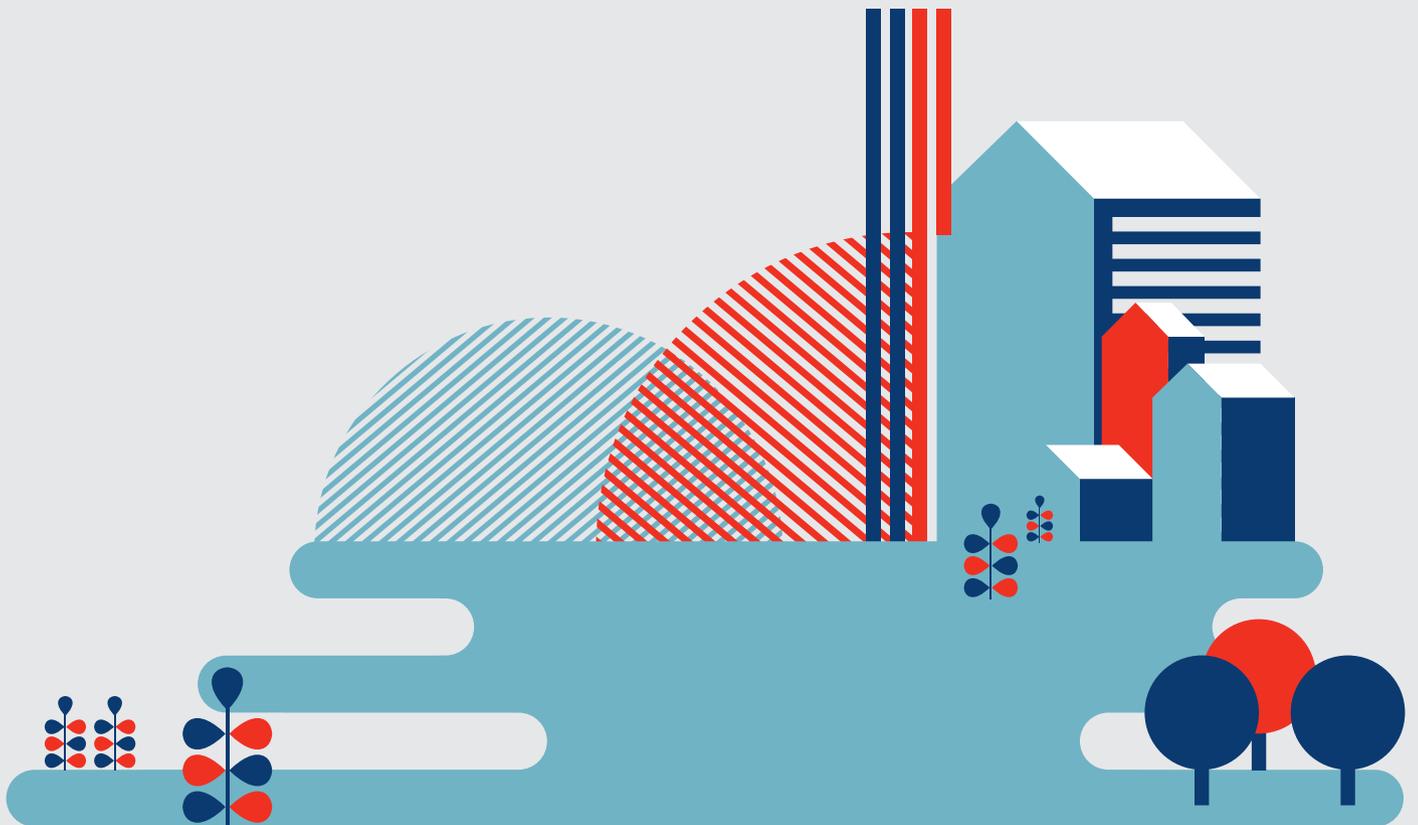


CORPORATE  
SOCIAL  
RESPONSIBILITY  
REPORT

**2014**



ALPHA BANK







# Contents

<b>Letter from the Managing Director - CEO</b>	<b>7</b>	<b>Together with our People</b>	<b>41</b>
<b>Corporate Social Responsibility Report Methodology</b>	<b>9</b>	Securing Employment	
<b>Alpha Bank and Corporate Social Responsibility</b>	<b>11</b>	Personnel Breakdown	
Code of Ethics		Statistics on Regular Personnel Recruitment in 2014	
Commitments		Statistics on Regular Personnel Departures in 2014	
Principles		Educational Level and Training	
Corporate Governance		Diversity and Equal Opportunities at Work	
Risk Management		Dialogue and Labour Rights	
Capital Adequacy		Health and Safety at the Workplace	
Identification of Material Issues		Caring for our Employees	
Stakeholders		<b>Together for the Environment</b>	<b>51</b>
Dialogue and Cooperation in Action		Systematic monitoring	
Distinctions in 2014		Reduction of our Environmental Footprint	
Major Developments in 2014		Recycling of Materials	
Memberships in Associations and Organisations		Responsible Procurement	
<b>Targets set in the CSR Report 2014</b>	<b>22</b>	Environmental Actions	
<b>Together for the Market</b>	<b>27</b>	<b>Together for the Society</b>	<b>57</b>
Support of Households		Transparency of Social Contribution	
Support of Businesses		Sponsorship Programme	
Co-funded Investment Programmes		Support of Society	
Investments in UCITS: International Perspectives with Social Aspects		Support of Culture	
Responsible Investments		Volunteerism - Participation of Employees	
Additional Responsible Products and Services		Alpha Bank Group Volunteer Day	
Customer Service		<b>International Network</b>	<b>71</b>
Alternative Networks		Cyprus	
Automated Banking Services		Romania	
Electronic Banking Services for Individuals and Businesses		Bulgaria	
Specialised Electronic Banking Services for Businesses		Serbia	
Protection of Customers' Private Data		Albania	
Customer Satisfaction		F.Y.R.O.M.	
Market Survey "Your Opinion Counts"		<b>Independent Assurance Statement</b>	<b>75</b>
Satisfaction Survey of Customers Submitting Complaints		<b>Presentation of Sustainability Disclosures in accordance with the GRI G4 Guidelines</b>	<b>78</b>
Proposals for Improvement			
Consumer Research surveys			
Responsible Marketing			
Transparency in Banking Transactions			



## Letter from the Managing Director - CEO

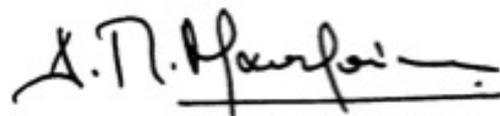
The year 2014 was marked by important developments for the Alpha Bank Group. The first quarter saw the completion, on schedule, of the project for the operational merger with Emporiki Bank, which increased the efficiency of the Group's operation. In March a highly successful Share Capital Increase was carried out, followed in September by the completion of the acquisition of Citibank's Greek Retail Banking operations, including Diners Club Cards, and the launch of the partnership with China UnionPay (CUP), the leading card issuer in the world.

The redemption of the Hellenic Republic's preference shares was an event of great symbolic but also essential significance. Furthermore, the successful completion of the European Central Bank's Comprehensive Assessment in October 2014 and the award "Bank of the Year" in Greece for 2014 granted by "The Banker" magazine to Alpha Bank were among the major events of the year.

During 2014, the Bank continued its significant social and environmental work, through its social contribution initiatives and its support for programmes focusing on education, culture, sports and healthcare.

Finally, it should be pointed out that 2014 saw the launch of the "Together, we aim for health" programme, whose purpose is to donate pharmaceutical supplies, medical and other equipment to Greek islands. Additionally, the "Χέρι Βοηθείας" - "Helping Hand" programme for the donation of food supplies, entered its third year of operation and the project "The defacements that hurt" for the restoration and maintenance of sculptures continued for the second consecutive year. The diverse voluntary events organised for several years now in the framework of the annual "Alpha Bank Group Volunteer Day" were another important part of our 2014 social contribution activities.

We would like to extend our thanks to our Personnel, our Customers and our Shareholders for their trust, support and participation in the initiatives which address the key priorities of our Corporate Social Responsibility Policy and aim to promote sustainable development.



Demetrios P. Mantzounis



# Corporate Social Responsibility Report Methodology

The present Corporate Social Responsibility (CSR) Report is the eighth CSR Report released as an individual publication by Alpha Bank A.E. (hereinafter "the Bank" or "Alpha Bank") and has been prepared in accordance with the internationally recognised G4 Sustainability Reporting Guidelines of the Global Reporting Initiative (GRI) ([www.globalreporting.org](http://www.globalreporting.org)). In addition, the present Report has also taken into consideration the principles of the AA1000 AccountAbility Principles Standard ([www.accountability.org](http://www.accountability.org)), whose foundations are the "inclusion of stakeholder interests in the decision-making process" (Inclusivity), the "identification of the most important issues for the Bank" (Materiality) and the "Bank's responsiveness to stakeholder needs and expectations" (Responsiveness).

For the sixth consecutive year, in preparing the CSR Report use was also made of the GRI's Financial Services Sector Supplement (GRI-FSSS), the most specialised standard on the contents of CSR reports for companies in the banking sector.

Alpha Bank is a Greek Société Anonyme with Banking Operations as its primary activity. The Bank's registered office is located at 40 Stadiou Street, 102 52 Athens, Greece.

The CSR Report 2014 is addressed to all the Bank's Stakeholders and refers to its activities in Greece during the period from 1 January to 31 December 2014, unless otherwise indicated.

The most significant challenge in preparing this year's Report was the transition from the GRI G3 Guidelines to the GRI G4 ones. In order to establish the most important issues for the sustainable development of Alpha Bank, the process for the identification of material issues (materiality analysis) was enhanced. No significant changes were introduced in the scope, boundary or measurement methods with respect to the previous reporting period (i.e. the Bank's CSR Report 2013).

Given the acquisition of Emporiki Bank, which took place during 2013, the Report presents consolidated data only for the previous year, for reasons of comparability.

Furthermore, with respect to the limited assurance of the contents of the Report, the Bank assigned the relevant work to ERNST & YOUNG (HELLAS) Auditors S.A. (EY). Information about EY's work can be found in the last pages of the Report, together with the relevant Assurance Report.

The CSR Report 2014 was prepared by a special team of Officers from various Bank Units, under the coordination of the Corporate Social Responsibility Section. Interested parties may address their queries, comments and suggestions regarding Alpha Bank's CSR Report 2014 to:

Alpha Bank

Marketing and Public Relations Division

Corporate Social Responsibility

40 Stadiou Street, 102 52 ATHENS

Tel.: 210 326 2437

Fax: 210 326 2401

E-mail: [csr2@alpha.gr](mailto:csr2@alpha.gr)



# Alpha Bank & Corporate Social Responsibility



**The Alpha Bank Group is one of the leading Groups of the financial sector in Greece, with a strong presence in the Greek and international banking market. Alpha Bank remains committed to the principles and values that have governed its operation since its very establishment. Its primary goal remains to ensure credibility, reliability and efficiency in banking services. In line with this goal, Alpha Bank's everyday concern is to keep improving its products and services in terms of both quality and quantity and to address all banking needs of its Customers in a modern and responsible manner.**

The Alpha Bank Group is active in the Greek and international banking market and is present in Cyprus, Romania, Bulgaria, Serbia, Albania, F.Y.R.O.M. and the UK. In parallel, it also has an extensive network of correspondents (banking institutions) in Greece and abroad.

