



ALPHA BANK

## Corporate Social Responsibility Report 2009





"With conviction, dedication and vision, Alpha Bank steadfastly upholds the principles and values that have governed its operation from its founding until today. Respect for human values is the Bank's utmost priority. In conjunction with the profitable management of financial resources, our principles constitute the guidelines for each interaction with our People, Customers and Shareholders."



# Table of Contents

Message from the Chairman	5	Internal Communication	
<b>Introduction</b>	<b>7</b>	Health and Safety in the Workplace	
The 2009 Corporate Social Responsibility Report		Employee Training on Health and Safety	
Methodology		Additional Benefits	
<b>Corporate Social Responsibility and Alpha Bank</b>	<b>9</b>	Our People in the International Network	
The Group		<b>The Environment</b>	<b>37</b>
The Bank		Environmental footprint	
Corporate Governance and Managing for Sustainability		Environmental Policy	
Sustainability and Corporate Responsibility at Alpha Bank: Opportunities and Priorities		Management and Systems	
Alpha Bank's Corporate Responsibility in 2009		Environmental Performance	
Social Consciousness		Energy	
Stakeholders		Carbon Dioxide Emissions	
Engaging in Dialogue with Stakeholders		Water	
Participation in Initiatives		Paper Usage	
Highlights of 2009		Waste Management and Recycling	
Recognitions		Environmentally Responsible Investment and Management of Environmental Risk	
Awards Presented to Alpha Bank		Green Banking Products	
<b>Economic Stability and Development</b>	<b>17</b>	Environmental Compliance of Suppliers	
Support and Provision of Credit to Retail Customers		<b>Society</b>	<b>43</b>
Support and Provision of Credit to Business Customers		Partnerships and Social Contribution	
<b>The Market</b>	<b>21</b>	Culture	
Quality of Services		Education	
Responsible Lending, Responsible Marketing and Household Over-indebtedness		Social Welfare	
Fees, Product Pricing and Contract Terms		Environment	
Overdue Claims		Health	
Customer Information		Sports	
Transparency and Regulatory Compliance		Internal Evaluation System for Social Contribution	
Responsible Investments		Volunteerism	
<b>Human Resources</b>	<b>27</b>	Social Investment in the International Network	
Organisation and Principles		<b>Our Targets</b>	<b>53</b>
Employment Data		Market and Economy	
Personnel Distribution		Human Resources	
Educational Level and Training		Society and Corporate Social Responsibility	
Recruitment		Environment and Sustainability	
Diversity and Equal Opportunities		GRI Tables	
Collective Labour Agreements – Unionisation		GRI Disclosure	
		<b>Evaluation Form</b>	<b>63</b>





## Message from the Chairman

During 2009 the country's public finances deteriorated severely. This halted the economy's anticipated exit from the recession as the international financial crisis neared its end. In this exceptionally difficult business environment, Alpha Bank not only remained steadfastly committed to the values which have defined its growth and trajectory for decades, but also actively reaffirmed its dedication to responsible business practices and commitments to Customers, Employees, Shareholders and society at large.

In the past year we strengthened our capital base and improved our financial performance ensuring our robustness, by successfully completing an increase in our share capital of Euro 986 million. At the same time, we responsibly stood by the needs of our Customers by supporting their housing and other needs. We also gave emphasis to support and encouragement of entrepreneurship, for example by increasing lending to very small businesses by 9.1% compared to 2008. We undertook specific measures to promote responsible lending and to mitigate the problem of over-indebtedness. It should be noted that Alpha Bank was the first bank to suspend property auctions. The social role we have consistently played with a strong sense of solidarity during our long history is even more important today as the measures undertaken for fiscal adjustment significantly affect numerous social groups.

With confidence in our Human Resources, we protected employment within the Group and continued our efforts at improving the environment in the workplace and opportunities presented to Employees. We established the last Sunday in May as the Alpha Bank Group Volunteer Day and with great pride we witnessed in 2009 the participation of more than 1,600 Employees in activities organised in seven countries. In the past year we undertook measures to reduce the consumption of electricity, heating oil and natural gas per square metre of office space. Notwithstanding the unfavourable financial conditions, the Bank allocated a portion of its profits to public benefit activities with the intent of maximising the social capital of local communities and the long-term added value of these funds.

At Alpha Bank we recognise that our operations impact society and, especially during these difficult times, we support the economy by contributing to sustainable development. The current Report seeks to honestly and transparently present to our stakeholders our performance on the most important material issues and also to describe our commitments and targets for the future.

In 2010 we are facing even more difficult conditions as well as challenges to solve the country's major structural, environmental and social problems. Alpha Bank in full respect of its history cannot but play a leading role in the endeavour requiring the mobilisation of all the country's resources in order to exit the crisis thus gaining new countenance and future prospects. Fully aware of our social role, we commit to live up to the trust of our Customers, Employees, Shareholders and society, supporting the efforts of our country to restructure the Greek economy and to create a new productive model.



**Yannis S. Costopoulos**





# Introduction

## The 2009 Corporate Social Responsibility Report

This Report was written in line with the AA1000 and the GRI (Global Reporting Initiative) internationally recognised reporting standards. The fundamental AA1000 principles of Inclusivity, Materiality and Responsiveness have guided the preparation of the Report to the extent possible. At the same time, the GRI's Financial Sector Services Supplement (FSSS) has been utilised, which constitutes the most specialised standard regarding the contents of reports for companies of the banking sector. This year's Report incorporates elements of the FSSS for non-financial indicators, which will be used more fully in the future to address the most material issues of concern to stakeholders particularly with respect to financial services.

The information contained in this annual Report refers to facts and figures for Alpha Bank operations during 2009 in Greece except where otherwise indicated. No significant changes have been made in measurement methods, boundary or scope from the 2008 Corporate Social Responsibility Report.

Alpha Bank continuously strives to improve its sustainability reporting performance as evidenced by increasing efforts in the last several years. This year, in response to stakeholders' requests for more information on the issues most likely to affect their interests and decisions, the Bank places greater emphasis on more substantial issues, presenting on its website information and data on secondary or specialised issues which mainly concern analysts and individual categories of stakeholders. Thus, supplementary information on the corresponding performance of 2009, detailed references and coverage of additional issues are included in the respective section of the website of the Bank ([www.alpha.gr/csr](http://www.alpha.gr/csr)).

Greater focus was placed this year on the impact of the Bank's main activities and core business operations on medium and long-term performance. In addition, because 2009 was a year of an especially acute financial crisis, the Report focuses relatively more on the role of Alpha Bank in the economy and society as well as on how it responds to the most salient expectations of its primary stakeholders. While this year's Report was not externally verified, Alpha Bank does plan to seek independent external audit for its non-financial data and reports in the future.

## Methodology

For the preparation of this Report, Alpha Bank established a dedicated team of Officers from all Units involved, in Greece and abroad, which undertook to collect and process reporting data. Coordinating support was provided by the Corporate Social Responsibility Section. The Report has been developed with the assistance of Palladian Communication Specialists ([www.palladian.gr](http://www.palladian.gr)) and the Institute of Social Innovation strategic consultants ([www.csrservices.gr](http://www.csrservices.gr)). All texts were edited by the Secretariat of the Board of Directors of the Bank.

Questions, comments and suggestions for the Corporate Social Responsibility Report of Alpha Bank may be addressed to:

Corporate Social Responsibility Section  
40 Stadiou St., GR-102 52 ATHENS  
Tel.: 0030 210 326 2431  
Fax: 0030 210 326 2439  
E-mail: [csr@alpha.gr](mailto:csr@alpha.gr)



BANK



CASA ALFABANKA  
CASA ALFABANKA

ALPHA BANK

# Corporate Social Responsibility and Alpha Bank



*Alpha Bank Cultural Centre — Nafplion*

## The Group

The Alpha Bank Group is a group of companies of the financial sector offering a wide range of financial services to individuals and businesses in Greece and abroad. The Bank is currently serving about four million Customers. With a Network of 1,031 Branches, the Alpha Bank Group is active in the domestic and international markets, with a strong presence in Southeastern Europe (Cyprus, Romania, Bulgaria, Serbia, Ukraine, Albania, and F.Y.R.O.M.). It is also present in United Kingdom through Alpha Bank London Ltd and Alpha Bank Jersey Ltd and in New York, through Alpha Finance U.S. Corporation.

## The Bank

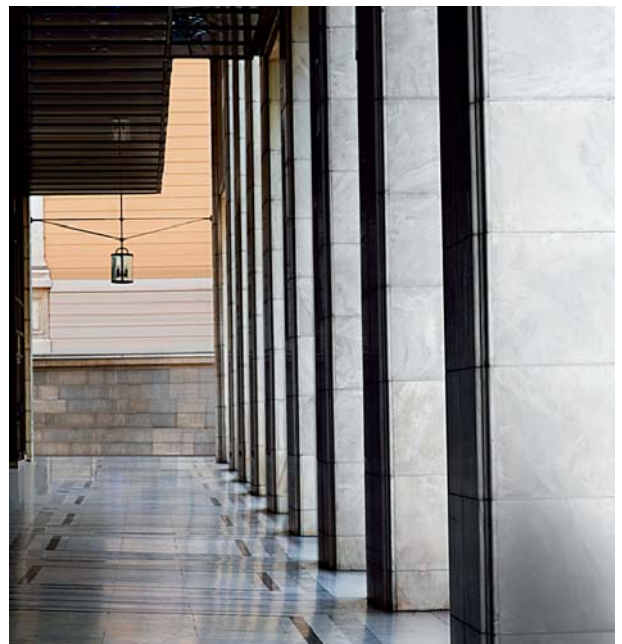
Alpha Bank, one of the largest Greek banks in wholesale, Corporate and Retail Banking, is regarded as a pioneer in the introduction of new electronic banking services, such as Alpha Web Banking (banking services over the Internet), Alpha m-Banking (banking services via mobile phone), Alphaphone (phone-based banking services), and Alphaline (computer-based banking transactions). Through the Group Companies, it provides integrated financial services, leasing services, investment, property management etc.

## Corporate Governance and Managing for Sustainability

Alpha Bank has developed a system of principles by which it is organised, operates and is managed in order to ensure the vested interests of all parties connected to it. For Alpha Bank, proper and responsible adherence to the principles of corporate governance is a fundamental requirement for creating value for its Shareholders and for society at large. The principles of corporate governance apply to issues such as the tenure of the members of the Board of Directors, the operation of the Audit Committee, the Risk Management Committee, and the Management Remuneration Committee, Internal Audit and Regulatory Compliance operations, and the operation of the Executive Committee.

Further details on the shareholder structure of the Bank and the mechanisms which ensure effective, transparent and responsible corporate governance, including management and supervision, can be found in the 2009 Alpha Bank Business Review and the website of the Bank.

The Board of Directors of Alpha Bank is ultimately responsible for the policy and performance of the Bank with respect to environmental and social issues, corporate governance issues and the overall management of sustainability issues.





## Sustainability and Corporate Responsibility at Alpha Bank: Opportunities and Priorities

The global financial crisis has highlighted the importance of running a business, and especially a bank, in a responsible and sustainable manner over the long term. At Alpha Bank, responsible and sustainable business means achieving profits for shareholders as a result of good governance, developing and maintaining long-lasting customer relationships and strengthening the commitment of Employees who are called to apply the corporate policy and manage the impact of the Bank's operation on society and environment. Through this approach, Alpha Bank provides shared value for the benefit of its Shareholders as well as the wider economy, the environment and society.

The Corporate Social Responsibility of Alpha Bank is developed and implemented through a system of values, objectives and activities related to:

- Optimal corporate governance.
- The well-being of Human Resources.
- Responsible market operation of the Bank towards Customers and Suppliers.
- The protection of the environment.
- The enrichment of social and cultural life.

## Alpha Bank Corporate Responsibility in 2009

The Corporate Social Responsibility and sustainability policy of the Bank was affected by the financial crisis, as expected. However, despite adverse conditions, Alpha Bank remained committed to its values. With regard to its Human Resources, it managed the crisis without job losses or deterioration of the terms of employment, thus acknowledging that safeguarding long-term, employee well-being is a key to achieving its business objectives as well as demonstrating social responsibility.

At the same time, efforts continued to develop and retain trust-based relationships with social partners, societies and associations that the Bank supports. While due to adverse financial conditions, some types of financial support were decreased, the Bank made efforts to continue to reinforce alternative actions such as sharing its technical expertise and know-how with social partners, aiming to intensify its voluntary activities in the future.

