:** Banking transactions performed at home via the phone.

**Internet banking (e-banking):** Banking transactions via the Internet.

### **UNEP FI**

The United Nations Environment Programme, Financial Initiative is a global partnership between the UNEP and the financial sector. Over 170 institutions, including banks, insurers and fund managers, work with the UNEP in order to incorporate environmental, social and governance issues in their business activities. The ulterior goal of the UNEP FI and of its members is to achieve sustainable development through the financial sector ([www.unepfi.org](http://www.unepfi.org)).

## **Sustainability**

Sustainability or Sustainable Development is defined as an Organisation's operation in such a way as to meet the needs of the present without putting at risk the capability of future generations to meet their own needs (Rio Declaration on Environment and Development, United Nations, 1992).

## **Corporate Social Responsibility**

Corporate Social Responsibility (CSR) is a concept whereby companies decide voluntarily to incorporate their social and environmental concerns in their business operation and in their relationships with stakeholders, as they realise that socially responsible behaviour leads to sustainable business success (Green Paper Promoting a European Framework for Corporate Social Responsibility, Commission of the European Communities, 2001).

## **Abbreviations**

<b>ALCO</b>	Asset and Liability Management Committee
<b>ASE</b>	Athens Stock Exchange
<b>ATM</b>	Automated Teller Machine
<b>BMS</b>	Building Management System
<b>BoD</b>	Board of Directors
<b>CO<sub>2</sub></b>	Carbon Dioxide
<b>CSR</b>	Corporate Social Responsibility
<b>DAL</b>	Decalitre – A metric unit of capacity used to measure liquids
<b>DLC</b>	
<b>EMS</b>	Environmental Management System
<b>FTSE4Good</b>	Financial Times Stock Exchange for Good Index – Sustainability Index
<b>ISO</b>	International Organisation for Standardisation
<b>NGO</b>	Non-Governmental Organisation
<b>OAKA</b>	Olympic Athletic Centre of Athens
<b>ODS</b>	Ozone Depleting Substances
<b>PC</b>	Personal Computer
<b>PCB</b>	Polychlorinated Biphenyl
<b>PWD</b>	Persons with Disabilities
<b>RES</b>	Renewable Energy Sources
<b>SAP</b>	Systems Applications and Products
<b>SEE</b>	Southeastern Europe
<b>SEGAS</b>	The Hellenic Association of Amateur Athletics
<b>UPS</b>	Uninterruptible Power Supply



# Corporate Social Responsibility Report 2008

## Evaluation Form

### YOUR OPINION HELPS US IMPROVE!

We invite you to contribute your views in order to help us improve the Corporate Social Responsibility Report of Alpha Bank, by completing the questionnaire below:

#### To which Alpha Bank stakeholder group do you belong?

- Employee
- Shareholder/Investor
- Customer
- Supplier
- Local Community
- Non-Governmental Organisation
- Media

Other: \_\_\_\_\_

#### What is your overall impression of the CSR Report?

	Excellent	Good	Average	Poor
Balance between sections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completeness of quantitative information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Completeness of texts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligibility of texts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graphic representation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### What is your opinion about the following sections of the CSR Report?

	Excellent	Good	Average	Poor
Presentation of the Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate Governance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Human Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Are there any sections which, in your opinion, should be developed in more detail?

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#### Would you like to make any comments or recommend improvements?

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**Personal Information (optional):**

Name and Surname:

Company/Organisation:

Address:

Tel./Fax:

E-mail:

Please return this questionnaire by mail to:

Mrs Eleftheria Patakaki  
Supervisor  
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The information in this questionnaire will be used by the Bank for the purposes of evaluating the CSR Report and carrying out statistical analyses. Personal information is protected in accordance with the provisions of the law on the protection of personal data.







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