The Parent Company and main Bank of the Group is Alpha Bank, which was founded in 1879 by John F. Costopoulos. Alpha Bank, the Bank that inspires confidence and constitutes a consistent point of reference in the Greek banking system, is one of the largest banks, with an extensive Network of over 1,000 service points in Greece and one of the highest capital adequacy ratios in Europe.

## Code of Ethics

Ever since its establishment, Alpha Bank has applied best practices in business, management and rules of conduct and ethics governing relations between staff, clients, shareholders and third parties. This spirit has been propagated throughout the Group, as it has been growing in Greece and abroad.

## Commitments

Alpha Bank's business activity is founded on the following core commitments:

**Towards Customers.** Alpha Bank is committed to giving absolute priority to customer service and to the continuous improvement in the quality of the information and services offered, while always making customers feel welcome.

**Towards its Shareholders.** Alpha Bank is permanently committed to the creation of value and to ensuring a reasonable return on investment.

**Towards its Personnel.** Alpha Bank is committed to ensuring fair compensations and benefits, optimal working conditions and career opportunities based on merit and equal treatment without discrimination.

**Towards the Society.** Alpha Bank is committed to contributing to progress and to the improvement of the key elements of social cohesion, such as culture, education, health and the environment.

## Principles

All the activities of Alpha Bank and of the Alpha Bank Group Companies which ultimately aim at the Group's growth and prosperity are governed by principles enforced by the law or by ethics, such as integrity and honesty, impartiality and independence, discretion and confidentiality, conscious, disciplined and reasonable risk-taking, complete, full and truthful disclosure and active contribution to society.

Adherence to the principles governing the Bank's operations and its corporate social responsibility practices is checked annually by the Management and by the competent Divisions of the Bank. In their daily work, Employees comply with the provisions of the Bank's Code of Ethics, which encompasses the Bank's values, guidelines and requirements with respect to responsibility and professional conduct. In parallel, the Bank ensures its full alignment with the applicable laws and pays due respect to the fundamental principles of the United Nations Universal Declaration of Human Rights and the Conventions of the International Labour Organisation. Finally, through its participation in the UN Environment Programme Finance Initiative (UNEP FI), undertaken by banks and financial organisations around the world to promote sustainable development, the Bank is incorporating the relevant environmental principles in its financial activities.

## Corporate Governance

The strict application of the principles of Corporate Governance, as defined in applicable laws and in the other widely recognised codes and voluntary standards, is a key pillar of the operation of Alpha Bank. These principles determine the Bank's administration, operation and control, safeguard the interests of its Shareholders and other stakeholders, and ensure transparency in its operations.

Alpha Bank adopted in 1994 and has since been applying the principles of Corporate Governance, seeking to ensure transparency in the communications with its Shareholders and to provide investors with prompt and continuous information. In this context, the Bank adopted the separation of the Chairman's duties from those of the Managing Director - CEO and the independence of the majority of the Members of its Board of Directors. It has also established a Compliance Division and

has adopted a Corporate Governance Code and a Code of Ethics, developed to promote the standards required by modern corporate governance and to enhance the effectiveness of Internal Control rules.

The Management of the Bank is exercised by the Board of Directors, the Managing Director - CEO, the General Managers, the Executive General Managers, the Executive Committee and the Operations Committee. The Managing Director - CEO administrates, manages and represents the Bank. He also supervises, coordinates and directs the Bank and the Group. The Executive Committee is the Bank's highest executive body. It convenes at least once a week and is chaired by the Managing Director - CEO. Participations in the Executive Committee include the General Managers and the Committee's Secretary. As and when required and depending on the items on the agenda, other Executives or Members of the Management of Group Companies also attend. The Executive Committee carries out a review of the domestic and international economy and of market developments, and examines business planning and policy issues. Furthermore, the Committee deliberates on issues relating to the development of the Group and proposes the Rules and Regulations of the Bank and the budget and balance sheet of each Business Unit. Finally, it proposes the Human Resources policy and the participation of the Bank or of Group Companies in other companies. The Operations Committee convenes at least once a week and is chaired by the Managing Director- CEO. Participations in this Committee include the General Managers, the Executive General Managers and the Committee's Secretary. As and when required and depending on the items on the agenda, other Executives or Members of the Management of Group Companies also attend. The Operations Committee carries out a review of the market and of the economic activity sectors and examines the course of business and the results of new products. It decides on the Network and Group development policy and formulates the credit policy. Finally, it decides on the management of liquidity, the level of interest rates and the Terms and Conditions for deposits, loans and transactions. Further details on the mechanisms which ensure Alpha Bank's effective, transparent and responsible Corporate Governance, including administration and supervision as well as risk management, can be found in the Bank's Corporate Governance Code, in its annual Business Reviews and on its website ([www.alpha.gr](http://www.alpha.gr)).

The Corporate Governance and Nominations Committee, which was established on 27.06.2014, ensures that the composition, structure and operation of the Board of Directors meet all legal, supervisory and regulatory requirements, pursues the application of international corporate governance best practices, formulates the nomination policy regarding candidate Members of the Board of Directors and submits relevant recommendations to the Board of Directors. It ensures the nomination of candidate Members of the Board of Directors through an effective and transparent procedure, establishes the conditions required for securing smooth succession and continuity in the Board of Directors and supervises the application of all the above policies and practices as well as their implementation procedures.

The Corporate Governance Code sets out the framework and the guidelines for the governance of the Bank and is revised by the Board of Directors. The Code's last revision, which took place in July 2014, incorporated as Annexes to the Code the Rules and Regulations of the Audit Committee, Risk Management Committee, Remuneration Committee and Corporate Governance and Nominations Committee of the Board of Directors.

The Corporate Governance Code of Alpha Bank also defines the duties and the allocation of responsibilities between the Board of Directors, the Board Committees, the Executive Committee and the other Committees of the Bank, and is published on the Bank's website.

The Bank's performance and policies in relation to environmental and social issues and matters of Corporate Governance, as well as the management of matters concerning sustainability in general, are determined by the Board of Directors based on the recommendations submitted by the competent Divisions. The Code of Ethics describes the Bank's commitments and practices regarding its activities, its management and the rules of conduct that apply to its Officers and Administrative Employees not only in their interactions with each other but also with contractual parties and with the Shareholders. The application of the Code of Ethics and of the principles of Corporate Governance, together with the operation of the Audit Committee, the Risk Management Committee, the Remuneration Committee and the Corporate Governance and Nominations Committee, have allowed Alpha Bank to enhance effectively the principles of integrity and transparency in its operations and to ensure optimal management of risk.

The Bank attaches great importance to matters of ethics and transparency and has in place clear rules and regulations, established by Acts of the General Management and by the Staff Regulations, regarding matters such as the protection of personal data, the prohibition for Officers and Administrative Employees to accept gifts in the course of performing their official duties, and potential cases of conflict of interests in conducting transactions.

Finally, the Marketing and Public Relations Division is responsible for supporting, through its Corporate Social Responsibility Section, the Management of the Bank on matters of corporate social responsibility and sustainable development strategy and the implementation of related actions.

## Risk Management

The Bank attaches particular importance to the identification, measurement and management of the risks undertaken and has assigned these tasks to the Risk Management Business Unit, which reports to the General Manager and Chief Risk Officer (CRO) of the Group, to the Risk Management Committee and, through the latter, to the Bank's Board of Directors.

The effective management of all types of risk focuses on accurate and effective risk measurement using specialised methodologies and calculation models, as well as on the introduction of various policies and limits, through which the Bank's exposure to the various risks is controlled.

The Operational Risk Committee convenes at regular intervals or at such other times as circumstances require and ensures that appropriate procedures, methodologies and infrastructures for managing the operational risk to the Group are in place, approving at the same time proposals on credit risk mitigation.

The Credit Risk Committee convenes at regular intervals, assesses the adequacy and effectiveness of the Bank and Group policies for credit risk management and decides on the planning of the corrective actions required. The Bank has ensured its full alignment with the requirements of the institutional framework regarding troubled assets.

In addition, the General Management monitors any environmental, social or governance risks and is regularly briefed on matters pertaining to the management of risk.

It should be noted that in the context of the efforts - which involve all levels of the organisation's hierarchy - to keep strengthening the risk management functions, the Bank and the Group Companies have given priority to the definition of a set of standards, rules and procedures in accordance with international best practices on risk management, with a view to incorporating in the decision-making process for business financing approvals criteria that reflect the effort to achieve a balance between profitability, sustainable development, good governance, respect for human rights, environmental consistency and social responsibility.

Moreover, the Bank and the Group Companies have developed and are applying a strict credit policy implementation framework (legal and supervisory/regulatory), on which the Retail Banking credit policy and procedures are based. This framework allows the prudent management of financing resources, the correct selection of Customers (individuals and small businesses) using specific credit criteria, and the establishment of the risk-to-profitability relationship by suitably adjusting the pricing policy and by obtaining collateral as security for the credit granted, also taking into consideration the level of credit risk involved.

In the case of risks with a strong social and environmental bias, the upgraded role of the risk management function will guarantee the safe operation and sustained profitability of the Bank, will strengthen its organisational structures, policies and procedures and will have a major impact on its business operation model.

## Capital Adequacy

Alpha Bank's policy is to maintain a robust capital base to safeguard the Group's development and retain the trust of Depositors, Shareholders, markets and business partners.

The capital adequacy is supervised by the ECB's Single Supervisory Mechanism, to which reports are submitted on a quarterly basis. On 1 January 2014, Directive 2013/36/EU of the European Parliament and of the Council of 26 June, and Regulation 575/2013 of the European Parliament and of the Council of 26 June 2013 ("CRD IV") entered into effect, gradually introducing the new capital adequacy framework for credit institutions, in accordance with Basel III.

The minimum ratios (common equity, Tier 1 capital and capital adequacy) for the Bank are set by an act of the Executive Committee of the Bank of Greece. The capital adequacy ratio compares the Bank's regulatory capital with the risks assumed by the Bank (risk-weighted assets).

The Group's capital adequacy ratios on 31.12.2014 are shown in the following table:

## Quantitative Data

Group Ratio	31/12/2014
Tier I Capital Ratio	14.2%
Common Equity Tier I Ratio	14.2%
Leverage Ratio	10.21%

It is pointed out that, as part of banking operations, the implementation of environmental and social policies, products and services lies within the Audit Universe of the Bank, in which risks are assessed annually, in accordance with the relevant methodology of the Group.

These risk assessments are carried out in accordance with the International Standards for the Professional Practice of Internal Auditing.