The Bank also continued to monitor, measure and improve performance with respect to essential environmental and social issues included in this Report. As part of the continuous improvement in reporting practices, and in an attempt to present to stakeholders more clearly the key sustainability challenges affecting the financial sector, this year's Report focuses significantly more on these essential issues.

## Social Consciousness

The sustainability and corporate responsibility challenges facing the financial sector are numerous and Alpha Bank examines them with care and insight, focusing on the most important ones. Sectoral specific sustainability challenges include responsible lending and the ability of Customers to service their debts in a time of deteriorating economic circumstances, over-indebtedness of Customers, and developing mechanisms and tools to assess the environmental and social impact of lending. These matters are dealt with by the Bank with the same precision and severity utilised in traditional financial assessment models.

Broader sustainability challenges faced by Alpha Bank in the context of its corporate responsibility include the sustainability performance of suppliers and other stakeholders on matters associated with society and the environment. The resources required to appropriately engage in dialogue with the aforementioned groups, as well as the resources required for developing systems to measure and monitor the environmental performance and impact of the Bank, as a result of its financial operations, are taken into serious consideration.

## Stakeholders

Alpha Bank's stakeholders are identified as those natural persons and legal entities and groups to whom the Bank has legal, financial and operational responsibilities, those who are materially affected by the Bank's decisions and operations and those likely to influence its performance. The Bank recognises the following as its stakeholder groups:

- Shareholders.
- Customers.
- Employees.
- Business Community.
- State and Regulatory Authorities.
- Local Communities.
- Suppliers.
- Societies - Associations and other Organisations.

The Bank also recognises the important role the Media play in informing the public and shaping public opinion and devotes significant resources to providing them with a fair and balanced view of the Bank's performance.

## Engaging in Dialogue with Stakeholders

Alpha Bank collaborates with its stakeholders on all issues of importance to them through a variety of means mutually satisfying their requirements. Significant efforts are made not only to inform stakeholders of our decisions, plans and achievements but also to seek their feedback in key areas where performance could be improved through a two-way dialogue. Significant feedback is regularly received from Customers (through satisfaction surveys) while through meetings and other contacts, the Bank is informed about the views of its Investors – Shareholders, as well as about the decisions of the regulatory and supervisory authorities. This procedure is utilised in order to formulate and improve constantly the policy applied by the Bank in various areas. By focusing this year's Report on the current, essential issues which are of interest to

society as a whole – such as mitigation of the impact of the financial crisis on the cost of financing, responsible lending, consumer over-indebtedness and the

environmental impact of business lending – the Bank demonstrates its effort to engage in essential communication and dialogue.

STAKEHOLDERS	THE POLICY OF THE BANK	ACTIONS TAKEN
SHAREHOLDERS	<ul style="list-style-type: none"> <li>To ensure a satisfactory return on investment for Shareholders</li> </ul>	<ul style="list-style-type: none"> <li>Regular General Meeting of the Shareholders</li> <li>Annual Business Review</li> <li>Meetings with investors and 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 by the Operations Division</li> <li>Customer satisfaction surveys</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>Personnel Evaluation and Promotion System</li> <li>In-house communication system (Alpha Bank Intranet)</li> <li>In-house Newsletter</li> <li>Constructive collaboration with employee associations</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 key business associations</li> </ul>
THE STATE – REGULATORY AUTHORITIES	<ul style="list-style-type: none"> <li>To ensure full compliance with regulations</li> <li>Contribution to the application of the Stability and Development Programme</li> </ul>	<ul style="list-style-type: none"> <li>Participation in the Ministry of Finance consultations with banks</li> <li>Participation in the Government Liquidity Support Plan</li> </ul>
LOCAL COMMUNITIES	<ul style="list-style-type: none"> <li>To ensure the prosperity of local communities through lending, employment opportunities and partnerships</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 promote responsible business practices</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration and exchange of information</li> </ul>
SOCIETIES – ASSOCIATIONS AND OTHER ORGANISATIONS	<ul style="list-style-type: none"> <li>To ensure continuation of their constructive work</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration with various Societies – Associations and other Organisations and provision of technical expertise, knowledge sharing and financial assistance</li> </ul>



## Participation in Initiatives

The Bank participates in a number of organisations that address important issues relevant to society at large as well as the banking sector specifically. These include:



- The UN Environment Programme Finance Initiative (UNEP FI), undertaken by banks and financial organisations around the world to promote sustainable development.



- The Hellenic Network for Corporate Social Responsibility, which is the Greek Partner of the CSR Europe Organisation.
- The Hellenic Bank Association, the Bank of Greece and the Hellenic Advertisers Association where it participates and is represented on various Committees and Councils.

## Highlights of 2009

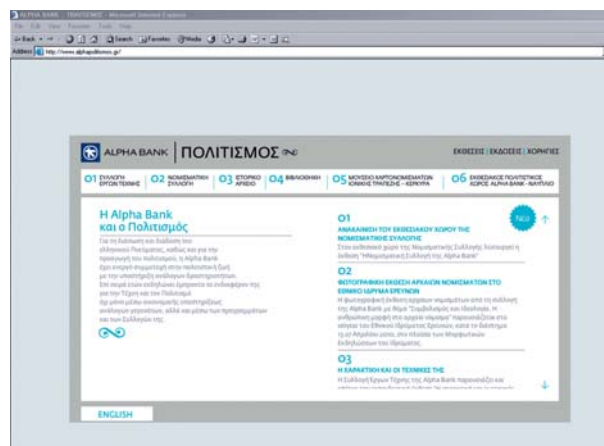
### Alpha Bank Group Volunteer Day

In line with the Corporate Social Responsibility policy of Alpha Bank and in order to promote Group Employees' sensitivity on social and environmental issues, the last Sunday in May was established as the "Alpha Bank Group Volunteer Day".

On 23 May 2009, volunteer groups comprised of Personnel members and their families, had the opportunity to participate in social or environmental actions in Greece, Cyprus, Romania, Serbia, Albania, Bulgaria and F.Y.R.O.M., thus promoting team effort and collaboration. Details on these activities are presented in the chapter "Society" of this Report.

### New website on cultural activities

In keeping with the Bank's long-standing efforts to support the dissemination of the Greek spirit and the promotion of culture, a new site ([www.alphapolitismos.gr](http://www.alphapolitismos.gr)) was launched. The site provides detailed information about the cultural activities of Alpha Bank, as well as about the exhibitions, events, conferences, publications and other cultural and educational activities in which the Bank participates or which it organises.



## Recognitions

In 2009, Alpha Bank received a number of recognitions for its corporate responsibility and respective performance, including continued participation in the FTSE4Good index ([www.ftse4good.com](http://www.ftse4good.com)).

- The inclusion in the Financial Times Stock Exchange 4 Good sustainability index is carried out following an assessment of the social and environmental performance of the Bank. This 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 (Shareholders, Customers, Employees, Suppliers, Society).
  - Supporting, safeguarding and developing human rights.
  - Assurance of high work standards.
  - Contribution to reducing financial corruption.
- In 2009, Alpha Bank once again was recognised as one of the leading performers by Accountability Rating Greece ([www.accountabilityrating.gr](http://www.accountabilityrating.gr)). Its performance was assessed with respect to its business plan, management systems and governance, stakeholder engagement and impact of its operations on the environment.



The Accountability Rating is an international institution based on a specialised methodology developed by the AccountAbility organisation and the British company csr network. It is conducted annually in Greece since 2007 and measures the extent to which companies have developed and incorporated responsible practices into their strategy and business operation, as well as their impact on the economies, societies and environments in which they operate.

## Award Presented to Alpha Bank

In 2009 Alpha Bank participated for the first time in the Corporate Responsibility Index (CRI). The CRI Index allows for comparative corporate assessments with respect to their Corporate Social Responsibility performance while helping to identify risks and opportunities.



According to the results of the evaluation by the Institute for Corporate Responsibility, in its first year as a participant, Alpha Bank managed to win a distinction in the Bronze category. In order to assess companies, each year a survey is conducted which covers four primary fields (Community, Environment, Market and Workplace) and six major impact areas (three environmental and three social).









## Economic Stability and Development



*Athens  
Silver tetradrachm, 479-454 BC  
Alpha Bank Numismatic Collection*

## Support and Provision of Credit to Retail Customers

In the exceptionally unfavourable economic conditions of 2009, the Bank considering that it is its duty to incessantly contribute to the functioning of the economy and to the safeguarding of employment gave special emphasis to supporting large businesses. As one of the leading Greek banks with a prominent position in Southeastern Europe, Alpha Bank dealt with its Shareholders, Customers, local communities and the domestic economy with a strong sense of responsibility. In adverse financial circumstances and in the context of the severe blow to the reputation and trustworthiness of financial institutions worldwide, Alpha Bank remained loyal to its values and policies for economic vigour and growth not just by strictly implementing the law but also by taking into consideration moral integrity and, above all, respect for the individual.

This section of the Report focuses on how Alpha Bank and the Group Companies managed the financial crisis with respect to their commitment to their Customers, Shareholders, Employees, local communities and other stakeholders. Through open and transparent communication, the Alpha Bank Group demonstrates in practice its responsibility vis-à-vis all relevant parties affected to some degree by its operations particularly during the current financial circumstances.

The trust and confidence households and more generally Retail Customers place in the Bank is a matter of utmost importance to the successful achievement of our business objectives as well as our role as a responsible social partner. Last year, many Retail Customers suffered from the effects of the recession. In order to support Greek households and enable them to meet their credit needs during the crisis while being sensitive to their financial problems, Alpha Bank continued to provide credit facilities for housing and consumer purposes. Despite adverse market conditions, in 2009 the Bank adhered to these policies and disbursed loans worth more than Euro 1 billion for new housing loans, maintaining second place in the Greek market in new disbursements as well as in the overall mortgage portfolio. It should be noted that further to Alpha Bank's participation in the government liquidity support plan, the percentage of housing loan approvals increased significantly from 46% in the last quarter of 2008, to 51% in the first quarter of 2009, while for 2009 as a whole the approval rate reached 59%.

The average housing loan in 2009 was Euro 100,000, a decrease of Euro 15,000 from 2008. This is partially a result of changing consumer preferences in favour of more modestly priced housing, as well as an increase in own funds used by Customers, a particularly healthy development which guides responsible lending practices.

In the last quarter of 2009, again being the first to implement new policies to support the construction sector, Alpha Bank reinstated measures to allow for the financing of 100% of the commercial value of real estate properties with the guarantee of the Hellenic Republic, thus allowing more citizens to obtain their own home.

In these adverse financial circumstances, Alpha Bank consistently promotes its policy for consumer loans encapsulated in the advertising slogan "nicely and neatly". The Bank also continues to improve consumer loan products according to the growing everyday needs of Greek households.

In this context, in 2009 Alpha Bank continued to consolidate customers' consumer loans in the innovative Alpha All in One programme which ensures better monthly financial management. In addition, it created the new personal loan Alpha Metron Ariston which rewards promptly-paying Customers with preferential interest rates.

With a strong sense of responsibility in financing consumer loans, in 2009 the Bank disbursed approximately Euro 1.5 billion for the needs of Greek families.

## Support and Provision of Credit to Business Customers

Alpha Bank is the top lender in the Greek market in terms of business lending. During this challenging time, the Bank continued to undertake all efforts possible to earn the trust bestowed on it by its Business Customers, also ensuring at the same time the mitigation of risk undertaken thus safeguarding the interests of depositors. In accordance, the Bank participated in the strengthening and modernisation of small and medium-sized enterprises (SMEs), afflicted by the financial crisis, through a lending programme by the European Investment Bank (EIB). In the context of this specific EIB project, the Bank disbursed in 2009 loans totaling Euro 500 million to Greek SMEs, while a second agreement was signed with the EIB providing for co-financing of Euro 100 million in Romania and Euro 10 million in Bulgaria.

In the adverse financial conditions of 2009, Alpha Bank demonstrated its support to SMEs through positive rates of credit expansion. Thus, loans to small enterprises (with a turnover of less than Euro 2.5 million or credit lines up to Euro 1 million) increased by 2.4% while loans to very small enterprises (with credit lines below Euro 150,000) increased by 9.1%. Support to small and medium-sized enterprises as well as freelance professionals was among the Bank's priorities as it disbursed Euro 2.05 billion in total (representing 10.5% of total business lending) with loans of up to Euro 150,000 to 76,485 customers in this category.

Continuing to respond to the needs of SMEs, the Bank also participated in the Guarantee Fund for Small and Very Small Enterprises (TEMPME) with loans to 6,762 enterprises that would not have been eligible under normal business lending policies without subsidised interest rates and/or state guarantees by the Fund.