## Identification of Material Issues

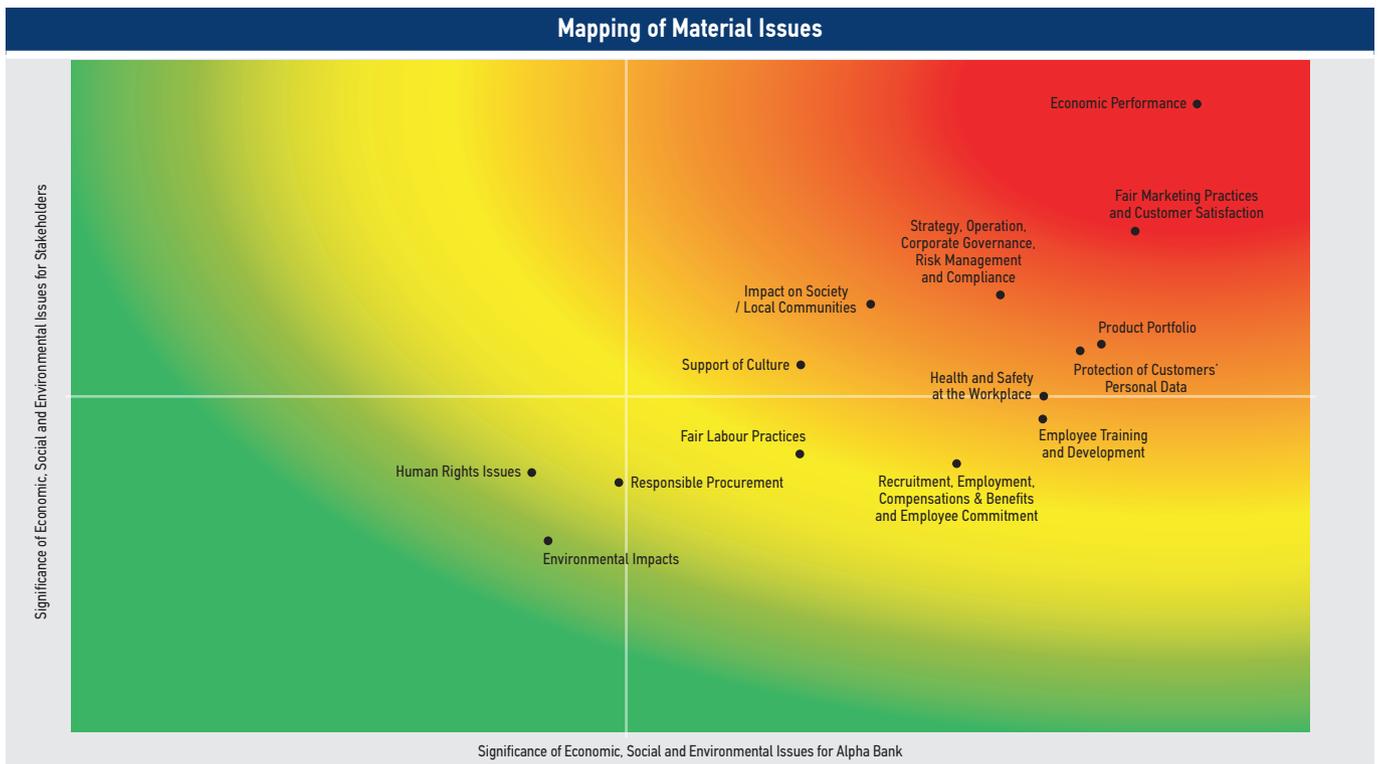
In 2014, Alpha Bank enhanced the process for the identification and mapping of the most important issues for the Bank’s responsible operation (Materiality Analysis).

The Corporate Social Responsibility Section proceeded to the initial identification of potential material issues for the Bank’s sustainable operation. These were obtained by the G4 Sustainability Reporting Guidelines of the Global Reporting Initiative (GRI) organisation, drawing also on the Financial Services Sector Supplement (FSSS) and on information from the Bank’s participation in associations such as the Hellenic Network for CSR, the Bank’s internal and external environment and its interactions with Stakeholder groups.

In addition, the following four key principles for defining Report content, as set down by the GRI G4 Sustainability Reporting Guidelines, were also taken into account: (1) Stakeholder inclusiveness, (2) Sustainability Context, (3) Materiality and (4) Completeness.

In October 2014, a Materiality Analysis Workshop was held, attended by 23 Executives from 18 Divisions of the Bank, in which participants were briefed on the materiality analysis process and were invited to identify and prioritise 49 issues, taking into account the significance of their impact on the Bank. In addition, in order to include the views of Stakeholders as input to the materiality analysis exercise, the Bank asked the representatives of the above Divisions, who frequently interact with the identified Stakeholders (see next Section), to map out the latter’s views, without holding a formal external consultation process with the Stakeholders themselves.

The Corporate Social Responsibility Section processed the results of the above process and grouped the issues in terms of significance. The final results have been validated by the General Management and are shown in the following figure:



The present Report contains information on all of the Bank's activities in Greece in the market, environment and social contribution domains. Extensive reference, however, is made to the issues in the upper right-hand quadrant of the material issues mapping chart, which are characterised as "material" for the Bank's responsible operation.

IDENTIFIED MATERIAL ISSUES	GRI ASPECT	BOUNDARY (WITHIN / OUTSIDE THE BANK)*
Economic Performance	Economy: Economic Performance	The issue impacts the operation of the Bank and the wider market, and may primarily affect its Customers, Shareholders and Suppliers.
Fair Marketing Practices and Customer Satisfaction	Society - Product Responsibility: Product and Service Labelling, Marketing Communications	The issue impacts the operation of the Bank and the wider market in which it operates, and may primarily affect its Customers and Shareholders.
Strategic Operation, Corporate Governance, Risk Management and Compliance	(Covered in the General Standard Disclosures)	The issue impacts the operation of the Bank and the wider business community in which it operates, and may primarily affect its Customers and Shareholders.
Product Portfolio	Society - Product Responsibility: Product Portfolio	The issue impacts the operation of the Bank and the wider market in which it operates, and may primarily affect its Customers and Shareholders.
Protection of Customers' Personal Data	Society - Product Responsibility: Customer Privacy	The issue impacts the operation of the Bank and the wider market, and affects primarily its Customers.
Health and Safety at the Workplace	Society - Labour Practices: Occupational Health and Safety	The issue impacts the operation of the Bank and affects primarily its Employees.
Support of Culture	Economy - Indirect Economic Impact	The issue impacts primarily the market and the local communities and secondarily the operation of the Bank.
Impact on Society / Local Communities	Society - Social Impacts: Local Communities	The issue impacts the operation of the Bank and the society, in which the Bank operates.

*\*It should be noted that in the present report, the "within" boundary refers to the Bank's operation in Greece.*

## Stakeholders

The Bank recognises as Stakeholders the natural and/or legal persons which, either directly or indirectly, are connected to and affect or are affected by the Bank's decisions and its operation. Through a series of internal meetings and in accordance with the applicable laws and the Bank's daily operations, the following Stakeholders were identified, as recognised by the Bank\*:

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

\* Stakeholders are listed in alphabetical order, as the Bank reviews and prioritises them regularly, also as a function of the needs of the market, of society and of its operating environment in general.

\*\*The Bank recognises the important role that Media play in informing the public and in shaping public opinion and strives to provide them with a fair and balanced view of its financial, social and environmental performance.

## Dialogue and cooperation in Action

The Bank seeks to engage in an ongoing dialogue and collaboration with its Stakeholders, in order to understand and, as far as possible, respond to their expectations, needs, concerns and requests.

The following table presents the Bank's commitments and response to Stakeholder expectations. These commitments and the respective actions taken have been based on the applicable laws, the Bank's daily operation and the opportunities identified through its interactions with its Stakeholders (where feasible). The present Corporate Social Responsibility Report is an additional means used by the Bank to respond to issues of concern to its Stakeholders.

Stakeholders	Dialogue	Stakeholder Requirements	Bank's response to relevant issues during 2014
<b>Business Community</b>	<p>Continued participation in the following:</p> <ul style="list-style-type: none"> <li>• Hellenic Bank Association</li> <li>• Hellenic Advertisers Association</li> <li>• Hellenic Network for CSR</li> <li>• UNEP FI</li> <li>• Visa Hellas board</li> </ul>	<ul style="list-style-type: none"> <li>• To have the interests of the banking sector safeguarded.</li> <li>• To have issues of concern to the banking sector addressed.</li> <li>• To be assured that new standards and regulations on the disclosure of non-financial information and on transparency are complied with.</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in the UNEP FI Social Issues Advisory Group.</li> <li>• Sponsorship of the UNEP FI research on Human Rights and the Banking Sector.</li> <li>• Participation in the Committees of the Hellenic Bank Association.</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Personnel Evaluation and Advancement System (annually).</li> <li>• Monthly Newsletter (MAZI / "Together").</li> <li>• Communication with Personnel Union representatives (continuous communication).</li> <li>• Dedicated area on the Bank's Intranet for two-way communication on product and service quality (continuous communication) and specific area for "suggestions for improvement".</li> <li>• Policy and Procedures on anonymous reporting ("Whistleblowing") of serious irregularities, omissions or offences of which members of Personnel become aware (continuous communication).</li> </ul>	<ul style="list-style-type: none"> <li>• To work in a healthy, safe and meritocratic working environment.</li> <li>• To have jobs secured.</li> <li>• To help balance professional and personal life.</li> <li>• To have opportunities for professional and personal development.</li> </ul>	<ul style="list-style-type: none"> <li>• Voluntary Separation Scheme</li> <li>• Allowances, coverage of expenses and access to services for Employees and their family members.</li> <li>• Provision to Employees and their family members of tickets for shows, guided tours in museums, cultural exhibitions etc.</li> <li>• Uniform framework of Personnel benefits adapted to modern-day needs, based on the new conditions after the merger of Alpha Bank with Emporiki Bank.</li> <li>• "Communication Days" dedicated to communication with Personnel on a weekly basis.</li> </ul>
<b>State and Regulatory Authorities</b>	Dialogue and consultations with the State Authorities	To contribute to economic stability and growth.	<ul style="list-style-type: none"> <li>• Share Capital Increase</li> <li>• Successful completion of the Bank's Comprehensive Assessment by the European Central Bank</li> </ul>
<b>Media</b>	Press Releases – Press Conferences (continuous communication)	To be provided with accurate and transparent information.	Crisis management or handling of other communication requirements following the acquisition of Citibank's Retail Banking operations in Greece (regular communication).
<b>Shareholders</b>	<ul style="list-style-type: none"> <li>• Ordinary General Meeting of the Shareholders.</li> <li>• Investor and Analyst Relations Division (continuous communication).</li> </ul>	<ul style="list-style-type: none"> <li>• To secure satisfactory returns.</li> <li>• To be provided with information on the Bank's environmental and social performance.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Review (annual).</li> <li>• Bank and Group Financial Statements (quarterly, six-monthly, annual).</li> <li>• Updates of the Bank's website content.</li> <li>• Corporate Social Responsibility Report (annual).</li> </ul>

Stakeholders	Dialogue	Stakeholder Requirements	Bank's response to relevant issues during 2014
<b>Customers</b>	<ul style="list-style-type: none"> <li>• Regular Customer satisfaction surveys.</li> <li>• Operations Division – Call Center (continuous communication).</li> <li>• Regular Communication and Marketing research. Communication via www.alpha.gr</li> <li>• Face-to-face contacts with Customers when conducting transactions (continuous communication).</li> <li>• Regular conduct of feasibility studies concerning requests for off-site ATMs.</li> </ul>	<ul style="list-style-type: none"> <li>• To be offered competitive products.</li> <li>• To be offered responsible products and services.</li> <li>• To have the Customers' deposits guaranteed.</li> <li>• To experience Customer service quality.</li> </ul>	<ul style="list-style-type: none"> <li>• Settlements and new products to facilitate repayment of loans.</li> <li>• Constant upgrades to services.</li> <li>• Installation of new machines and withdrawal of other ATMs.</li> <li>• Addition of new services in the Automated Cash Transaction Centres (ACTCs).</li> <li>• Upgrade of the Alpha Web Banking service regarding the management of standing orders.</li> <li>• Business Review (annual).</li> <li>• Corporate Social Responsibility Report (annual).</li> </ul>
<b>Suppliers</b>	Information exchange.	<ul style="list-style-type: none"> <li>- To have a harmonious collaboration.</li> <li>- To have the terms of transactions respected.</li> </ul>	Annual meetings with strategic suppliers to re-negotiate the terms of supply agreements.
<b>Societies - Associations and other Organisations</b>	Meetings to exchange views and mutual updates on activities undertaken (at least once a year).	To benefit from the support and financial assistance of the Bank.	Support and/or development of programmes and initiatives – e.g. “Philodassiki Enossi Athinon”, “Hellenic Society for the Protection of Nature”, “Life Line Hellas”.
<b>Local Communities</b>	Regular communication with local communities through the Bank's Branches that cover all of Greece.	To benefit from continuous financial and non-financial assistance from the Bank.	Financial assistance to organisations and foundations and donations in kind (foods and olive oil, computers, books etc.). Development, participation in and support of local voluntary initiatives in Attica and in other regions.

## Distinctions in 2014

- On 5 February 2015, Alpha Bank received the first award in the category “**Investor Relation Awards – 2014**”, in the award presentation ceremony of the “Money – G. Ouzounis 2014 Business Awards.
- **The custom-designed microsite [www.alpha.gr/vriskoumelyseis](http://www.alpha.gr/vriskoumelyseis)** won the Gold Award in the category “Channels and Customer-Centric Orientation” of the e-volution awards 2015.
- **The Tap ‘n Pay application** won the Gold Award in the category “E-Banking / Contactless Payment Systems” of the e-volution awards 2015.
- **The Safe Access App** won the Silver Award in the category “Mobile Business/Apps” of the e-volution awards 2015.
- On 27 November 2014, Alpha Bank was named “**Bank of the Year**” in Greece for 2014 by “**The Banker**” magazine, the world’s premier banking and finance publication and a member of the Financial Times Group, at a special event held in London. According to the jury of “The Banker”, the award was given to Alpha Bank for the impressive recovery of its operating performance and for its superior capital position in the Greek banking sector.
- In June 2014, according to the Thomson-Reuters 2014 Extel Survey, the Managing Director- CEO of the Bank Demetrios P. Mantzounis was voted best CEO in Greece (1st) and 11th in Europe, out of a total of 86 CEOs of European banks. The General Manager - CFO Vassilios E. Psaltis was voted best CFO (1st) in Greece and 7th in Europe, out of a total of 93 CFOs of European banks. Finally, Alpha Bank’s Investor and Analyst Relations Division was ranked 1st in Greece for 2014 for its Investor Relations services (out of 25 companies) and 19th in Europe, out of a total of 105 participating European banks.
- The Bank won one more international distinction in the Loyalty Awards 2014, where it received the award for **Best Use of Technology in a Loyalty Programme**.
- **The Bonus App won the Silver Award** in the category “Innovative e-business Applications / Location-based Application” of the e-volution awards 2014.

## Major Developments in 2014

- Exceptional performance by Alpha Bank in the European Central Bank’s Stress Test. On October 26, 2014, the results of the Comprehensive Assessment carried out by the European Central Bank in collaboration with the national Regulatory Authorities were published. The purpose of the Assessment was to assess the capability of the European Union’s banking sector to absorb significant economic and financial shocks and, in parallel, to strengthen banking sector stability in the EU and in the euro area.

The European Central Bank carried out a particularly extensive test of 130 significant European banking groups, which involved the evaluation of the banks’ loans and the stress-testing of key balance sheet items, based on two scenarios: the baseline scenario, which adopts the current macroeconomic estimates, and the adverse scenario, which incorporates extreme risks relating to a significant deterioration in macroeconomic conditions (unemployment, level of real estate property prices etc.). The test covered the four largest Greek banking groups (Alpha Bank, National Bank of Greece, EFG Eurobank, Piraeus Bank), which account for more than 90% of the Greek banking system’s total assets.

For Alpha Bank, the results were extremely positive. More specifically, in both the baseline scenario and the adverse scenario, the Bank was evaluated as particularly “healthy”, with more than adequate capital, and was ranked first among all Greek banks and as one of the 25 best European banking groups.

- Alpha Bank was the first to welcome the China UnionPay cards in Greece.
- On 13 June 2014, the Bank completed the acquisition of Citibank’s Retail Banking operations in Greece.
- Alpha Bank added Diners Club to the largest cards family in Greece (Global Partner Meeting Diners Club International).
- On 31 March 2014, Alpha Bank announced the successful conclusion of the process of a Euro 1.2 billion Share Capital Increase. The Share Capital Increase was fully guaranteed by international financial firms and had the following aims:
  - To establish the appropriate conditions for the full repayment of the preference shares issued by the Bank and owned by the Hellenic Republic.
  - To meet the marginal capital needs that resulted from the diagnostic assessment mandated by the Bank of Greece.
  - To improve the quality of the Bank’s regulatory capital and accelerate its adjustment to the new Basel III regulatory framework.
  - To facilitate the Bank’s financing by the international capital markets given its enhanced credit profile.
- Alpha Bank and Vodafone, in cooperation with Visa and First Data Hellas, introduced **for the first time in Greece**, the “**Tap ‘n Pay**” application, the first contactless payment application for mobile phones (mobile payments). This innovative transaction method allows daily purchases to be made easily, quickly and securely, using contactless communication technology.
- In July, the European Commission (Directorate-General Competition) approved the Bank’s Restructuring Plan, whose actions include the rationalisation of operating expenses and of the cost of deposits in Greece, the further strengthening of the balance sheet, the downsizing of international operations and the reinforcement of the risk management and monitoring framework.

## Memberships in Associations and Organisations

The Bank participates and is represented in a number of Associations and/or Organisations that address major issues of concern to the banking sector, such as Committees and Boards of the Hellenic Bank Association (HBA), the Bank of Greece and the Hellenic Advertisers Association. It also participates in bodies and initiatives working to promote and support the adoption of the principles of sustainable development and corporate social responsibility.

**UNEP FI:** The United Nations Environment Programme Finance Initiative (UNEP FI) is a UN initiative that promotes sustainable development with a strong focus on the protection of the environment. Alpha Bank is a member of this Initiative since January 2007 and since 2012 is represented in its Social Issues Advisory Group.

Through its participation in UNEP FI, the Bank forms part of an international network of leading financial organisations, follows current trends, tools and practices in Corporate Social Responsibility and is able to engage in two-way communication and dialogue with major organisations across the world.

Additionally, in line with the European Guidelines which place emphasis on issues of social importance such as human rights (UN Guiding Principles on Business and Human Rights), UNEP FI, in operation with a law firm, has developed and is conducting since 2013 research in order to determine the way in which the banking sector is linked to the human rights issues, as well as the way in which potential related risks may be diagnosed, mitigated or eliminated. It should be noted that Alpha Bank is the only Greek Bank to support this activity as a sponsor. The results of the research will also contribute to the harmonisation of banks with the International Principles on Human Rights in businesses (UN Guiding Principles on Business and Human Rights)

**Global Sustain:** This organisation provides innovative solutions and services addressing Corporate Social Responsibility, the Green Economy and development. Its members include companies, non-profit organisations, public entities, educational institutions, societies and other private- and public-sector organisations. In the context of this cooperation, Alpha Bank in 2014 sponsored, for yet another year, the Sustainability Forum event. Through nine specialised workshops and three plenary sessions, the Sustainability Forum 2014 event presented sustainability issues of crucial significance which are currently at the centre of global interest and thus expected to have a strong impact on companies and organisations in the short term.

**Hellenic Network for Corporate Social Responsibility:** The "Hellenic Network for Corporate Social Responsibility" is a business-driven membership non-profit organisation, whose mission is to promote the meaning of Corporate Social Responsibility to both the business community and the social environment. Since 2012 the Bank is represented in a working group (which also includes representatives from other member companies) tasked with developing a Guide to Responsible Entrepreneurship, addressed primarily to Small and

Medium-Sized Enterprises. Through its participation in this working group, the Bank seeks to contribute to the advancement of the know-how on CSR and to the enhancement of the dialogue on social responsibility. The Guide to Responsible Entrepreneurship was completed in 2014.

**Global Reporting Initiative (GRI):** During 2014, as part of its activities to support and strengthen education in Corporate Social Responsibility and Sustainability, and to improve the quality of the CSR Reports published, the Bank sponsored the translation into Greek of the new version of the GRI G4 Sustainability Reporting Guidelines. Alpha Bank Executives participated in the work group established for rendering the Guidelines into Greek, a task expected to be completed during 2015.

**Sustainable Development Committee of the Hellenic Bank Association (HBA):** The Bank is a member of this Committee, whose tasks are: (a) to formulate positions and opinions for Greek Banks on issues concerning the protection of the environment and sustainable development; (b) to facilitate the collaboration of the Financial Sector with the United Nations Environment Programme Finance Initiative (UNEP FI); (c) to represent the Greek Banks in Working Groups and in promotional and information events, as well as on other issues of interest to the banking sector which are related to the environment and to sustainable development.

In the context of the activities of HBA's Sustainable Development Committee, Alpha Bank participates in the work on subjects related to Corporate Social Responsibility and Sustainable Development. In particular, during 2014:

**(a) Corporate Social Responsibility:** HBA cooperates bilaterally with the Hellenic Network for CSR, in order to promote the institution of CSR to Greek businesses. In this context, the Bank, through HBA, participated actively both in the public consultation for the preparation of the National Action Plan for CSR and in the relevant information day organised by the Ministry of Commerce, submitting its proposals/views on the subject.