**Table 1.**  
**Enterprises Receiving Support from Alpha Bank via TEMPME (Guarantee Fund for Small and very Small Enterprises)**

Number of enterprises receiving guarantees and interest rate subsidies via TEMPME	3,315
Number of enterprises receiving guarantees via TEMPME	3,447
Total number of enterprises receiving loans from Alpha Bank with the support of TEMPME	6,762

Furthermore, 3,758 small and medium-sized enterprises, submitted applications, with Alpha Bank's cooperation, in the context of the investment support provided by the National Strategic Reference Framework (NSRF) 2007-2013.

As for support to other Business Customers this was achieved whilst adhering to a responsible approach to lending (see more in "The Market" chapter of this Report), based on maintaining advances-to-deposits ratio, and on the Customer's ability to repay. Where necessary, to help keep long-standing Corporate Customers' viability and avoid job losses, the Bank assisted them to review business plans and, where feasible, to restructure their loans.





## The Market



*Alpha Bank Compass-Destination Quality*

## Quality of Services

With three million Customers in Greece and one million in its International Network, Alpha Bank recognises that its Customers are among its most important stakeholder groups. Within this context, the continuous monitoring of the level of satisfaction and the quality of services provided through the use of customer satisfaction surveys is among the Bank's priorities and is a key tool used to record and monitor their views.

With respect to customer use of alternative networks, surveys indicate a high level of customer satisfaction (in the range of 90-94%) for users of ATMs, Automated Cash Transaction Centres and Alpha Web Banking.

Alpha Bank participates in the European Performance Satisfaction Index (EPSI Rating) with the intent to achieve a unified assessment of customer satisfaction, an evaluation of bank competitiveness and the establishment of common references. The EPSI rating for retail banking in Greece included individually all banking institutions which collectively amounted to approximately 65% of the market and collectively the remaining banks. Among banks individually covered, Alpha Bank was one of the two banks which recorded the highest customer satisfaction score (71 out of 100). The Bank further distinguished itself in the customer loyalty category, achieving a score of 69.6 out of 100.

Bank Employees are the most important factor behind the qualitative satisfaction of Customers. For this reason, in 2009 a special section of the Alpha Bank Intranet was dedicated to improve two-way communications on issues of Quality and Quality Services, as well as to allow for the submission of employee suggestions and ideas to contribute to improved customer services. At the same time, Employees and especially Customer and Business Relationship Officers at Branches were trained appropriately in order to be able to inform Customers completely and accurately so that the latter understood contractual terms before signing the relevant contracts.

As part of its most important task of providing Customers with high quality services and its contribution to social and economic development, Alpha Bank maintained its presence throughout Greece, with 104 customer service centres in townships, islands and regions with fewer than 10,000 inhabitants. Recognising the inconvenience to Retail Customers from delays at Branch desks, it seeks and has implemented best organisational practices to reduce waiting time. In this

context, it continuously invests in the development and expansion of alternative networks (Alpha Phone Banking, Alpha Web Banking) and the installation of Automated Cash Transaction Centres at 210 of its Branches. To facilitate access for individuals with special needs, it has already undertaken necessary ergonomic measures. The collection and management of customer complaints and suggestions described in detail on the Bank's website provides for the prompt resolution of issues which may arise. At the same time that each case is individually handled, the sum total and reasons for complaints are analysed and necessary measures are undertaken to prevent their repetition, as well as to achieve the improvement of procedures.

In the context of the development and maintenance of long-term, trust-based relationships with its Customers, Alpha Bank undertakes all feasible measures to promptly handle possible mistakes and complaints on an individual basis. It should be noted that in 2009 the average time taken to resolve complaints was reduced by half compared to comparable figures in 2008.

In 2009 the total number of complaints submitted to the Ombudsman for Bank and Investment Services by Alpha Bank Customers decreased by 35% versus those in 2008. These included complaints concerning, inter alia, information provided about banking products such as loans, credit cards, deposits, e-banking services, investment products and registration fees for the Hellenic Cadastre, while it should be noted that there were no complaints concerning issues of banking privacy and confidentiality.

Recognising the particular importance of consumer trust in the banking sector, Alpha Bank is committed to continuing its efforts for even more transparency with greater rigour as regards consumer understanding of its products and services. The goal is, through continuous pursuit for transparent and comprehensive information to its Customers, to reduce even further the corresponding percentage of complaints received in the next two years.

## Responsible Lending, Responsible Marketing and Household Over-indebtedness

In 2009, in a difficult economic environment, the Bank continued to support households, businesses and freelance professionals, by providing lending products, which cover their housing, consumer or professional needs. The lending policy implemented is based on reliable, quality services provided to Customers in order to cover their borrowing needs and protect their interests. Special care is taken to deal with issues of household over-indebtedness, which is the cause for ever more concern in the banking sector as well as the Greek society at large. Some households may find themselves in a temporarily vulnerable position and unable to meet their financial obligations. The Bank focuses on cultivating open, timely and frank discussions with its Customers in these cases to develop work-out strategies.

To counter the consequences of over-borrowing, Alpha Bank pursues a multi-pronged strategy which includes: scrupulous adherence to and compliance with the Code of Ethics for Advertising Financial Products and Services offered by credit institutions, which was adopted by the Hellenic Bank Association; strict lending criteria; systematic analysis of the social impact of lending; and a generally conservative approach which places a Customer's ability to service debt at the centre of the credit policy of the Bank.

For example, the Bank strives to advertise and market its products and services in a manner that is understandable to the average consumer in the local markets in which it operates. In so doing, it takes into account market maturity and sophistication, and allows for easy comparison with similar products offered by financial institutions. Through the fairness with which it conducts business Alpha Bank contributes to facing the requirement of the financial sector for responsible marketing of banking products in an especially competitive environment.

In 2009 the Bank received customer complaints triggered by advertising and marketing activities. In all cases, specific individual Customers were contacted and their concerns were taken seriously into consideration when formulating the relevant advertising plan.

Alpha Bank's website has a variety of easy-to-use automatic calculators to assist Customers estimate monthly instalments or duration of loans in order to easily compare various options with respect to amounts, duration and monthly instalments for housing, personal and consumer loans on offer. The Loan Compass which is also available on the site, allows every interested party to learn about and select consumer loans that match individual needs and servicing ability, jointly combining criteria concerning the purpose and sum of the loan as well as the manner and length of repayment terms.

## Fees, Product Pricing and Contract Terms

All recent surveys of the last years indicate that issues of transparency in banking fees, pricing of transactions and contractual terms are the most important for Customers with respect to the overall credibility of the banking sector. As part of its commitment to transparently operate as a responsible corporate citizen, in addition to information provided at Branches, Alpha Bank's website provides a regularly updated schedule, in Greek and English, of fees (including commissions), pricing and contractual terms for its main products and services. The Bank's efforts in this area resulted in a 13% decrease in 2009 of customer complaints regarding fees and product pricing compared to the previous year.

## Overdue Claims

The Bank undertakes every effort possible to cooperate with Customers in order to resolve outstanding obligations applying understanding for their needs as well as respect towards the interests of other stakeholders, such as Depositors and Shareholders. When necessary, it cooperates with collection agencies, in all cases scrupulously respecting the relevant legislation as well as the personal privacy and confidentiality of the Customers. With due consideration for customer concerns about potential legal and ethical violations during the course of collection activities, Alpha Bank ensures that discretion is respected in all cases of communication between the Bank or those acting on its behalf for the resolution of outstanding obligations. No harassment of borrowers or their families whatsoever is permitted during communication concerning unmet financial obligations. In 2009, customer complaints about disturbances from collection agencies decreased by 10% compared to 2008.

Fully understanding the adverse impacts of the financial crisis on a significant number of Greek households, Alpha Bank was the first of all banks to unilaterally suspend all auctions of properties owned by Retail and Business Customers for sums of up to Euro 200,000 beginning in September 2009. This was before the enforcement of the relevant measures legislated two months later.

## Customer Information

Alpha Bank strives to correctly inform its Customers on issues of financial management and banking products through personal contact with Customer and Business Relationship Officers, through the informative leaflets placed in all the Branches, as well as through advertising campaigns for specific products such as the Alpha Metron Ariston. In the near future, the Bank is planning initiatives for providing detailed information to consumers, particularly young ones, since the development of a sensible and integrated concept of financial management at a young age generates responsible, productive and informed citizens.

## Transparency and Regulatory Compliance

The Bank's guiding principles are integrity, honesty, fairness, and independence. With these values firmly in mind, we consistently strive to ensure that our transparency and operations support the comprehensive implementation of the financial sector regulatory framework. In 2009, Alpha Bank monitored 258,390 transactions and 1,166 Customers for regulatory compliance as part of efforts to counter fraud, money laundering and financial crimes, with the use of specialised monitoring systems and through full cooperation with the competent supervisory authorities. Its stance against corruption is unwavering and thus in 2009 the Market and Operational Risk Division and the Compliance Division examined a significant number of cases for risks associated with combating corruption and bribery. It should also be noted that the Bank does not finance any political parties, individual politicians or other organisations associated with political parties.

We undertake constant efforts to reliably respond to the expectations of our Customers and Society and to scrupulously implement regulatory decisions by the supervisory authorities of the financial sector. In 2009, however, 506 complaints to regulatory authorities were received concerning the Bank's products and services, while administrative fines were incurred in the amount of Euro 749,500. It should be noted that of this amount, Euro 600,000 was imposed equally by the Ministry of Development on 17 banks, including all large Greek banks, for the collection of improper fees. The Bank promptly complied fully by modifying its pricing policy and by eliminating the disputed charges.

Alpha Bank's most important regulatory compliance issues in 2009 before administrative or legal authorities and the Bank's response to them are presented in the table below.

**Table 2.**  
**Regulatory compliance issues and Alpha Bank's response**

Regulatory compliance issue	Alpha Bank's response
1 Violation of Law 2251/1994 and of the Ministerial Decision Z1-798/2008 with respect to cash advances – fine imposed by the Ministry of Development <i>(with relevant fines to 17 other banks)</i>	Elimination of fee
2 Overdue replies to Customers – fine imposed by the Bank of Greece	Improvement in response time to customer requests

## Responsible Investments

Responsible investment policy plays an important role in promoting sustainable development with respect to the operation of the markets. There are at least two important dimensions to the Bank's approach to responsible investment. The first dimension pertains to providing loans and advisory services to Business Customers, where, if necessary, apart from purely financial considerations the social and environmental impacts of lending decisions are reviewed. In this way, Alpha Bank encourages the promotion and adoption of business practices aiming at sustainable development. The second dimension consists of participation in indices such as the FTSE4Good, and in systematic collaboration with Investors – Shareholders who prefer investments in so-called responsible investments, socially responsible investments or sustainable investments. Given that 51% of Alpha Bank's share capital is currently held by Greek and foreign institutional investors – a group that, after the recent financial crisis, places increasing emphasis on the integration of environmental, social and governance (ESG) issues alongside conventional economic indicators – this strategy is in line with the Bank's commitment to creating value for Shareholders and actively contributing to sustainable development.





## Human Resources



*Alpha Bank Training Centre  
in Aghios Stefanos*



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 goal is to identify and develop the abilities and skills of its Employees, thus ensuring their career development. In line with this objective, the Bank recognises, rewards and ensures the development of its Human Resources, by providing equal opportunities so that its Employees may play an active role in the achievement of its business goals.

## Organisation and Principles

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

- Quality at work
- Quality in communicating
- Meritocracy
- Moral standards
- Creativity

In its Staff Regulations and Code of Ethics, the Bank has consolidated its values, requirements and guidelines in terms of responsibilities and professional conduct. There is a clear will for the strict application of corporate values, expressed by specific instructions in these documents, in order to avoid phenomena such as bribery or manipulation; at the same time, discretion and full respect of confidentiality are required with respect to data on Customers as well as on Employees. The management of human resources is the responsibility of the Human Resources Division, which reports directly to the Chief Operating Officer (COO).

The Code of Ethics of Alpha Bank is available from the Bank's website at [www.alpha.gr/csr](http://www.alpha.gr/csr) 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 continuously developing institution which in 2009 employed 14,184 people of which 7,501 were in Central Units and in 430 Branches in Greece and 6,683 in Central Units and 599 Branches abroad. The total number of Personnel changes continuously due to the constant inflow and outflow of Employees as a result of new recruitment, retirements and structural changes in the Group.