**(b) Sustainable Greece 2020:** HBA participates as a founding member in the above Initiative, which aims to advance Sustainable Development, whose purpose is to promote sustainable development in line with the key guidelines and priorities introduced by the European Commission, which provide for a balanced growth between economic development, social cohesion and environmental protection. The Initiative is implemented by the QualityNet Foundation in partnership with the major business associations in Greece, among which HBA. In this context, HBA, through its representative, who is also the Coordinator of HBA's Sustainable Development Committee, participates in the Special Working Group that will prepare the Greek Sustainability Code, which is based on the corresponding Sustainability Code of the German Council for Sustainable Development.

**(c) UNEP FI:** The Greek translation of the UNEP FI Guide to Banking and Sustainability will be issued under the auspices of HBA. In parallel, a seminar by the Hellenic Banking Institute on related matters, addressed to Bank executives, is also planned.

## TARGETS SET IN THE CSR REPORT 2014

Alpha Banks sets short-term targets which reflect its steady and phased approach to the implementation of its long-term policy and of its commitments and priorities in the CSR domain. The tables that follow present the targets which had been set in the CSR Report 2013, together with the activities that the Bank carried out during 2014 for their achievement, and the targets for 2014.

The sequence in which the tables are given follows the structure of the Report.

## Corporate Responsibility

Targets set in the CSR Report 2013	Attainment in 2014
To launch within 2014 a new website about Alpha Bank's corporate social responsibility and sustainable development, with the aim to provide interactive in-house communication between Employees on CSR issues.	A dedicated website was designed to provide Employees with information and in-house communication. The website is scheduled for integration into the Alpha Bank Intranet in September 2015.
To develop a procedure for determining the Bank's material CSR issues.	An in-house Materiality Analysis Workshop was held in October 2014, on the identification of material issues for the Bank's operation (materiality analysis workshop).
To prepare for releasing the Bank's CSR in accordance with the GRI-G4 Sustainability Reporting Guidelines.	In January, Employees from various Units of the Bank attended a special seminar on the new version of the GRI G4 Sustainability Reporting Guidelines. In October 2014, these Employees participated in the in-house materiality analysis workshop, in which the issues that are presented in the CSR Report 2014 were identified.
Targets set in the CSR Report 2014	
To enhance the CSR Report 2015 with more issues, based on the requirements of the analysts and rating firms that assess the Bank's performance.	
To enhance the process for identifying the Bank's material CSR issues.	
To involve more Divisions and Executives of the Bank in the collection of the information required in order to improve the Bank's position in terms of ratings.	

## Together for the Market

Targets set in the CSR Report 2013	Attainment in 2014
To support Alpha Bank's corporate customers so that they can meet the current challenging conditions in the Greek economy.	Together for the Market - Support of Businesses.
To offer products and services that meet our Customers' needs and expectations.	Together for the Market - Support of Households - Support of Businesses.
To gradually increase, within 2014, the number and type of electronic banking services offered and the usage of these services by 20%.	Together for the Market - Customer Service.
To further reduce the time required to resolve Customer complaints.	Together for the Market - Customer Satisfaction.
To strengthen the competitiveness of Greek exporting companies.	Together for the Market - Co-funded Investment Programmes.
To gradually increase the percentage of Alpha Bank Branches that are accessible by persons with motor disabilities, so that in 2015 most of the Bank's Branches become accessible by these persons.	Out of a total of 609 Branches, 321 (52.7%) are accessible by persons with motor disabilities.
To ensure that, by 2015, the majority of the Bank's electronic banking networks will be accessible by persons with vision and/or hearing impairment.	Together for the Market - Customer Service.
To develop and offer to the markets in which the Bank operates investment products with reduced environmental and social risk.	Together for the Market - Responsible Investments.
To continue to offer "green" banking products and to increase the share of financing allocated to eco-friendly investments and activities.	Together for the Market - Support of Businesses.

Targets set in the CSR Report 2014
To support Alpha Bank's corporate Customers so that they can meet the current challenging conditions in the Greek economy.
To offer products and services that meet our Customers' needs and expectations.
To gradually increase, within 2015, the number and type of electronic banking services offered and the usage of these services by 20%.
To further reduce the time required to resolve Customer complaints.
To gradually increase the percentage of Alpha Bank Branches that are accessible by persons with motor disabilities, so that in 2015 most of the Bank's Branches become accessible by these persons.
To ensure that, by 2015, the majority of the Bank's electronic banking networks will be accessible by persons with vision and/or hearing impairment.
To develop and offer to the markets in which the Bank operates investment products with reduced environmental and social risk.
To continue to offer "green" banking products and to increase the share of financing allocated to eco-friendly investments and activities.
To focus on consumer loans for the purchase of cars, household appliances etc., including the Alpha 1 2 3 loans.
To incorporate social and environmental criteria in the decision-making process for business financing approvals.
To automate part of the procedure involving the investigation of Customer complaints and the provision of progress updates to Customers.

## Together with our People

Targets set in the CSR Report 2013	Attainment in 2014
To systematise and further expand the dialogue with our Employees through satisfaction surveys or other targeted dialogue actions involving the Bank's Personnel in Greece and abroad.	In 2014, meetings were held between General Management Executives and Branch Managers. Upon completion of the acquisition of Citibank's Retail Banking operations in Greece, a team of Management Executives visited Branches of the former Emporiki Bank, the former Citibank Branch Network and Alpha Bank across Greece.
To establish a uniform framework of Employee benefits adapted to modern-day needs, for employees coming from Alpha Bank as well as for those coming from the former Emporiki Bank.	During 2014, all Employees of Alpha Bank and of the former Emporiki Bank were included in a uniform framework of benefits.

### Targets set in the CSR Report 2014

- To develop an e-learning course on Corporate Social Responsibility.
- To hold meetings with Bank Executives for further briefing them on CSR issues.

## Together for the Environment

Targets set in the CSR Report 2013	Attainment in 2014
To ensure that only eco-efficient 75gr paper is used for A4 printing jobs.	Together for the Environment - Reduction of our Environmental Footprint.
To continue to participate in and support the "Earth Hour" initiative.	Together for the Environment - Reduction of our Environmental Footprint.
To develop a Supplier Code on CSR issues.	The development of this Code has already been launched and is expected to be completed within the next year.
To improve the methods used to calculate environmental performance indicators/information (electricity consumption, water consumption etc.).	The improvement procedure has already been launched and is expected to be completed within the next year.

### Targets set in the CSR Report 2014

- To ensure that only eco-efficient 75gr paper is used for A4 printing jobs.
- To continue to participate in and support the "Earth Hour" initiative. Expansion to the Bank's Buildings in Thessaloniki.
- To develop a Supplier Code on CSR issues.
- To improve the methods used to calculate environmental performance indicators/information (electricity consumption, water consumption etc.).

## Together for the Society

Targets set in the CSR Report 2013	Attainment in 2014
To continue our sponsorship programme in order to help fulfil social needs.	Together for the Society - Support of Society - Sponsorship Programme.
To continue to expand Alpha Bank's support of culture, highlighting the historical and cultural identity of the country and promoting the dissemination of Greek culture.	Together for the Society - Support of Culture.
To promote the concept of Volunteerism by raising the awareness of Employees and by increasing the number of the relevant programmes and initiatives.	Together for the Society - Volunteerism - Participation of Employees. The development of the new microsite, through which the Bank's Employees will be informed about CSR actions, has been launched in 2014.

Targets set in the CSR Report 2013
To continue our sponsorship programme in order to help fulfil social needs.
To continue to expand Alpha Bank's support of culture, highlighting the historical and cultural identity of the country and promoting the dissemination of Greek culture.
To promote Corporate Social Responsibility and the concept of Volunteerism by raising the awareness of Employees and by increasing the number of the relevant programmes and initiatives.



Together for the Market



**Alpha Bank Group offers a wide range of high-quality financial products and services including retail banking, medium-sized business and corporate banking, asset management and private banking, insurance products, investment banking, brokerage and real estate management. Detailed information about the Bank's areas of activity, products and services is given in its annual Business Review and on its corporate website, at [www.alpha.gr](http://www.alpha.gr).**

With the acquisition of Citibank's Retail Banking operations in Greece, in 2014 Alpha Bank took one more step towards attaining the ambitious goals which have been set for several years, which are to address the banking needs of its Customers in a responsible manner, having in mind the interests of its Shareholders and Employees and the need to contribute to the efforts for the recovery of the Greek economy. This acquisition follows after the successful acquisition of Emporiki Bank in 2013 and reaffirms Alpha Bank as the "Bank of Choice" for Customers in the affluent and mass affluent segments. With the acquisition of Citibank's Retail Banking operations in Greece, Alpha Bank is looking forward to leveraging Citibank's specialisation in Wealth Management operations and to expanding the range of Alpha Bank products and services offered in the market. In this way, Customers have at their disposal an expanded portfolio of high value-added products and services.

The Bank develops and offers products and services in response to the needs of the modern economic environment, taking also into consideration economic, social and environmental factors.

This section of the Report presents Alpha Bank's overall approach and the specific products and services it offers in line with its commitment to sustainable development. The complete products and services of the Bank are listed on its corporate website, at [www.alpha.gr](http://www.alpha.gr).

## Support of Households

In 2014, the Bank sustained its strong performance in the consumer credit market, focusing on supporting its Customers through the **Alpha Facilitation** Programme. This Programme offers to the Bank's borrowers and cardholders support and assistance in order to better plan and control their debt repayments. To do so, the Programme gives priority to the reduction of monthly instalments and to the establishment of a feasible repayment plan for debtors.

In parallel, the Bank strengthened its position in the market for loans for the purchase of cars, household appliances etc., which posted a considerable growth. These loans cover basic consumer needs and are offered with particularly favourable repayment terms. Disbursements for these loans in 2014 stood at approximately Euro 100 million.

During 2014, the Bank also continued to offer to its Customers the **Alpha Green Solutions** line of loan products (Energy Saving Home, Green Transport etc.). These Programmes have been developed to provide Customers with the opportunity to contribute to the protection of the environment and, at the same time, to also upgrade their quality of life.

The **Alpha Green Solutions - Energy Saving Home** loan finances repair or renovation works to improve the energy efficiency of the Customers' homes (such as thermal insulation works, purchase or installation of thermal insulating frames/glass panels, replacement of old boiler systems etc.). As for the **Alpha Green Solutions - Green Transport loan**, this finances 100% of the purchase value of hybrid technology vehicles, thus helping achieve greater fuel savings and reduce the burden to the environment.

In parallel, the Bank is continuing its cooperation with the Ministry of Environment, Energy and Climate Change (YPEKA), under which the Bank offers the **"Energy Efficiency at Household Buildings"** Programme, which is subsidised by the Hellenic Fund for Entrepreneurship and Development (ETEAN). The Bank's support of this Programme promotes environmental awareness while also offering exceptionally low-cost loans with flexible repayment terms for upgrading the energy performance of private homes.

Finally, the Bank continues to offer a personal loan, addressed specifically to students-holders of Alpha 1|2|3 accounts for Young People aged 18-27, to help them cover current needs such as tuition fees, household equipment etc.

## Support of Businesses

Throughout 2014, the prolonged recession continued to result in increasing difficulties for businesses to meet their loan repayment obligations. The Bank considers Small Businesses to be the key growth drivers for economic growth and, as a result, sought to assist them in their efforts for recovery, always taking into account the commercial viability of their respective business plans.

On 31.12.2014, the total balance of loans disbursed to **Small Businesses** stood at Euro 5.64 billion.

In line with the statutory requirement for full harmonisation of settlement products with the standard definitions introduced by Executive Committee Act no. 42/30.5.2014 of the Bank of Greece, Alpha Bank developed and placed to the market the new, unified **"Alpha Support"** line of products, whose aim is to help expedite the resolution process for Small Business portfolios. This new line of products is addressed to individuals and legal entities alike.

With the "Alpha Support" line of products, the Bank seeks to improve the quality of its business financing portfolio and to arrive at viable solutions regarding the settlement of the debts of its business Customers, which will be commensurate to their financial capabilities, enabling them to smoothly service these debts, especially during periods of increased financial obligations or potential unforeseen expenses.

In parallel, the Bank also seeks to support Small Businesses which may be in temporary financial difficulty, enabling them to continue their business activity and of contributing to the efforts to maintain jobs.

In June 2014, the Bank promoted to the market its **"Flexible Contractual Entrepreneurship Programmes"**, developed in order to support the primary sector of the economy and assist all healthy production-related business efforts of Greek agricultural producers. The Bank's strategy in this area focuses on financing the transaction cycle of agricultural production, covering the entire chain of related activities, from production and processing to the export of agricultural products. Thus, the Bank seeks to help the establishment of mutually profitable partnerships between the agricultural producers and the buyer businesses active in agriculture-related sectors.

The Bank's role in these Programmes is twofold, as it ensures:

- For agricultural producers, the provision of financing to cover cultivation costs, so that they are able to produce the quantities of agricultural products which the buyer businesses have agreed in advance to absorb at predefined prices and in accordance with the agreed quality specifications.
- For the buyer business, an advance guarantee of the quantities of agricultural products they require, so that they can apply their commercial policies, with the Bank supplying the liquidity they require in order to promptly and punctually pay the producers upon the delivery of their products.

Moreover, the "Flexible Contractual Entrepreneurship Programmes" represent an initiative of strategic significance for the Bank, as they contribute to:

- The development of cross selling opportunities for other banking products and services to the associated businesses active in the trade of farm supplies (installation of POS terminals, e-banking solutions etc.).
- The attraction of deposits and transactions from farmers and agriculture-related businesses.
- The modernisation of the agricultural economy's transaction cycle and the rational organisation of the associated businesses.

In the second half of 2014, the Bank announced, by means of relevant Press Releases, the conclusion of the first eight partnerships with the following export-oriented businesses active in the trade, processing and distribution of agricultural products.

Additionally, in 2014 Alpha Bank completed successfully its operational and IT integration with Emporiki Bank and continued to promote the **"Alpha in Business"** line of flexible loans to all its business Customers, in order to respond effectively to new applications for financing short-term requirements in working capital and/or investments in business premises and equipment. The Bank also continued its activities regarding the management of its portfolio of loans to Small Businesses, through targeted assignments to the Branch Network aimed at providing borrowers with flexible solutions to meet their needs in the light of the new conditions in the market.

At the same time, in line with its proactive environmental policy, Alpha Bank continued to support environment-friendly investments through the **"Alpha Green Solutions – Eco-Friendly Business"** and **"Alpha Eco Business"** products for financing the energy upgrade of business premises and the installation of photovoltaic systems with a maximum output of 10 kw ("Eco-Friendly Business") and investments in photovoltaic parks with a maximum output of 500 kw ("Eco Business"). On 31.12.2014, the Small Businesses Banking Division's financing portfolio for "green" investments stood at a total of Euro 21.8 million.

## Co-Funded Investment Programmes

The Bank remains committed to its strategic goal of lending substantial support to entrepreneurship and of strengthening the competitiveness of Greek SMEs. This is amply demonstrated by the fact that Alpha Bank remains, for several years now, the bank of first choice for European and Greek State agencies wishing to successfully promote corresponding Co-Funded Development Programmes.

By participating in these Investment Programmes, the Bank secures favourable financing terms for SMEs and helps them obtain access to liquidity by taking advantage of the opportunities emerging in the market, especially during a period of difficult economic conditions for Greek businesses. This is all the more so considering that during 2014 the active European co-funded Programmes and the related funds available were thin on the ground.

In line with its philosophy, Alpha Bank participates dynamically in the promotion of the following Actions offered by the Hellenic Fund for Entrepreneurship and Development (ETEAN S.A.):

- The **"Entrepreneurship Fund – Business Restarting" Action**, under which co-funded loans subsidised at 50% are made available to SMEs in the form of loans for Fixed Assets and Working Capital. In total, 736 such loan applications representing a budget of Euro 137.86 million were approved under this Action during 2014, with total disbursements on 31.12.2014 standing at Euro 96.77 million.

- The “**ENTREPRENEURSHIP FUND - Guarantee Fund**” Action, which offers to SMEs loans guaranteed up to 80% by ETEAN for financing investment plans and working capital for business development activities, against assignment of the corresponding subsidy amount as security. In total, 96 such loan applications representing a budget of Euro 30.28 million were approved under this Action during 2014, with total disbursements on 31.12.2014 standing at Euro 21.37 million.

Moreover, in December 2014, drawing on its successful collaboration with the European Investment Fund (EIF) for the promotion of the **JEREMIE (Joint European Resources for Micro to Medium Enterprises) Programmes**, Alpha Bank negotiated and secured the provision of the new **JEREMIE FRFSI Programme for 2015**. Through this Programme, the Bank will offer to SMEs interest-free co-funded loans subsidised at 50% for financing their investment and business development plans as well as their needs in working capital, thereby increasing the range of financing options available to them.

In addition, Alpha Bank, in collaboration with the Export Credit Insurance Organisation (ECIO) continued to promote the “**Extroversion**” **Insurance Programme** to exporting firms. Exporters under this Programme, after first taking out with the ECIO an insurance policy with a coverage up to 80% against non-payment risk by the foreign import firms, apply to the Bank for access to financing of up to Euro 1 million, available through the “**Alpha Exports Development**” product, in the form of a loan with very favourable repayment terms and without the requirement for tangible collateral. The Bank’s key goals for the year ahead remain the same – i.e. to strengthen the competitiveness of Greek exporting firms and to help them expand their export activities.

Alpha Bank also evaluated and approved for financing numerous investment plans, leading to the inclusion of the corresponding projects under some form of aid (Investment Incentives Law, the Programmes managed by the Intermediate Body of the Operational Programme “Competitiveness & Entrepreneurship” [EFEPAE] etc.), in the form of short-term loans granted against assignment of the corresponding subsidy as security. The Bank also played a key part in monitoring these projects through to completion.

The above Investment Programmes are addressed to solvent SMEs from virtually all sectors of the economy, which seek to expand their operations and strengthen their position in their corresponding markets. They provide them with an alternative source of financing in the form of appropriate financing tools offered with particularly favourable terms which are attractive for businesses.

Finally, it should be mentioned here that 55 transactions totalling approximately Euro 1.5 billion, i.e. 21% of the loan portfolio of the Corporate Banking Division, were carried out during 2014 for **Large Corporate Customers** of the Bank. These transactions involved amendments to existing loans or the establishment of new ones. On 31.12.2014, the total balance of loans under management by the Corporate Banking Division stood at Euro 9.5 billion including Letters of Guarantee and Documentary Letters of Credit.

## Investments through Foreign Mutual Funds (UCITS): International Perspectives with Social Aspects

Alpha Bank’s international partnerships through Alpha Private Bank, which for many years now has adopted an open architecture philosophy in its operation, were further expanded with the recent acquisition of Citibank’s Retail Banking operations in Greece and with the operation of the Alpha Bank Gold Personal Banking service. Thus, Alpha Bank currently represents 17 of the world’s leading investment firms, offering access to more than 1,500 investment choices in UCITS (Undertakings for Collective Investments in Transferable Securities), also known as Luxembourg Mutual Funds, since most of them are registered there, whilst a relative small number of them are registered in Ireland (SICAVs). The investment choices available cover literally the entire planet, as well as every investment profile, with investors having at their disposal a structured advisory guidance towards a smaller set of rigorously assessed options, with the aim of achieving returns but also the best possible management of risk (guided open architecture). It should be noted that in seeking controlled-risk returns, efforts are made to combine these with social responsibility. In this context, some of the most interesting current investments through UCITS, support – in terms of both geography and themes – the empowerment of lower social classes in the developing economies and/or industries with significant positive impact on the whole of humanity.

Examples of such geographic investments which are worth mentioning are emerging countries and regions such as India, Latin America and the new frontier markets such as Nigeria or Vietnam. Alpha Private Bank Customers investing in equity UCITS have realised significant gains by investing in these countries, seeking primarily to secure returns, which results in strengthening a considerable number of main listed companies in their Stock Exchanges, which secure employment for a large part of the population. Investors in emerging markets bond UCITS have also realised gains from investing in high-return bonds, while at the same time supporting sovereign borrowing by absorbing the government bonds of the respective States. The globalisation of investments may achieve the original purpose, which is to achieve returns and take effective advantage of the opportunities offered, but also to assist economically weaker regions of the planet. On an yet more specialised level, two special UCITS out of the 17 investment firms that we currently represent are worth mentioning here: the first one invests in the shares of companies serving internal consumption in Asia and the second one in small capitalisation companies in emerging markets. A common result of investing in these two UCITS is the possibility to achieve considerable returns, as well as to strengthen companies, primarily small- and mid-cap ones, which are the basis of the productive fabric in developing economies.

Examples of the breadth of themed investments which in tandem with achieving returns also assist the evolution of human life, are investments through UCITS in sectors such as biotechnology, generic medicines and medical technology. Investments of this type, available through UCITS and through Alpha Bank’s

international partnerships, have brought significant gains to investors and, at the same time, have strengthened companies whose primary object is research and development. The new clean and renewable energy sources, the companies active in wastewater treatment and the investments in potable water, probably the single most important scarce commodity on the planet, belong to another major theme, that of green investments. Another example of themed investments is that of global safety, with a particular UCITS investing in listed companies, mainly technology ones, which guarantee the safety of our daily activities – such as using any modern means of transport – or even transnational security, and excluding from its portfolio organisations involved in armaments.

## Responsible Investments

### Environment – Renewable Energy Sources (RES)

Alpha Bank has a specialised Project Finance Unit, staffed by experienced Executives, which works exclusively on securing financing for investments in RES projects. Over the last five years, the Bank has financed RES investments with a total budget in excess of Euro 1 billion, a result which clearly affirms its dominant position in this sector. New financing arrangements involve projects that use environment-friendly technologies, replace old and polluting units (e.g. oil units) and directly help reduce air pollutant emissions.