**Table 3.**  
**Evolution of Distribution of Human Resources in Greece**

Number of Employees in Greece	2006	2007	2008	2009
Total	6,788	6,960	7,558	7,501
Male	3,407	3,480	3,709	3,656
Female	3,381	3,480	3,849	3,845
Departures (e.g. retirement, contract termination)	389	244	242	274
New hires	227	413	840	217

In the context of a difficult economic environment, in 2009 the Bank maintained all job positions in Greece. This was a strategic decision of the Bank's Management which demonstrated its long-term commitment to its Personnel and responded responsibly to the expectations of its Employees and society at large.

## Personnel Distribution

51.2% of Alpha Bank Employees are female, with 44.6% of them belonging to the 26-40 year-old age group.

**Table 4.**  
**Breakdown of Human Resources in Greece by Age Group**

Gender	Human Resources by Age Group				TOTAL
	18-25	26-40	41-50	51+	
Male	71	1,484	1,321	780	3,656
Female	260	1,862	1,337	386	3,845
<b>TOTAL</b>	<b>331</b>	<b>3,346</b>	<b>2,658</b>	<b>1,166</b>	<b>7,501</b>
%	4.41%	44.60%	35.44%	15.55%	100%

The relatively unequal distribution between men and women in the Bank in the 18-25 year-old age group (in favour of women) and in the 51+ group (in favour of men) is on the one hand due to the relatively older average age in which men enter the Bank's employ following the completion of their military obligations

and the relatively earlier retirement of women due to more favourable social insurance legislation. This latter trend also partially explains the relatively smaller percentage of women represented in higher hierarchical ranks which are typically occupied by those in the 51+ age bracket.

In order to actively support local communities, Alpha Bank gives priority in employing candidates from local areas for the staffing of its Units. This policy applies both in Greece and abroad.

**Table 5.**  
**Geographic Distribution of Human Resources in Greece**

Geographic Region*	Human Resources 2006	Human Resources 2007	Human Resources 2008	Human Resources 2009
Attica	4,341	4,531	4,944	4,885
Rest of Greece	2,441	2,407	2,580	2,580

\* The above figures do not include Bank Employees seconded abroad

## Educational Level and Training

The Bank considers that vocational training, re-training and continuing education play a decisive role in improving the services provided and the career development of Employees but also constitute key competitive advantages. In this framework, constant effort is made to improve the educational level, the qualifications and skills of Personnel and Officers.

In 2009, for the first time, the majority of Bank Employees were graduates of higher level education, as during the last three years the percentage of University graduates and post-graduate degree holders has increased by 9%, while the percentage of compulsory education (Gymnasium) graduates is gradually declining.

**Table 6.**  
**Personnel Breakdown by Educational Level in Greece**

Educational Level	2006	2007	2008	2009
Post-graduate education (Master's, PhD)	579	653	838	914
University graduates and graduates of Technological Educational Institutes	2,238	2,397	2,861	2,870
Secondary education (Lyceum) graduates	3,501	3,453	3,427	3,319
Compulsory education (Gymnasium) graduates	470	457	432	398

With respect to Personnel training, 2009 was a particularly fruitful year considering that:

- More than 14,500 participations in training programmes were recorded.
- 57% of Employees participated in at least one training programme.
- 97% of man-hours of training were conducted at the Bank's Training Centre.
- E-learning comprised 21% of Employee training programme participations.

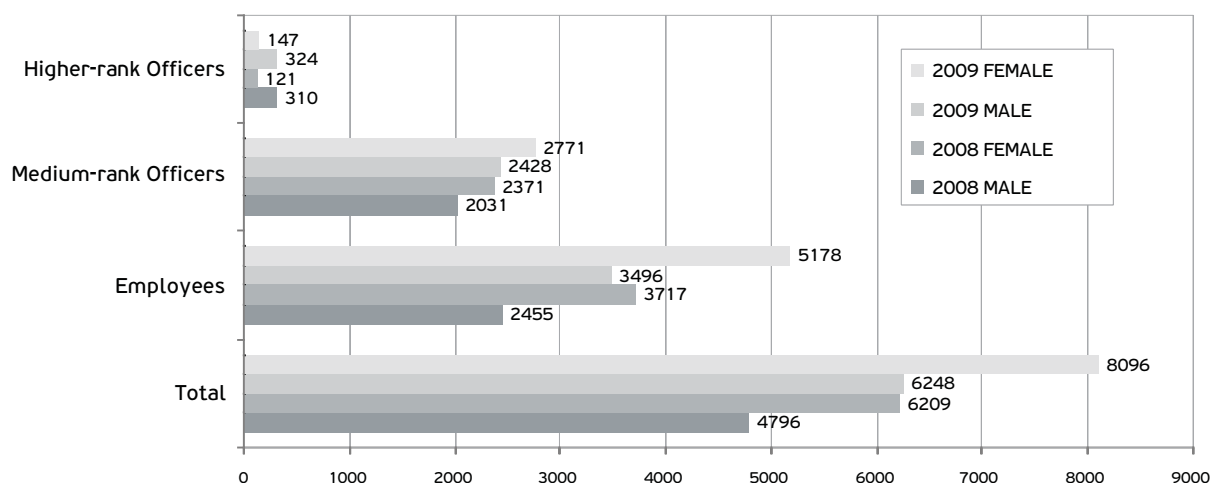
- 524 Employees received a Certificate of intermediation for bancassurance operations, resulting in a total of 980 individuals along with those trained in 2008.
- During 2008-2009, hundreds of other Employees received, after taking examinations of various levels, certification from the Bank of Greece for the provision of investment services.

The evolution of basic training indicators for the development of knowledge and skills of Employees was significant. There was, for example, an increase in the average hours of training per Employee by approximately 25% (from 19.22 hours in 2008 to 25 hours in 2009).

**Table 7.**  
**Evolution of Basic Human Resources Training Indicators**

Training Indicators	2007	2008	2009
Educational Programmes	746	799	676
Employees who participated in training programmes	5,068	4,270	4,292
Number of man-hours of Personnel training	116,302	145,259	187,548
Average number of training hours per Employee	16.71	19.22	25.00
Amount spent on training (in Euros)	2,764,946	4,768,365	4,578,454

#### Participations in training programmes per hierarchical position and gender



## Georgios Karakatsanis,

### 30 years old, Employee of the Market and Operational Risk Division

I would like to sincerely thank Alpha Bank for giving me the opportunity to participate in the 5th international scientific conference of the United States Society for Ecological Economics (USSEE) in Washington, DC, from 30 May to 3 June 2009 with the topic *"Science and Politics for a Sustainable Future"* where I presented my academic article entitled *"Ecological Finance in Technology"*.

Researchers from the leading universities in the world such as Harvard and Carnegie Mellon participated in the conference and engaged in fruitful discussions while at the end of the conference e-mail addresses were exchanged in the hope of future collaboration.

In addition to the personal rewards I received, I think that the inclusion of my paper at the conference in question can significantly contribute to the knowledge base of our Group. I hope that the Bank will continue to support scientific research and related efforts from Employees in the future, serving as an example to other organisations.

## Recruitment

The recruitment of new Employees as well as their career development and performance monitoring is done at all phases with evaluation procedures that ensure the equal treatment and respect for all. Alpha Bank considers that its Human Resources are the main factor in the provision of high-quality services and thus implements meritocratic selection and promotion procedures according to the specifications of each position.

## Diversity and Equal Opportunities

Alpha Bank applies an equal opportunities policy which is included in the best human resources management practices and procedures. The equal opportunities policy covers 100% of the Personnel while the Human Resources Division is responsible for its implementation. The equal opportunities policy refers to issues of gender, race, religion, age and disability. In every new country where Alpha Bank establishes its operations, a deadline of one year is given for the preparation of a specific action plan to enable implementation of this policy.

**Table 7.**  
**Evolution of Indicators of Human Resources Diversity**

Diversity indicators	2006	2007	2008	2009
Female Employees	3,381 49.8%	3,480 50%	3,849 50.9%	3,845 51%
Women in managerial positions (from the position of Branch Manager and higher)	132	146	186	196
Employees belonging to ethnic minorities	-	-	13	15

Gender Representation in Management	2006	2007	2008	2009
Women on the Board of Directors and the Executive Committee	1	1	2	2
Men on the Board of Directors and the Executive Committee	14 93%	14 93%	14 87.5%	16 88.9%
<b>TOTAL</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>18</b>

People with special needs	2006	2007	2008	2009
Number of people with special needs working at the Bank	178	174	169	195

## Collective Labour Agreements – Unionisation

The Bank's Personnel are covered by collective sector-wide labour agreements while the majority of Employees are members of labour unions.

**Table 8.**  
**Evolution of Participation of Employees in Unions**

	2006	2007	2008	2009
Number of Employees/ members of labour unions	6,527	6,324	6,373	6,321
Percentage of total Employees	96.2%	90.9%	84.3%	84.3%

The most Representative Employee Association is regularly briefed at scheduled monthly meetings held by the Human Resources Division Manager and in exceptional cases by the General Management for issues within its range of responsibilities and at the same time communicates the concerns and suggestions of Employees. The representatives of the most Representative Employee Association participate in the Employee Promotions Committee, in Disciplinary Committees (Primary, Secondary, Higher, and Revisory), in the Complaints Committee and in the Personnel Housing Loans Committee.

In September 2009, notwithstanding difficult economic circumstances, further to discussion with the most Representative Employee Association, the Bank's Management signed a new collective labour agreement which contained important changes, such as supplementary coverage for medical and dental expenses and other benefits, while also providing for three months of additional paid parental leave (beyond the normal term of leave) for parents who have completed child adoption procedures.

## Internal Communication

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

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

- Operation and continuous upgrade of the internal website (Alpha Bank Intranet), which ensures 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 and Personnel.
- Establishment of regular meetings of Officers with Regional Managers and Personnel 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 in the Workplace

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

**Table 9.**  
**Evolution of Occupational Health and Safety Indicators in the Workplace**

Health and Safety Indicators	Number of Incidents				Days lost due to these incidents			
	2006	2007	2008	2009	2006	2007	2008	2009
Number of injuries	0	0	0	0	0	0	0	0
Fatalities	0	0	0	0	0	0	0	0
Occupational illnesses	0	0	0	0	0	0	0	0
Additional illnesses (excluding maternity leave)	3,766	4,040	4,299	4,571	41,505	44,543	50,096	50,257
Absentee Ratio (AR)					2.44%	2.52%	2.64%	2.63%



## Employee Training on Health and Safety

In the context of its Health and Safety system, the Bank designs and conducts a series of training activities. During the last three years, there were 1,513 participations in health and safety training programmes with such indicative topics as: European Policy on Health and Safety in the Workplace, Work Conditions, First Aid, Weapons and Armed Defence, Hostage and Terrorist Incidents, Self-Defence and others.

## Additional Benefits

In order to cover the varied 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. Thus 30.6% of Employees are paid more than what is required by Collective Labour Agreements, as part of the special salary scale according to job descriptions. In 2009, the Bank approved and granted to Employees a total of Euro 17.6 million for housing loans with favourable lending terms while the balance of two and three-month salary Personnel Loans amounted to Euro 16.6 million on 31.12.2009.

## Our People in the International Network

The Alpha Bank Group operates in the wider region of Southeastern Europe, in Cyprus, Romania, Serbia, Albania, Bulgaria, and F.Y.R.O.M. as well as Ukraine, and has a presence in the markets of Western Europe (London, Jersey) and the U.S. (New York). The Bank promotes similar practices with respect to its Employees in these countries as well as the same framework of principles and values which govern relations with its Human Resources in Greece.

Key employment performance indicators are available on the Bank's website ([www.alpha.gr/csr](http://www.alpha.gr/csr)), as are those for training, health and safety for the main operations in the countries indicated above. These data are presented separately from those of Personnel in Greece because of the wide range of differing Employee training and educational needs in each country.

In 2009, 6,683 people were employed by the Bank in the countries of Southeastern Europe (excluding Greece), of which 71.5% were female, compared to 6,923 in total in 2008.







## The Environment



*Tree Planting, March 2010*

Sustainability issues such as climate change and the overconsumption of natural resources are challenges that are likely to lead to major changes in the way we live and work, in our economic model and in the level and type of government regulation. In the face of this “sustainability revolution”, it is increasingly important for the Bank to understand how such issues will impact its continuity and long-term success, and to be able to communicate clearly both the effects and the company’s response to investors and other stakeholders.

Through the integration of environmental factors into its annual reports, Alpha Bank aims to more clearly establish the fundamental connection among its development plan, its financial performance and the impact of its operation on the environment. This approach, in harmony with the GRI concept of focusing on the most essential environmental and social issues which may influence the performance of an organisation, reflects Alpha Bank’s commitment to protecting the environment in a multi-faceted and diverse way, and embraces the precautionary principle of the Rio Declaration on Environment and Development (1992).