The Bank contributes actively to the efforts to achieve the national target of a RES penetration of 20% in final electricity consumption.

In 2014, the Bank continued its successful activities, offering financing for new investments in wind farms, in electricity production from biomass and natural gas, and in High-Efficiency Combined Heat and Power (CHP) Plants.

Additionally, the investments financed rely on domestic sources of energy and help reduce dependence on depletable conventional energy resources. They also strengthen the security of energy supply at the national level and contribute to the efforts for rational utilisation of the country's energy resources.

On 31.12.2014 the total balances of loans under management by the Project Finance Unit for RES projects stood at Euro 250 million, accounting for over 36% of the Unit's total loan balances and attesting the Bank's strategic focus on financing RES projects.

Furthermore, during 2014 the Project Finance Unit organised more than Euro 115 million of financing for RES projects, helping projects representing more than 120 MW of total installed capacity and with a total budget in excess of Euro 200 million, proceed to implementation in 2015.

## Environment – Waste Management

The Project Finance Unit also has significant expertise in Public-Private Partnerships (PPPs). Thus, during 2014 Alpha Bank continued to provide exclusive Financial Advisor services to the contractor for the largest waste management project in Greece and one of the most important such projects in the EU (Peloponnese Region Waste Management PPP).

Once completed, the project will provide an immediate solution, based on leading-edge technology, to the acute problem of waste management in the Peloponnese Region. In particular:

- Uncontrolled waste disposal areas are rehabilitated, setting right a bad practice that incurred dozens of millions of Euro in fines over the recent years.
- The natural environment is fully upgraded and protected.
- Recycling is maximised and the quantities of waste destined for disposal at landfills are significantly reduced.
- The citizens' quality of life is improved and public health is fully protected.

## Education and Training

In 2014, the Project Finance Unit organised two highly successful syndicated loans for PPP projects, with a budget of Euro 110 million, for construction and technical management of 22 public schools in Attica (i.e. in Kato Patissia, Komoundourou, Akadimia Platonos, Sepolia, Megara, Koropi, Ilion, Keratsini, Nea Penteli, Gerakas, Peristeri, Oropos, Neo Iraklio and other local districts), serving more than 6,000 school students.

These financing arrangements mobilised funds from the European Investment Bank as well as from the JESSICA Urban Development Fund for the Region of Attica and received the "Deal of the Year" award from the internationally acknowledged "World Finance" magazine.

## Infrastructure

In the infrastructure sector, the Unit participates actively in syndicated loan arrangements for all road axes in Greece which are constructed under concession contracts, with the Bank's participation in these arrangements currently standing at Euro 305 million.

These projects have greatly improved road safety for thousands of users, thanks to the significant reduction in the number of road accidents. The security specifications of the respective contracts comply with the strictest European safety standards and with the World Bank's framework on the environmental and social risk in large projects (IFC – Equator Principles Framework).

## Additional Responsible Products and Services

### Alpha Safe Access

Alpha Bank is leading developments with "Alpha Safe Access", the first Additional Password application via a mobile phone.

Using this application, the Bank's Customers can use the Alpha Web Banking services with greater security in money transactions with third parties, as the "Alpha Safe Access" application can only be used by a person who knows the Customer's User ID and Password.

For this reason, Customers are strongly advised to memorise their Alpha Web Banking security codes and **not** to keep them together with their mobile phone.

In addition, the application guarantees ease of use, as Customers do not need to carry with them any device other than their mobile phone.

The "Alpha Safe Access" application is compatible with almost all modern iOS, Android and Windows mobile devices (smartphones or tablets) and is available for downloading and installation from the corresponding "marketplace".

### Alpha Health Care for All

The Medical Cover Programme "Alpha Health Care for All", offered by Alpha Bank in collaboration with AXA Insurance S.A., has been extended to cover the entire family, including children, while in parallel providing comprehensive prevention and diagnosis benefits, available from the extensive network of the associated diagnostic centres of the Biomedicine Group.

For more details, please visit the Bank's website.

### Debt Settlement

For the first time in Greece, a Bank designed and developed a custom-designed microsite, [www.alpha.gr/vriskoumelyseis](http://www.alpha.gr/vriskoumelyseis), which provides its Customers with the opportunity to explore alternative solutions for the settlement of their overdue debts from housing loans, consumer loans and cards, without having to enter any personal details - not even their name.

## Social contribution services

Alpha Bank's **Bonus points redemption programme** was continued during 2014. This Programme offers to Bonus, Gold Visa and American Express (Membership Rewards Programme) cardholders the opportunity to redeem the points they have collected using the Loyalty Programme of their credit cards and to aid the work of various Foundations. The total amount made available to the Foundations participating in the Programme stood at **Euro 96,960**. Public benefit foundations participating in the Programme include MDA (MUSCULAR DYSTROPHY ASSOCIATION), UNICEF, PEDIATRIC TRAUMA CARE SOCIETY, MEDICINS DU MONDE, MEDICINS SANS FRONTIERES, LIFE LINE HELLAS, CEREBRAL PALSY GREECE, CHILD'S HEART, THERAPY CENTRE FOR DEPENDENT INDIVIDUALS (KETHEA), SOS AUTISM CENTRE, TOGETHER FOR CHILDREN, SOS CHILDREN'S VILLAGES GREECE, GREEK ALLIANCE FOR RARE DISEASES, SIKIARIDEIO FOUNDATION, YOUNG WOMEN'S EDUCATION SOCIETY (SEN), "TO ERGASTIRI" ("THE WORKSHOP") - ASSOCIATION OF PARENTS, GUARDIANS AND FRIENDS OF PEOPLE WITH DISABILITIES, "YAYA'S GARDEN" NURSERY, THE SMILE OF THE CHILD, "FLOGA" ("FLAME" - THE ASSOCIATION OF PARENTS OF CHILDREN WITH NEOPLASTIC DISEASES), "AMIMONI", HATZIKYRIAKIO CHILD CARE INSTITUTION.

Moreover, the Bank has provided, for the sixth consecutive year, the possibility for Customers to make **donations for social purposes** using the Alpha Web Banking and Alpha Phone Banking electronic banking services. Prospective donators may choose out of 63 charitable Foundations and Museums, after first reviewing a summary of the objectives and purposes of their entity of interest. Donations are made easily and swiftly, by debiting a deposit account on the donator's date of choice. The donator decides whether the donation will be anonymous or not. In the latter case, the donator's personal details are communicated to the recipient entity. During 2014, eight new Organisations joined the service, with the total number of donations made through the Bank's alternative banking networks posting a significant increase by 30.27% compared to 2013. Finally, the total amount made available to all the above entities in 2014 stood at **Euro 404,623.96**.

## Customer Service

The Bank's primary goal is to ensure credibility, reliability and efficiency in the provision of banking services. In line with this goal, the continuous monitoring, by means of relevant surveys, of customer service levels and of the quality of the services offered is a key concern for the Bank, especially in the adverse economic conditions that continued to prevail during 2014. On 31.12.2014, the Branch Network numbered 609 Branches (excluding the Commercial Centres and Alpha Private Bank Centres), covered all of Greece and served major conurbations as well as less densely populated and economically robust areas.

Prefecture	Number of Branches
AITOLOAKARNANIA	7
ARGOLIDA	7
ARCADIA	4
ARTA	3
ATTICA	91
ACHAIA	12
VIOTIA	6
GREVENA	1
DRAMA	2
DODECANESE	21
EVROS	6
EVIA	7
EVRYTANIA	1
ZAKYNTHOS	2
ILIA	6
IMATHIA	6
IRAKLION	11
THESPROTIA	3
THESSALONIKI	62
IOANNINA	6
KAVALA	6
KARDITSA	2
KASTORIA	3
KERKYRA (CORFU)	7
CEPHALLONIA	5
KILKIS	3
KOZANI	7
KORINTHIA	8
CYCLADES	20
LAKONIA	4
LARISSA	10
LASITHI	5
LESVOS	6
LEFKADA	3
MAGNISIA	9
MESSINIA	8
PREFECTURE OF ATHENS	134
PREFECTURE OF E. ATTICA	24
PREFECTURE OF W. ATTICA	5
PREFECTURE OF PIRAEUS	23
XANTHI	3
PELLA	4
PIERIA	4
PREVEZA	3
RETHYMNO	3
RODOPI	2
SAMOS	4
SERRES	5
TRIKALA	4
FTHIOTIDA	4
FLORINA	3
FOKIDA	2
CHALKIDIKI	4
CHANIA	5
CHIOS	3
<b>Total Branches 609</b>	

Of this total number of Branches, 329 are accessible by persons with a disability. In addition, out of the Bank's total number of 1,163 ATMs, 464 offer special settings allowing use by people with vision impairments.

In addition to Greek, the Alpha Bank website is also available in English and the same applies to the Alpha Web Banking, Alpha Mobile Banking and Alphaphone. Similarly, Customers visiting Branches can also be served in English, while the option to choose an English-language interface is offered in all the ATMs of the Bank.

## Alternative networks

the year 2014 saw a marked improvement in the Customer's level of usage of the Bank's electronic banking services, as the latter were enriched with new capabilities, such as:

- Expansion of the transactions supported by the e-banking services (Web, Mobile, Phone), with the addition of new payment types and standing orders.
- Expansion of the transactions supported by the Automated Cash Transaction Centres (ACTCs), with the addition of new payment types.
- Loading/Unloading of Prepaid Alpha Bank Cards (Prepaid MasterCard), via Web Banking, ATMs and ACTCs.
- Option to increase the number of interest-free instalments available for payment of debts to the Greek Public Sector.
- Option to manage cards via Alpha Web Banking (reporting theft or loss of card with simultaneous submission of a re-issue request, card activation, change of upper limit for cash withdrawals at ATMs, PIN re-issue).

The upgrades to the above services resulted in the increase by 18.78% (compared to 2013) of the transactions carried out via the Bank's alternative networks (ATMs, ACTCs, Alpha Web Banking, Alphaphone Banking, Alpha Mobile Banking, Alpha Web International Trade, Mass Payments service).

## Automated Banking Services

In order to provide Customers with an enhanced level of service and improve the efficiency of the Bank's ATM network while also rationalising the cost of its operation, during 2014 a total of around 220 feasibility studies were carried out concerning requests primarily for off-site ATMs (withdrawals, relocations, new installations, replacements, adjustment of rentals etc). On the basis of these, the Bank installed 22 new ATMs (8 off-site and 14 on-site) and withdrew 97 ones (23 off-site ATM withdrawals and 74 ATM withdrawals due to changes in the Branch Network). Cost-benefit reports were also carried out regarding the operation of all of the Bank's off-site ATMs. Thus, despite the reduction by 6.13% in the total number of ATMs, transactions increased by 3.72%.

To improve Customer service levels and relieve congestion involving payments in cash at the Branches' Teller positions, six (6) new payment types were added to those supported by the Automated Cash Transaction Centres (ACTCs), where transactions increased by 25.77% compared to 2013.