Although the direct impact is limited compared to other sectors, such as heavy industry, the Bank undertakes every effort to mitigate this impact. More specifically, it seeks to use its influence as a financial institution to encourage investments in environmentally-friendly sectors, technologies and processes which support sustainable development. To the extent feasible, the Bank aims to influence the environmental behaviour and performance of its suppliers through the supplies’ policy it applies.

For Alpha Bank, from a purely business perspective, the medium-term financial implications of climate change – in terms of both risks and potential business opportunities – are particularly significant. Its approach to Risk Management increasingly recognises the importance of the precautionary principle while following an approach to operational management which attempts to minimise the use of natural resources wherever possible.

This chapter presents Alpha Bank’s environmental footprint as well as its policy for environmentally responsible investments, green banking products and the sustainability of the supply chain.

## Environmental footprint

Alpha Bank’s primary direct environmental impact pertains to its infrastructure and particularly to the operation of its offices and Branch Network with regard to energy and water consumption, paper usage, waste management, recycling and carbon dioxide emissions (including business travel).

## Environmental policy

The Bank’s environmental policy includes an active stance on environmental protection and on the reduction of the use of natural resources which is guided by a series of principles presented at [www.alpha.gr/csr](http://www.alpha.gr/csr). These include policies on Energy Conservation, Office Spaces, Environmental Compliance of Suppliers, Staff Awareness, Policy Implementation, Disclosure of the respective Results and Stakeholder Engagement.

## Management and Systems

Responsibility for environmental policy lies with the Property Management and Security Division which sets and monitors targets for resource conservation, while the Audit Division ensures overall compliance. The Executive Committee, which reports to the Board of Directors, provides guidance to the Property Management and Security Division and holds ultimate collective responsibility for the majority of environmental issues related to the Bank’s operations. As part of the efforts to effectively manage its environmental impact, the Bank uses a systematic approach to record and measure performance.

## Environmental Performance

The following Table presents the Bank's environmental key performance indicators from 2006 to 2009.

**Table 10.**  
**Environmental Performance, 2006 - 2009**

Energy	2006	2007	2008	2009
Energy consumption from electricity in MWh <sup>1</sup>	13,349	17,560	23,737	35,762
Energy consumption from electricity in annual kWh per m <sup>2</sup> of surface area	191	214	233	187
Energy consumption from natural gas in m <sup>3</sup>	n/a	5,953	32,776	99,339
Energy consumption from natural gas in litres per m <sup>2</sup> of office space	n/a	n/a	820	153
Energy consumption from heating oil in litres	164,593	198,013	275,411	110,600
Energy consumption from heating oil in litres per m <sup>2</sup> of office space	4.01	3.77	3.24	1.87
Emissions				
Total carbon dioxide emissions in tons <sup>2</sup>	14,106	18,138	24,591	38,288
Total carbon dioxide emissions in tons per m <sup>2</sup> of office space	0.20	0.22	0.24	0.20
Total carbon dioxide emissions in tons per person <sup>3</sup>	2.07	2.60	3.25	5.10
Water				
Water consumption from public utility in m <sup>3</sup>	15,360	16,605	31,280	28,647
Water consumption from public utility in m <sup>3</sup> per person	2.26	2.38	4.13	3.81
Utilisation of groundwater in m <sup>3</sup>	13,100	9,785	11,427	12,272
Paper usage				
Total paper purchased in kg	450,000	383,420	466,840	455,987
Recycling				
Total paper recycled in kg	277,088	414,884	672,130	466,000
Recycled paper as a percentage of paper purchased <sup>4</sup>	61.6%	108.2%	144%	102%
Total recycled large batteries (from UPS devices) in kg	4,523	11,395	11,380	10,150

<sup>1</sup> Each year the Bank measures and records energy use in most offices and Branches, covering greater surface area. Thus comparable figures for surface area calculations of energy use are as follows in m<sup>2</sup>: 2009: 191,429, 2008: 102,066, 2007: 82,035; 2006: 69,838.

<sup>2</sup> Except for business travel emissions which are currently not collected. Conversion factors used: 1 lt of oil corresponds to 10.8 kWh; 1 cubic metre of natural gas corresponds to 10.6 kWh.

<sup>3</sup> Based on annual total employment figures in Greece: 2009: 7,501; 2008: 7,558; 2007: 6,960; 2006: 6,788.

<sup>4</sup> Figure for recycling is higher than that of paper purchased due to periodic recycling of archives.

## Energy

The Bank recognises its impact in terms of energy use and has, over the last four years, gradually increased, wherever possible, the proportion of fuels coming from cleaner sources such as natural gas. This will continue in the future as the natural gas network in Greece expands.

Energy consumption is measured for about half of the

surface area of the Buildings in Greece. The Bank is steadily increasing this proportion as it attempts to more accurately measure and mitigate its environmental footprint.

In 2009, annual electricity consumption per square metre of surface area in kilowatt-hours decreased from 233 to 187, about 20%, reflecting efforts to use natural gas wherever possible.

## Carbon dioxide emissions

Carbon dioxide emissions in the financial industry come from two primary sources: the energy used to operate buildings, computers, lighting and other needs in general on the one hand, and transportation, primarily for business travel on the other. Alpha Bank has made efforts to measure and decrease its carbon footprint through a number of energy saving measures related to the sensible use of lighting, heating and air-cooling installations (such as time-controlled lighting sensors for example).

Acknowledging that business travel constitutes a significant contributor to carbon dioxide emissions in the financial sector and given the wide geographic distribution of its Network in Greece and abroad, the Bank focuses its efforts at mitigating business travel emissions by organising online training courses for Employees which save significant travel impacts, especially for Branches in isolated regions and Group Companies in Southeastern Europe. Alpha Bank's performance related to emissions could be improved. Efforts to expand operations – in order to more effectively respond to the expectations of Customers, Shareholders and Employees for faster, more efficient banking services – have resulted in increases in corresponding emissions over the past years. Nevertheless the Bank's emissions footprint per unit of surface area has stayed more or less the same since 2006, as a result of the actions to mitigate the impact of the increasing energy consumption which was due to the growth of business operations.

## Water

As part of efforts to minimise use of natural resources, significant investments have been made in the Bank's Buildings and infrastructure to reduce leakages, process and recycle water where appropriate and decrease overall consumption of both groundwater and water from the public utility. At the same time, since the consumption of water is largely a question of individual habits, efforts are made to sensitise Employees and society at large about water conservation, through, for example, relevant informational materials. The change in these habits leads to a much bigger multiplier effect of total water conserved when Employees bring new consumption patterns home to their families. Thus the target set in the 2008 CSR Report for initiatives to reduce water consumption was successfully achieved with a resulting decrease of approximately 8.5% in total water consumption and a decrease in consumption per Employee of 0.32 cubic meters in the last year.

## Paper usage

Along with energy and water, paper is the most used natural resource in banking. The Bank's policy is to reduce the consumption of paper wherever possible at all levels of operations through the use of electronic communications internally and externally. Online, mobile and ATM banking all contribute to the reduction of paper consumption, as can online banking statements. For back-office operations, Employees are encouraged wherever possible to limit printing, use double-sided printing and share hard copies with colleagues. The Bank intends to expand the use of recycled paper for its operations in 2010.



## Waste Management and Recycling

With respect to waste management, Alpha Bank focuses on the “reduce, reuse, recycle” model wherever feasible. It undertakes recycling for various materials and in addition to paper and non-potable water, batteries, toner cartridges and electrical equipment are also recycled.

Indicatively, 10,150 kg of large batteries (such as computer UPS) were collected and recycled by the Bank's relevant Services in 2009, versus 11,380 kg in 2008. With respect to recycled electrical and electronic equipment collected by authorised subcontractors throughout Greece, 2,619 pieces were collected in 2009 versus 2,244 in 2008, an increase of 16.7%.

## Environmentally responsible investment and management of environmental risk

Corporate lending takes into consideration a number of factors related to customers' ability to repay loans. An assessment of the potential environmental impact of a loan can thus be an important element of risk-mitigation. Wherever feasible, and when sufficiently reliable and robust data is available, efforts are made to assess the environmental impact of the Bank's lending decisions. Greater efforts will be made in this area especially as more robust tools for assessing environmental, social and governance (ESG) risks become increasingly available in our home markets.

Alpha Bank recognises that a significant contribution can be made to protect the environment through environmentally responsible lending and investment decisions and that the indirect impact of lending operations will increasingly play a more important role in the Bank's overall efforts to promote sustainable development.

## Green banking products

As a way of putting into practice its environmental policy, Alpha Bank offers a number of green banking products, such as Alpha Energy which provides financing for companies wishing to install photovoltaic power systems of up to 150 kilowatts. In 2009 financing for green banking products including Alpha Energy came to Euro 5.7 million. While still at a fairly low level compared to the overall loan portfolio it constitutes a first step and as consumers and businesses are educated and sensitised about the long-term costs of the status quo, more and more will move towards solutions required for a sustainable, low carbon economy.

## Environmental Compliance of Suppliers

Since Alpha Bank's environmental impact also extends into its supplier relationships, it makes every feasible effort to influence and encourage suppliers in order that they also adopt the fundamental principles of its environmental policy guidelines. Thus, Alpha Bank informs, whenever possible, its suppliers to observe these principles, while integrating a number of environmental criteria in supplies' procurement which are foreseen by the environmental management system. It cooperates with its suppliers in the adherence to these criteria, rewarding compliance and avoiding, for the time being, strict control and exclusion of those who delay their implementation, especially since the improvement of supplier sustainability levels constitutes a broader challenge of the financial community and of the banking sector which demands methodical actions. Alpha Bank participates in and supports the respective initiatives of the Hellenic Network for Corporate Social Responsibility and encourages all its corporate collaborators towards this direction. In 2009 there were approximately 300 suppliers registered and certified by the responsible Section of the Bank for the observance of the relevant environmental criteria and principles.



## Society



*Yannis Moralis (1916-2009)*  
*Dialogue, 1987*  
*Acrylic on canvas 135 x 200 cm*



Alpha Bank's most important obligation to society is providing responsible and reliable financial services which help individual Customers deal with their savings, housing, educational and other needs on the one hand and businesses to develop and create value and job opportunities on the other. By providing employment and life-long learning opportunities to Personnel and by paying significant amounts for taxes and welfare contributions, it participates

in the economic and social development of the countries and regions where it operates. Along with its focus on business operations, the Bank always keeps in mind the continuous upgrading of the social capital of the countries where it has a presence. Within this context, it invests significantly in educational, social, cultural and environmental activities which strengthen local communities, foster social cohesion and improve dialogue and cooperation.

**Table 11.**  
**Share of profits allocated to social contributions, 2006-2009**

	2006	2007*	2008*	2009*
Percentage of after-tax profits allocated to social contributions	0.70	1.90	4.12	1.69

\* Includes the Bank's contributions to initiatives to support those affected by the fires of 2007.

## Partnerships and social contribution

Through its social contribution, Alpha Bank strives to develop and improve the quality of life in local communities and help lay the foundation for a better future. Through cooperation with Societies-Associations and other Organisations along with public authorities and local government it invests in the strengthening of society, through a variety of ways with a view to achieving added value but not substituting for the government's social policy.

The partnerships with the social groups and stakeholders that are developed for this purpose focus on problems of a common interest, thus transforming the respective contribution into a social investment.

In the exceptionally difficult economic circumstances prevailing last year, the Bank offered as social contribution Euro 7,225,855. Although the financial contribution appears decreased in relation to the previous year, moral support, the transfer of knowledge and the level of volunteerism remained strong and constitutes the foundation for future growth of economic contribution as soon as economic circumstances permit.

In 2009 the social investments of the Bank were directed, in order of priority, to the fields of culture, education, social welfare, environment, health, sports, Human Resources, and to conferences and events.

Details on the social contribution initiatives of the Bank are presented in the respective section of the website at [www.alpha.gr/csr](http://www.alpha.gr/csr). Some of the more characteristic and important social investments of the Bank in 2009 by field were the following:

## Culture



Within the context of support to activities highlighting history and Greek civilisation, Alpha Bank in 2009 undertook the organisation of cultural initiatives related to its Collections. This year, more than 115,000 people visited the exhibitions, or participated in cultural and educational events organised and conducted by Alpha Bank. The most important were:

- The exhibition presented in the Archaeological Museum of Thessaloniki entitled: "Coins of Macedonia in the Alpha Bank Collection" organised by the Numismatic Collection of the Bank in collaboration with the Archaeological Museum of Thessaloniki. It was the Bank's first collaboration with a state-owned museum. The exhibition presented 270 silver and gold coins of Macedonia, dated from the sixth to the first centuries BC. Even though the exhibition was scheduled to end in June 2009, due to the special interest and high attendance of the public, at the museum's request, it was extended and lasted almost a year, from 27 March 2009 to 31 January 2010. Over this period, according to Museum statistics, it was visited by 96,000 people.
- The exhibition carried out in the Main Branch of Alpha Bank in Athens entitled "Ancient Coins in the Alpha Bank Collection. Contemporary Inspiration for the Sculpture of Giorgos Lappas" and organised by the Numismatic and Art Collection Sections. The exhibition, from November 2008 to June 2009, presented 40 ancient coins from the Bank's Collection and portrays the story of the basic instrument of transaction. In a separate section the two international currencies of antiquity were presented, the Athenian owl and the tetradrachm of Alexander the Great. The exhibition was accompanied by nine sculptures by Giorgos Lappas from the Art Collection of Alpha Bank, which derive their themes from ancient coins.

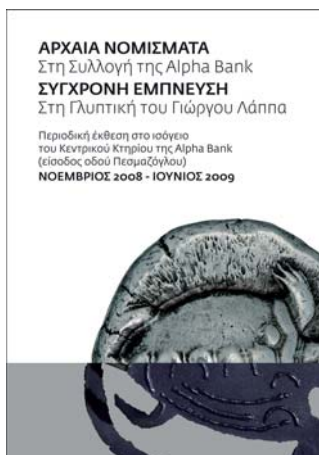
- Two exhibitions were undertaken by the Alpha Bank Cultural Centre at Nafplion, between June-November 2009 and were organised by the Art Collection and Numismatic Collection Sections. The first was entitled: "Yannis Moralis: Theatre – Music – Poetry. Drawings, Sketches, Prints, Books". The exhibition was organised in collaboration with the Benaki Museum. It presented the activities beyond the painting of the great Greek artist who recently passed away, and included all of his scenic activity, illustrated books and records, prints, sketches, models and recent lithographs.

The second exhibition was entitled "Journey to the Islands: The Numismatic Evidence". The exhibition presented 34 ancient coins of the Numismatic Collection from the Ionian Islands, the islands of the northeastern Aegean, the Cyclades, Crete and the Dodecanese, with pictorial themes inspired primarily by religion, mythology and the natural environment.

- The exhibition "Greek Posters", consisting of approximately 50 rare Greek posters and original poster sketches continued in 2009, touring in seven cities of Greece and Cyprus. It is a unique exhibition, of a special historic and artistic value as it includes posters, created by major Greek artists such as Gyzis, Parthenis, Gounaropoulos, Tassos, Vasiliou, Tetsis, and others, covering a period of approximately one hundred years, from 1888 to 1980.
  - Educational activities and events:
    - "A Day at an Ancient Mint", held at the Archaeological Museum of Thessaloniki in May 2009 and January 2010.
    - "The Minting of Coins in Ancient Times. Make your Own Coin!" held in October 2009 at the Numismatic Museum of Athens.
- It was mainly addressed to children but adults who accompanied them also participated. Assisted by archaeologists and conservators, the public became familiar with the technique of minting ancient coins and participated in their production process.

## Education

- The educational event for ancient coins and the Bank Collection, held in November 2009 in the Main Building of Alpha Bank was requested by the 1st High School of Vrilissia. The 25 first-year pupils initially attended a presentation which comprised a short history of numismatics: from the introduction to the diffusion of the coin. The two international coins of Antiquity were also presented, namely the Athenian owl and the Alexandrian tetradrachm. After the presentation, a discussion followed with the children who were offered the relevant educational material. The event came to a close with a guided tour of the exhibition "Ancient Coins in the Alpha Bank Collection. Contemporary Inspiration for the Sculpture of Giorgos Lappas" on the ground floor of the Main Branch.



- The lectures, entitled "History of Coins" conducted in cities throughout Greece on the history of the Currency and the presentation of ancient coins of the area where the lecture is taking place. In 2009 four lectures were held: in Arta "History of Coins – Epirus", in Sparta "History of Coins – Laconia", in Heraklion and Chania "History of Coins – Crete".

Alpha Bank continued for yet another year to support students with scholarships and financial aid, support schools, faculties and academic departments for the improvement of infrastructure as well as the implementation of educational programmes and events. A total of 10 schools were supported, 15 University Departments, 12 Parents' Associations and other educational institutions. Moreover, the sponsorship of the educational programmes of the Herakleidon Museum, Philippos Nakas Conservatory of Music and the National Student Competition of the journal "Economic Review", continued. Additionally, support was granted for the development of digital libraries and donations of over 700 books to various school libraries in Greece and 120 computers to schools, associations and public benefit societies.

### Georgios Banos,

**Eleven-year old Georgios Banos, recipient of an Alpha Bank scholarship for two years in a row, in Nadezda Sarandidou's violin class, noted:**

**"During the 2007-2008 school year, having already studied at the Philippos Nakas Conservatory, I won the Alpha Bank scholarship. For the next two years, my studies at the Philippos Nakas Conservatory were entirely funded by Alpha Bank and new prospects opened up for me, as I participated in the string orchestra of the Conservatory and regularly participated in student concerts. During my first steps in the music world, Alpha Bank stood by me and boosted my dreams. By attending the full academic programme at the Conservatory, I also had the chance to take part in competitions and win awards.**

**I hope Alpha Bank will continue to offer career opportunities to young children who deserve recognition, not just for their talent, but because they have worked hard to live up to the opportunity given to them."**



## Social Welfare

Given that people are Alpha Bank's top priority, the Bank dedicates a significant portion of its social contribution to assisting and supporting socially vulnerable groups and in improving the infrastructure of social care. In this context it works with Societies-Associations and Other Organisations supporting a wide range of activities related to social welfare.

In 2009 Alpha Bank continued its cooperation and support of organisations such as the KETHEA-Paremvasi (Therapy Centre for Dependent Individuals), ASPE (Supreme Confederation of Multi-child Parents of Greece), the Equal – Access (a service for the communication and information through the use of IT) of children with special developmental needs, the refugee support group Caritas of Athens, the Klimaka NGO which supports the homeless, the SOS Children's Villages Greece, the PNOE Group for the support of Intensive Care Units for children and newborns, the Association for the Protection of the Unborn Child Agalia, UNICEF, the Cerebral Palsy Greece, the Hellenic Rescue Corps, the group "Together for Children" for the protection of children and newborns, the Margarita Workshop for the support of children with special needs, the Panhellenic Union for Combating Child Diabetes, the Friends of the Oncology Hospital Agioi Anargyroi, the Floga - Association of Parents with Children Suffering from Neoplastic Diseases, the Scouts of Greece, the Hellenic Cancer Society, the Friends of Children with Chronic Rheumatic Diseases.



**Indicative of these cooperations is Alpha Bank's support to the NGO Life Line Hellas, which is the only Non-Governmental Organisation in Greece providing solutions to the everyday problems faced by the elderly.**

**The Bank helped finance the purchase of a Telephone Exchange system for Life Line which began to operate in May 2009.**

**The first 25 individuals who enrolled in the red button remote warning programme are being supported through Alpha Bank's "Seniors' Adoption" programme. The red button service ensures immediate help in the event of an accident, urgent medical or other need.**

**The elderly participants wear the red button on their wrist or neck and by pressing it activate the Call Management Coordination centre.**

**Through speakerphone, they can communicate 24 hours a day, every day of the year.**

**At the same time, in December 2009 an informational brochure for the Life Line NGO was included in the Bank's credit card statements to more than 350,000 Customers as a way of encouraging their financial support.**

## Environment

In 2009 Alpha Bank continued to support the Hellenic Society for the Protection of Nature through the “Blue Flags” and “Nature without Waste” programmes.

The Bank focused on revitalisation and rehabilitation of green urban areas which were once again damaged by the massive fires in Attica. In cooperation with the Philodassiki Enossi Athinon and the voluntary participation of its Employees, Alpha Bank supported the reforestation of the Hymettus Forest which was burned in the summer of 2007.

It also sponsored the educational “Watersave” programme for schools, which provided awareness-raising to 16,000 school children and teachers in conjunction with the Mediterranean SOS Network.

The Bank furthermore sponsored the Hellenic Society for the Protection of Nature campaign entitled, “Some throw things away, others starve” which aims at raising awareness about overconsumption which has a direct negative correlation with the excessive quantity of garbage produced.

## Health

For the third consecutive year, Alpha Bank supported the genuinely innovative “Clown Doctors” programme at three institutions, the “Penteli”, “Ag. Sofia” and “P. and A. Kyriakou” children’s hospitals. The psychological support programme works therapeutically to help hospitalised children and is implemented by the group, “Friends of Social Pediatrics and Medicine - Open Arms”.

It also continued to collaborate with Médecins du Monde, by supporting the mobile team IRIS which travels to distant and isolated areas of Greece providing free specialised medical care.

Other activities include support to the Therapeutic Riding Association of Greece, Hellenic Cancer Society, Hellenic Osteoporosis Foundation, the Association for the Psychosocial Health of Children and Adolescents (A.P.H.C.A.), the Panhellenic Association of Women with Breast Cancer Alma Zois and many other associations involved in the health sector.



## Sports

The Bank collaborated and materially supported athletic groups, events and individual athletes in the context of its efforts to highlight athletic ideals. At the same time, for the ninth consecutive year it continued the “Alpha Bank Sports Panorama” programme. In addition to touring ten cities in Greece it also visited four in Cyprus and for the first time four cities in Albania with a month long tour in each country. It, thus spread the joy of sports and gave participants the chance to try out popular sports and activities and learn the “secrets of the trade” from athletes and coaches.

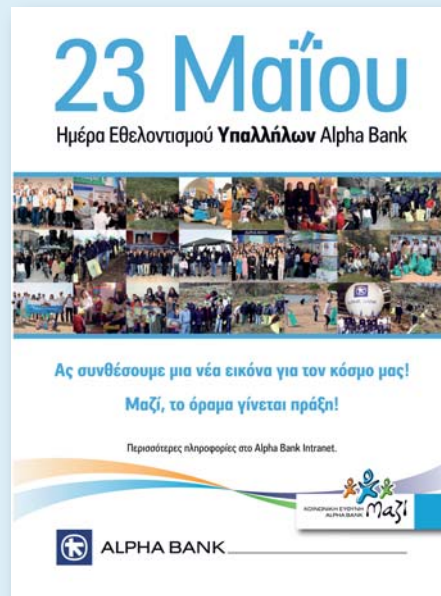


At the same time, for the tenth year in a row, Alpha Bank sponsored the Athens Classic Marathon which is connected to high ideals, such as the of olympic spirit and fair play and constitutes an important international competitive event of an unparalleled historic importance to Greeks and foreigners alike. It should be noted that in 2009, 10,290 athletes participated in the Athens Classic Marathon.

## Internal Evaluation System for Social Contributions

As part of continuous efforts to improve the effectiveness of social investments and embrace the concept of “smart philanthropy”, Alpha Bank has developed and implemented an innovative internal evaluation system to screen and approve requests for collaborations and project proposals based on objective criteria and specific metrics related to the sector of the activity in question. The evaluation system is designed to foster the provision of long-term added value. Metrics include an assessment of the applicant’s prior experience and relationship with the Bank, the geographic region and proposed sector of the activity in question, an estimate of the proposed effectiveness of the project as well as risks that may prevent the project’s successful completion.

This innovative approach to social contribution activities constitutes further proof of Alpha Bank’s effort to promote, measure and enhance the effectiveness of its local community investments. Taking into account operational needs and capacity, the system may be expanded in the future to also include a quantitative and qualitative estimate of the impact, effectiveness and socio-environmental benefits of Bank contributions and donations through the use of ex post indicators. Alpha Bank’s approach goes beyond traditional philanthropy by seeking to use the same methods and tools for core business activities as for its contributions to society.



## Volunteerism

Thousands of Alpha Bank Employees are encouraged to volunteer for initiatives which contribute to society by donating their time and know-how. These activities include tree planting, participation in sporting events, such as the Athens Classic Marathon, beach cleanup days, and other forms of participation that together contribute to community engagement.

Alpha Bank made a further commitment to support volunteering by establishing the last Sunday in May as the Alpha Bank Group Volunteer Day. On 23 May 2009, volunteer groups comprised of members of the Personnel and their families, in collaboration in some cases with members of local communities, participated in social and environmental initiatives in Greece, Cyprus, Romania, Serbia, Albania, Bulgaria and F.Y.R.O.M., promoting in this way team effort and cooperation.

**In total, 1,639 people in 7 countries carried out 37 parallel activities transforming vision into action! More specifically:**

**In Greece**, two such activities were carried out, with participation reaching a total of nearly 200 persons. One group of volunteers visited the SOS Children’s Village - Vari in Attica, where they were informed about the operation of the Village, the activities of the children living in it, and the various opportunities for voluntary action. The volunteers presented the Village with food packages. A special moment during the visit was a colleague’s account of her experiences at the Village, having lived there for several years. The volunteers also visited two of the Village’s houses, where they spent some time with the children in their living quarters and

talked to the “SOS mothers” about issues that concern their daily life. The second group of volunteers participated in an environmental initiative involving a beach cleanup in the Schinias area near Marathon, Attica.

**In Cyprus,** for the first year of the Alpha Bank Volunteer Day, a Cyprus-wide Volunteer Cleaning Project was organised, involving the cleanup of beaches in local districts and cleaning of the Strovolos Pedestrian Walkway in Nicosia. This initiative aimed to sensitise and mobilise the public to take on a more active role in protecting the island’s beaches. With this volunteer contribution, Alpha Bank wanted to stress that the protection of the environment is the personal responsibility of everyone, and that such events enhance the role of active citizens. In particular, 450 volunteers participated in cleaning activities at the Strovolos Pedestrian Walkway in Nicosia, the Phinikoudes Beach in Lamaca, at the Fig Tree Bay at Paralimni and Agia Napa, the Olympion Beach in Limassol, and the Geroskipou Municipal Beach in Paphos.

**In Romania,** 50 volunteers participated in an initiative for the “St. Joseph” Home for Children, a social welfare unit that is home to 35 children aged 3 to 18. The volunteers renovated an area of the Home, outfitting it with new equipment, and helped create a Library at the Home, to which they donated approximately 2,000 books which they themselves had collected. With their contribution, the participants helped the ideals of volunteerism to be strengthened, along with the promotion of education and social contribution.

**In Serbia\*,** more than 450 volunteers from Alpha Bank renovated and painted schoolyards in 14 towns across the country. The volunteers set out in earnest to paint the fences and facades of the buildings, thus actively promoting collaboration, team effort and selflessness. Thanks to the dedication of volunteers and to the flawless organisation, 20 schools changed appearance.

**In Albania,** on the “Alpha Bank Volunteer Day” 250 Employees at the Branches of Alpha Bank Albania cleaned the streets around their Branches, while the Employees of two Branches located near the seaside undertook to clean the corresponding beaches. In some areas of the country many were the local residents in the neighbourhoods of the Branches who congratulated the Employees for this initiative and offered their services as well.

**In Bulgaria,** three groups numbering a total of 75 volunteers cleaned three parks in Sofia. The first team cleaned the park around the Church of St. Sedmochislenitsi, the second team the “Madarskata gradinka” park, and the third one the “Borisova Gradina” park. The goal of these actions, which demonstrated the environmental awareness of the volunteers, was of course to clean the parks; however the long-term aim is to sensitise the public to the need to protect the environment.

**In F.Y.R.O.M.,** a total of 164 volunteers participated in the distribution of food to socially vulnerable groups, such as destitute families and the elderly, in 18 locations across the country. This activity began with a presentation of humanitarian actions, given by members of the International Red Cross to all the participants. This was followed by the distribution of 200 food packages, of which 23 were delivered to the recipients’ homes or to the hospital, as they were intended for elderly people or people with a mobility impairment. By participating in this activity, volunteers were given the opportunity to realise the hardships faced by their fellow human beings, and to regard social responsibility from now on as an opportunity for social contribution.

The active participation of each and every one of us is a valuable contribution to the effort of Alpha Bank for a better world. Sensitisation to similar actions reflects the social responsibility applied in the Group and promotes team effort and collaboration.

In 2009, more than 10% of Employees participated in blood donation drives while about 25% of Employees in Greece participated in other volunteer activities.

\* The front cover’s photograph of this year’s Report is taken from this specific activity.

## Social investments in the International Network

Alpha Bank Group Companies abroad, especially those in Southeastern Europe, place emphasis to engaging with local communities through a variety of mechanisms, including volunteering, sponsorships, but also core business activities, which contribute to the development of local communities. Community investments in the International Network combine collaboration initiatives with the local communities

and direct them in the attainment of common goals.

In the table that follows, Alpha Bank's social contribution initiatives in Cyprus, Romania, Bulgaria, Serbia, Ukraine, Albania, and F.Y.R.O.M. are presented indicatively. Detailed information on the social investments of Alpha Bank Group Companies can be found at [www.alpha.gr/csr](http://www.alpha.gr/csr).

**Table 12.**  
**Social Investments in the International Network**

	Indicative activity	Quantitative data
<b>Cyprus</b>	Sponsorship of the student environmental Programme "I DIRECT AND CREATE WITH – AND FOR – THE ENVIRONMENT" with the Ministry of Culture and Education. The project, developed in cooperation with the Pedagogical Institute, ran throughout the country, from November 2008 to June 2009 and was of a dual nature; the first part was aimed at Primary School students and the second at High and Technical School students. Its main goal was to raise environmental awareness among students by involving them in a photography competition and short film production with an environmental theme.	<ul style="list-style-type: none"> <li>• 8-month duration</li> <li>• 65 schools participated</li> <li>• 800 students and 200 teachers</li> </ul>
<b>Romania</b>	<p><b>"Balkan Art Inspirations" Exhibition</b></p> <p>In conjunction with the Melenia Art Gallery and the National Cotroceni Museum, Alpha Bank Romania organised between November 19th and January 15th 2009 an inter-Balkan art exhibition in which works from Romania, Greece, Serbia, Albania and Bulgaria were displayed. A strong local component figured prominently in the works through the presentation of shared traditions as well as national specificities.</p> <p><b>Support of the "Children's Heart" Foundation</b></p> <p>On Easter Sunday, in lieu of traditional greeting cards, Alpha Bank Romania donated a corresponding sum to the Children's Heart Foundation. The funds donated were used to create a programme to support the cardiac surgery wing of the Marie Curie Children's Hospital.</p>	<ul style="list-style-type: none"> <li>• 8 artists from five countries participated</li> <li>• Euro 5,000 donated</li> </ul>
<b>Bulgaria</b>	Two groups of Alpha Bank Bulgaria employee volunteers took on the maintenance and cleaning of two green gardens and one park in the centre of Sofia.	<ul style="list-style-type: none"> <li>• 2 gardens and 1 park cleaned</li> </ul>
<b>Serbia</b>	Through the Alpha Bank Srbija Credit Cards Affinity Programme inaugurated in November 2009, the Bank makes a donation to contribute to national efforts for breast cancer prevention each time one of the cards is used.	<ul style="list-style-type: none"> <li>• 1733 MasterCard Affinity cards issued</li> <li>• About Euro 12,564 donated</li> <li>• 5 year duration</li> </ul>
<b>Albania</b>	Sponsorship of the first Greek Film Festival in Albania. During the 3 days of this festival, which was designed to strengthen cultural ties, 10 Greek films were shown, dating from the early 70's until today.	<ul style="list-style-type: none"> <li>• 3 day festival</li> <li>• 10 Greek films shown</li> </ul>
<b>F.Y.R.O.M.</b>	Alpha Bank Skopje distributed food to socially vulnerable families in all regions where it has Branches on 23 May 2009. The Red Cross undertook the introductory briefing of volunteers and subsequently food packages were given to families while in the cases of the disabled and elderly, packages were delivered to their homes or to the institutions where they reside.	<ul style="list-style-type: none"> <li>• 18 locations throughout the country</li> <li>• 200 food packages delivered on site</li> <li>• 23 packages delivered to homes or at hospitals</li> <li>• 164 Employees (out of a total of 270 Employees in the country – or about 60%) participated</li> </ul>







## Our Targets



*Alpha Bank Romania Central Building*

Alpha Bank consistently strives to improve its Corporate Responsibility and Sustainability performance as part of its broader operational policies. The Bank's more specific targets with respect to its stakeholders' essential priority issues are presented briefly below:

## Market and Economy

- To help our Business Customers respond to the upcoming economic circumstances and the short-term consequences of the fiscal consolidation of the Greek economy.
- To continue to monitor all service fees and charges as well as contractual terms in order to ensure continuous transparency and fair pricing for all the Bank's Customers.
- To continue to take customer comments and suggestions into consideration and to offer products and services to Customers which respond to their needs and expectations.
- To develop informational and educational material in 2011 on responsible financial management of banking products and to implement a corresponding educational programme for young people.
- To gradually increase the number and type of electronic banking services offered and increase the number of users of these services by 20% in the next two years.
- To continue to decrease the response time to customer complaints to 50% of the current level within two years.
- To support the EU Micro-Finance Facility for Business Start-Ups.
- To gradually increase the percentage of Alpha Bank Branches that are accessible to individuals with special mobility needs, with the goal that by 2015 the majority of Bank Branches will be adequately equipped to meet the needs of the disabled.

## Human Resources

- To more systematically and comprehensively engage in dialogue with Employees in the next two years through a satisfaction survey or other targeted engagement activity with Bank Personnel in Greece and the International Network.

## Society and Corporate Social Responsibility

- To maintain a level of more than 1% of Bank profits given for social contributions.
- To continue to expand our support of culture, aimed at highlighting the historical and cultural identity of the country and promoting the diffusion of Hellenic culture.
- To launch within the next two years a new website for Alpha Bank's corporate responsibility and sustainability.
- To introduce a comprehensive, standardised system to record and monitor all the non-financial impacts of the Bank's operations in Greece and the International Network according to specific key performance indicators (KPIs).

## Environment and Sustainability

- To develop and offer to the markets in which the Bank operates investment products with reduced environmental and social risks in the next five years.
- To expand the use of recycled paper used by the Bank in 2010 to 10% of total paper used.
- To reduce the consumption of paper for photocopies and printed informational memos by 20% by 2014.
- To continue to participate in and support the "Earth Hour" initiative.
- To increase the percentage of Bank Employees who participate in the Alpha Bank Group Volunteer Day.
- To increase by 50% in the next two years the percentage of educational e-learning activities compared to the total participation number of Personnel in training and educational programmes.
- To strengthen training on sustainability and corporate responsibility in all training programmes offered to newly-hired Employees by 2011.
- To continue to provide green banking products such as Alpha Energy and to increase the percentage of credit to environmentally friendly investments and activities within the next five years.
- To reduce the annual consumption of electricity used per unit area of office space by 2%.
- To reduce the consumption of water per Employee by 3% annually.
- To inform 100% of suppliers about the Bank's environmental policies and to monitor and verify compliance for at least 20% of suppliers within the next two years.

## GRI Tables

The 2009 Report was prepared according to the Global Reporting Initiative framework, including the Financial Services Sector Supplement (FSSS). The Standard Disclosures and GRI Content Index and corresponding notes and references are presented below.



# GRI Disclosure

Business Review Alpha Bank 2009

<http://www.alpha.gr/csr>

GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
<b>Strategy &amp; Profile</b>		
1.1	Statement from the most senior decision maker of the Organisation.	p.5, § 8-14
1.2	Description of key impacts, risks, and opportunities.	p. 11, § p. 69-79
<b>Organisational Profile</b>		
2.1	Name of the Organisation.	Alpha Bank.
2.2	Primary brands, products, and/or services	p. 10
2.3	Operational structure of the Organisation.	p.10, § p. 83-95, ©
2.4	Location of Organisation's headquarters.	§ p. 4, 40 Stadiou St., 102 52, Athens.
2.5	Countries where the Organisation operates.	p. 10
2.6	Nature of ownership and legal form.	Société Anonyme § p. 4-7
2.7	Markets served.	p. 10, § p. 4
2.8	Scale of the reporting Organisation.	§ p. 5
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	§ p. 6, 75
2.10	Awards received in the reporting period.	p. 15
<b>Report Parameters</b>		
3.1	Reporting period (e.g. fiscal/calendar year) for information provided.	1.1.2009 – 31.12.2009
3.2	Date of most recent previous Report (if any).	23.6.2009
3.3	Reporting cycle (annual, biannual, etc.).	Annual.
3.4	Contact point for questions regarding the Report or its contents.	p.7
3.5	Process for defining the Report content.	p.7
3.6	Boundary of the report.	p.7
3.7	Any specific limitations on the scope or boundary of the report.	p.7
3.8	Basis for reporting on joint ventures, subsidiaries, etc.	p.7
3.9	Data measurement techniques and the bases of calculations.	Tables and quantitative data p. 18-19, 29-35, 39, 51
3.10	Explanation of the effect of any restatements of information provided in earlier reports.	Footnotes and explanations provided in various sections of the current report.
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods.	There are no significant changes.
3.12	Table identifying the location of the Standard Disclosures in the report.	p. 56-62
3.13	Policy and current practice with regard to seeking external assurance for the report.	p.7
<b>Governance, Commitments and Engagement</b>		
4.1	Governance structure of the organisation.	p. 10, § p. 88, ©
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	The Chairman is an executive member of the Board.
4.3	The number of members of the board that are independent and/or nonexecutive members.	5+1 member representing the Greek State.

GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
4.4	Mechanisms for Shareholders and Employees to provide recommendations or direction to the Board.	p. 13, 33-34
4.5	Linkage between compensation for members of the highest governance body, senior managers and executives and the organisation's performance (including social and environment performance).	Partial reference <a href="#">p. 89</a> .
4.6	Procedures by the board to ensure that conflicts of interest are avoided.	Five Board members are non executive members. Six Board members are independent non executive. Articles of incorporation include relevant provisions.
4.7	Procedure for determining the qualifications and expertise of the members of the board (concerning strategy on financial, environmental and social issues).	Articles of incorporation and legislation on corporate governance.
4.8	Internally developed statements of mission or values, codes of conduct, and principles.	p. 11-12, 23-24, 28, 32, 41, 44
4.9	Procedures of the highest Governance Body for overseeing the Organisation's identification and management of financial, environmental and social performance.	p. 10
4.10	Processes for evaluating the Board's own financial, environmental and social performance.	Articles of incorporation.
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation.	p. 11
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives.	p. 14
4.13	Memberships in associations.	p. 14
4.14	List of stakeholder groups engaged by the Organisation.	p. 13
4.15	Basis for identification and selection of stakeholders with whom to engage.	p. 7, 13
4.16	Approaches to stakeholder engagements.	p. 12-13 engagement actions, p. 22-23 regarding engagement with customers, p. 33 on engagement with employees, p.41 on engagement with suppliers, p.49 on engagement with NGOs.
4.17	Key topics and concerns that have been raised through stakeholder engagement.	p. 22-24 on the key concerns of customers and p.33 on issues raised by employees.
<b>Disclosures on Management Approach (DMAs)</b>		
DMA EC	Disclosure on Management Approach EC	p. 18-19, <a href="#">p. 8-14</a>
DMA EN	Disclosure on Management Approach EN	p. 38-41
DMA LA	Disclosure on Management Approach LA	p. 28, 32, 33, 35
DMA HR	Disclosure on Management Approach HR	p. 11-12, <a href="#">p. 6</a>
DMA SO	Disclosure on Management Approach SO	p. 44, 49
DMA PR	Disclosure on Management Approach PR	p. 22-25, <a href="#">p. 28-58</a>
<b>Economic</b>		
EC1	Direct economic value generated and distributed, including revenues, operating costs, Employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	<a href="#">p. 5</a> , 100-103
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change.	Partial reference p. 25, 38, 41.
EC3	Coverage of the Organisation's defined benefit plan obligations.	<a href="#">p. 100</a>
EC4	Significant financial assistance received from government.	<a href="#">p. 6</a>
EC5	Range of ratios of standard entry level wage compared to local minimum wage at several locations of operation.	No reference.
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	No reference.
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	Partial reference p. 32. Personnel needs are covered through hiring from local labour market, either by searching suitable candidates in the Bank's registry of CVs, or by publishing hiring advertisements in the local press. Executive positions are covered through internal shifts.



GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	p. 24, 25, 44
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	p. 18-19
<b>Society</b>		
SO1	Nature, scope, and effectiveness of any social programmes and practices that assess and manage the impact of operations on communities, including entering, operating, and exiting.	p. 44, 49
SO2	Percentage and total number of business units analyzed for risks related to corruption.	p. 24
SO3	Percentage of Employees trained in Organisation's anti-corruption policies and procedures.	No reference.
SO4	Actions taken in response to incidents of corruption.	No such incidents occurred.
SO5	Public policy positions and participation in public policy development and lobbying.	Partial reference p. 13
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	p. 24
SO7	Total number of legal actions for anticompetitive behaviour, anti-trust, and monopoly practices and their outcome.	No incidents .
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	p. 25
<b>Labour Practices and Decent Work</b>		
LA1	Total Workforce by employment type, employment contract, and region.	p. 28-29, ☉
LA2	Total number and rate of Employee turnover by age group, gender, and region.	p. 29, ☉
LA3	Benefits provided to full-time Employees that are not provided to temporary or part-time Employees.	p. 35, ☉
LA4	Percentage of Employees covered by collective bargaining agreements.	p. 33, full compliance.
LA5	Minimum notice period regarding significant operational changes, including the respective notices specified in collective agreements.	Full compliance with legal framework and terms of collective agreements.
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programmes.	No reference.
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities by region.	p. 34, ☉
LA8	Education, training, counseling, prevention, and risk-control programmes in place to assist workforce members, their families, or community members regarding serious diseases.	p. 35, 48 ☉
LA9	Health and safety topics covered in formal agreements with trade unions.	No reference.
LA10	Average hours of training per year per Employee by employee category.	p. 31
LA11	Programmes for skills management and lifelong learning that support Employees and assist them in managing their career.	p. 31
LA12	Percentage of Employees whose performance is regularly assessed and career reviewed.	92% of Employees' performance is assessed and their career reviewed.
LA13	Composition of governance bodies and breakdown of Employees per category according to gender, age group, minority group membership, and other indicators of diversity.	p. 29, 32, ☉ p. 85-87
LA14	Ratio of basic salary of men to women by Employee category.	Basic salary is the same (1/1) for male and female Employees in all categories of staff. The average monthly salary (on a basis of 14.5 salaries / annum) is Euro 2,690 for men and Euro 2,218 for women Employees.

GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
<b>Environment</b>		
EN1	Materials used by weight or volume.	p. 39 regarding paper.
EN2	Percentage of materials used that are recycled input materials.	No available data.
EN3	Direct energy consumption by primary energy source.	p. 39-40 except fuel consumption for transportation
EN4	Indirect energy consumption by primary source.	p. 39 - 40
EN5	Energy saved due to maintenance and efficiency improvements.	p. 39 - 40
EN6	Initiatives to provide energy-efficient or renewable energy-based products and services, and reductions in energy requirements as a result of these initiatives.	p. 39, 41
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	Partial reference, p. 41 for observing environmental compliance of suppliers.
EN8	Total water withdrawal by source.	p. 39, 40
EN9	Water sources significantly affected by withdrawal of water.	Not relevant.
EN10	Percentage and total volume of water recycled and reused.	No reference.
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	The Bank does not own or manage any land in such areas.
EN12	Description of significant impact of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	Not relevant.
EN13	Habitats protected or restored.	Support relevant programmes implemented in cooperation with the Hellenic Society for the Protection of Nature ("Nature without Waste" and "Blue Flags" programmes).
EN14	Strategies, current actions, and future plans for managing impact on biodiversity.	The Bank's activities and operation have no impact on biodiversity.
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	Not relevant.
EN16	Total direct and indirect greenhouse gas emissions by weight.	p. 39 - 40
EN17	Other relevant indirect greenhouse gas emissions by weight.	No reference.
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	p. 39 - 40
EN19	Emissions of ozone-depleting substances by weight.	No reference.
EN20	NOx, SOx, and other significant air emissions by type and weight.	Not relevant.
EN21	Total water discharge by quality and destination.	Not relevant.
EN22	Total weight of waste by type and disposal method.	p. 41, ☉
EN23	Total number and volume of significant spills.	Not relevant.
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	Not relevant.
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organisation's discharges of water and runoff.	Not relevant.
EN26	Initiatives to mitigate environmental impact of products and services.	p. 39, 40-41, Environmental management, "green" banking products, sustainable / responsible investment policy.
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	Not relevant.
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	No fines or sanctions for non-compliance with environmental laws and regulations
EN29	Significant environmental impact of transporting products and other goods and materials used for the Organisation's operations, and transporting members of the Workforce.	No reference.
EN30	Total environmental protection expenditures and investments by type.	No reference.

GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
<b>Product Responsibility</b>		
PR1	Life cycle stages in which health and safety impact of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Not relevant.
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impact of products and services, by type of outcomes.	Not relevant.
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	Not relevant.
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	p. 22-25
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	p. 22
PR6	Programmes for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	p. 23
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes.	p. 23
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	p. 22 (no complaints have been recorded)
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	p. 25
<b>Financial Services Sector Specific Performance Indicators</b>		
FS1	Policies with specific environmental and social components applied to business lines.	p. 22-25
FS2	Procedures for assessing and screening environmental and social risks in business lines.	p. 18-19, 23, 24, 41
FS3	Compliance with environmental and social requirements included in contracts or transactions.	p. 24
FS4	Process for improving staff competency to implement the environmental and social policies and procedures according to business lines.	p. 22, 31
FS5	Interactions with stakeholders regarding environmental and social risks and opportunities.	p. 12-13, 33-34, 38, 41
FS6	Percentage of the portfolio by business line, specific region, size and sector.	📄 p. 28-60
FS7	Monetary value of products and services designed to deliver a specific social benefit for each business line broken down by purpose.	p. 18-19, 📄 p. 28-60
FS8	Monetary value of products and services designed to deliver a specific environmental benefit for each business line broken down by purpose.	p. 41
FS9	Coverage and frequency of audits to assess implementation of environmental and social policies and risk assessment procedures.	Application of the Operational Risk Management Policies and Procedures Manual, which includes social and environmental risks 📄 p. 78-79
FS10	Percentage and number of companies held in the Institution's portfolio with which the reporting Organisation has interacted on environmental or social issues.	No reference.
FS11	Percentage of assets subject to positive and negative environmental or social screening.	Partial reference (not quantified) p. 25.
FS12	Voting policies applied to environmental or social issues for shares over which the reporting Organisation holds the right to vote or advises on voting.	Indirect reference p. 10, © (based on corporate governance principles, Alpha Bank's values and Code of Conduct)
FS13	Access points in low-populated or economically disadvantaged areas by type.	p. 22
FS14	Initiatives to improve access to financial services for disadvantaged people.	p. 22, 54

GRI Code	Description of Indicator	Where to find the information (page number), additional notes and comments
FS15	Policies for the fair design and sale of financial products and services.	p. 18-19, 23-24
FS16	Initiatives to enhance financial literacy by type of beneficiary.	p. 23, 24, 54
<b>Human Rights</b>		
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	No reference.
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	No reference.
HR3	Total hours of Employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of Employees trained.	Partial reference (not quantified) p. 28 based on Alpha Bank's Code of Conduct.
HR4	Total number of incidents of discrimination and actions taken.	No such incidents have been recorded.
HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	p. 33
HR6	Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour.	The competent Division monitors the observance of Staff Regulations and labour legislation, including ILO's Labour Standards and conventions for the prohibition of child labour.
HR7	Operations identified as having significant risk for incidents of forced or compulsory labour, and measures taken to contribute to the elimination of forced or compulsory labour.	p. 28, ©, Alpha Bank's Code of Conduct safeguards among others, fair wage, excellent working conditions and equal treatment without discrimination.
HR8	Percentage of security personnel trained in the Organisation's policies or procedures concerning aspects of human rights that are relevant to operations.	No reference.
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	Not relevant.





# With conviction, dedication and vision, Corporate Social Responsibility Report 2009

## 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
- ☐ Societies-Associations and Other Organisations
- ☐ 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"/>
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"/>

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

.....

.....

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

.....

.....



**Personal Information (optional):**

Name and Surname: .....

Company/Organisation: .....

Address: .....

Tel./Fax: .....

E-mail: .....

Please return this questionnaire by mail to:

Mrs  
Eleftheria Patakaki  
Supervisor  
Corporate Social Responsibility Section  
ALPHA BANK  
40 Stadiou St., GR-102 52 Athens

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.









**ALPHA BANK**

40 Stadiou St., GR-102 52 ATHENS  
Tel.: 0030 210 326 0000  
Telex: 218691 ACB GR, Fax: 210 326 5438  
Internet: [www.alpha.gr](http://www.alpha.gr)  
E-mail: [csr@alpha.gr](mailto:csr@alpha.gr)