## Electronic Banking Services for Individuals and Businesses

The Alpha Web Banking service posted a significant increase by 15.02% in the number of active subscribers, with a corresponding increase in money transactions by 26% compared to 2013.

The rapid uptake of the Alpha Mobile Banking service by the Bank's Customers continued during 2014. The number of active subscribers to the service increased by 33.02%, driving the number of money transactions made using this service up by 60.32% compared to 2013.

In order to better assist Customers with disabilities, the Bank's Customer Service (call centre) is available via an automated interface (IVR) as well as with assistance from specialist Agents, via the Alphaphone Banking Service. Using this service, Customers can carry out the full range of the transactions that are also available via the Alpha Web Banking Service, such as obtaining information about the balance and activity of their accounts and cards, transferring amounts between accounts held with Alpha Bank and other banks in Greece and abroad, paying to the Greek Public Sector, to utilities and other companies etc.

## Specialised Electronic Banking Services for Businesses

The "Alpha Web International Trade" electronic service saw an increase by 29.99% in the number of active subscribers and an increase by 8.54% in transactions compared to 2013. Correspondingly, the "Alpha Mass Payments" service for businesses saw an increase by 7.37% in active subscribers.

Finally, the transition of the Alpha e-Commerce service to the new, flexible and efficient Modirum application, which was successfully completed during the year, was accompanied by a significant increase by 23.96% in the number of active subscribers compared to 2013, with transactions increasing by 11.64%.

## Protection of Customers' Private Data

The Bank attaches particular importance to the protection of corporate information, which is considered a critical asset. The data of the Bank's Customers are an important part of this information and are protected in compliance with the requirements of the Regulatory Framework as well as with the Bank's internal security principles.

Under approval by the General Management, the Group Information Security Framework was issued, laying down the Information Policy, Procedures and Security Standards. The Bank also introduced the role of the Group Information Security Officer and established the Information Security Division, which handles all information security matters at Group level.

In the last years, the Bank has been taking specific measures, which include special mechanisms and procedures to ensure the protection of information during its entire lifecycle (creation, distribution, use, storage, destruction). These measures include, among others, the following:

- Installation of dedicated document shredders in all the Branches and Head Office Divisions of the Bank for daily shredding of documents and introduction of a procedure for mass destruction of information and magnetic media, such as computer hard disks.
- Use of advanced multi-layer security controls to protect the services offered over the Internet and especially electronic banking services.
- Adoption of a custom Data Leakage Prevention infrastructure to prevent information leakage over the Internet and via e-mail, as well as from the user's terminals.
- Creation of a custom mechanism for user access logging and for protecting systems on which confidential information is stored against unauthorised user access.
- Centralised management of the users' access to systems on the basis of their business role (role - systems - rights).

Finally, particular importance is attached to training and to raising Personnel awareness of security issues. To this end, a special training programme is under way, to ensure that all members of Personnel are fully aware not only of modern threats and the means available for dealing with risk, but also of their obligations regarding the protection of corporate information in their daily work.

Finally, it is pointed out that there is no record of incidents involving data loss under the responsibility of the Bank for 2014.

## Customer Satisfaction

Following the transfer to Alpha Bank of Citibank's Retail Banking operations in Greece, including Diners Club Greece, on 1.10.2014 the Bank launched and successfully completed the project for the integration of the two Customer Services, that of the former Citibank Network and that of Alpha Bank, and their relocation to shared premises in an Alpha Bank building at 105, Athinon Avenue. It should be clarified that the integration did not change the complaint submission channels for the Customers for the former Citibank Network or for the Customers of Alpha Bank.

During 2014, a total of 9,460 complaints were submitted to the Bank's Customer Service (Call Centre), increased by 3% compared to 2013 (9,174), with an average resolution time of 24.7 days, against 20.1 days in 2013.

The key categories of complaints concerned cards, Branch Network service quality and housing and consumer loans.

*Note: The above figures do not include complaints concerning the former Citibank and Diners Club portfolio.*

As part of the efforts to maintain the high quality of the services provided by the Bank, during 2014 the team of ISO Coordinators of the Operation Division's Quality Assurance Unit carried out an internal audit plan. The entities audited included, among others, the Customer Service and First Data Hellas (Customer Service Subcontractor), which were certified in accordance with the ISO 9001:2008 International Standard.

Alpha Bank's primary goal is to ensure credibility, reliability and efficiency in banking services. In line with this goal, the daily concern of the Bank's Employees is to constantly improve the level of products and services and to address all banking needs of Customers in a modern and responsible manner. To this end, the Bank ensures that the principles that govern Customer service and assure Customer satisfaction are communicated in writing or verbally.

In addition, a key means used to identify Customer needs and to measure and enhance Customer satisfaction are the regular surveys carried out.

Finally, in order to ensure that Customers receive full and complete information, the Bank complies with the regulatory framework in force and makes sure that Customers are supplied with the necessary information about the products and services it offers.

## Market Survey "Your opinion counts"

An easy-to-use and concise questionnaire is permanently posted on the Bank's website, providing existing and potential Customers with the opportunity to express their views directly and swiftly and to constantly evaluate their customer service experience with the Bank.

The questionnaire is structured, contains standardised closed-ended questions and participants are asked to rate the services they received on a scale from one (1) to five (5), with one (1) corresponding to the lowest and five (5) to the highest satisfaction.

It should be pointed out that 2014 saw an increase by 21% in the number of respondents to this questionnaire compared to 2013, (2014: 7,201 respondents, 2013: 5,939 respondents), which shows the need to ensure that operations remain focused on the provision of optimal service to the Bank's Customers.

The results of the survey strengthen Alpha Bank's position as the "Bank of first choice", despite the difficult economic conditions. In particular, the overall customer service offered by Alpha Bank is considered as "very satisfactory", with an average rating of four (4). The majority of the participants in the survey states that they will continue to use the Alpha Bank services and would recommend it to other people.

## Satisfaction Survey of Customers Submitting Complaints

In the context of the application of the Quality Management System in accordance with the ISO 9001:2008 International Standard, the ISO Coordinators of the Quality Assurance Unit carried out, on behalf of the Bank's Customer Service (Call Centre), a satisfaction survey of Alpha Bank Customers submitting complaints.

The survey was conducted according to the data specifications foreseen in the "Satisfaction Survey" documented procedure of the Quality Management System, was primary and qualitative, and was developed using information drawn from the database of the Data Collection and Analysis Section of the Quality Assurance Unit, thus securing the validity and reliability of the relevant information.

The method chosen to conduct this survey, which concerned unique complaints handled by Customer Service in the period from 4.9.2014 to 19.10.2014, involved telephone interviews and sending out a questionnaire by e-mail.

The questionnaire followed the structured format, contained seven closed-ended questions and respondents were asked to provide rated responses on a scale from one (1) to five (5), with one (1) standing for «Not Satisfied at All» and five (5) standing for «Completely Satisfied». Respondents were also asked to provide their own Proposal for Improvement of the Bank's operations, using an open field included in the questionnaire for this purpose.

The combination of closed-ended questions and an open field helped obtain homogeneous responses, which resulted in data analysis ease and speed, and allowed a more detailed and in-depth analysis of the survey data.

The sample selected consisted of complaining Customers who were recipients of the Call Centre's specific services and products and whose cases had been fully settled (closed cases) during the above period. The sample consisted of 153 answers out of a total of 967 unique complaints who had submitted complaints, i.e. represented a share of 16%.

The overall satisfaction of the average Customer who has submitted a complaint to Alpha Bank is considered "Satisfactory", with an average rating of three (3).

The highest-rated responses were given to the question concerning the Officers' politeness and willingness to serve the Customer, with an average rating of four (4), followed by the question concerning the complaint submission method, with an average rating of three (3).

The results of this survey show that the Customer Service Officers handle complaints with politeness and effectiveness, and that they build on the existing experience in the best possible way.

## Proposals for Improvement

In the context of its efforts to improve the quality of the services offered by the Bank, the Quality Assurance Unit created a dedicated area on the Alpha Bank Intranet intended for two-way communication between the Unit and Officers in all Branches, as well as in the Units involved in the customer service chain.

In this area, Employees can submit Proposals for Improvement, which draw on their valuable experience and are the result of their daily contacts with Customers, as well as of their constant use of the Bank's operating systems.

In 2014 the location of this area changed, as it was moved to a prominent position on the Intranet's home page. This change was based on a Proposal for Improvement submitted by a colleague (15.7.14) and led to the increase by 50% of the number of submitted Proposals for Improvement compared to 2013.

During 2014, a total of sixty (60) Proposals for Improvement were submitted. These were forwarded to the competent Divisions of the Bank.

## Consumer research surveys

To establish a fuller understanding of the views, needs and behaviours of Customers, in order to enhance their level of satisfaction as well as to optimise the communication strategy and the products/services offered, a market research plan consisting of a mix of qualitative and quantitative market research surveys was implemented in 2014.

## Quantitative research

Quantitative market research surveys were carried out in order to follow the changes over time in the position of Alpha Bank and of its competitors in the banking market, in terms of consumer perception and behaviour indexes, as well as in terms of communication and image evaluation indexes for banks.

Specifically, in order to maintain the high level of satisfaction of its Customers, one of the surveys that were carried out was the quantitative Customer Satisfaction survey, which establishes the level of satisfaction overall as well as by customer service network. According to the survey findings, more than eight (8) out of every ten (10) Customers of the Bank rate the Bank positively in terms of the overall assessment index, as 41% of Customers assess the Bank as "Excellent / Very good" and 42% as "Good".

The recommendation index, which refers to the probability of respondents recommending the Bank to their friends/relatives, is also high, as 38% of the Customers report that they will "certainly / most probably" recommend it and 39% report that they will "probably" do so.

With regard to its image as a Bank, Alpha Bank is assessed by its Customers more positively for the characteristics which are associated with credibility (56%), good reputation (54%) and financial stability (53%). Branches are chosen by Customers more often than alternative service networks, such as for example Alpha Web Banking. In what concerns the service received at the Branch, the characteristics more positively assessed are those associated with the human factor, such as devoting the time required to serve the Customer (7.1%), the experience of the Officers at the Branch (68%), as well as presenting the Customer with solutions (68%).

The percentages referring to the perceived image characteristics received overall ratings of five (5) "Excellent" and four (4) "Very good", on a scale from one (1) to five (5).

The survey results are used as input to the design and development of an action plan to further enhance Customer satisfaction and improve their relationship with the Bank.

The Customer satisfaction survey was carried out by TNS ICAP with the telephone interviews method from 8 January until 14 February 2014, using a sample of 1,600 Customers of the Bank who had carried out at least one transaction with the Bank in the previous three months. The survey used a countrywide sample of retail Customers (individuals) aged 18-75, diversified in terms of the products they hold and the service network they use.

## Qualitative research

Qualitative research surveys were carried out in order to record the trends and perceptions created, taking also into account current developments in the banking sector, as well as in order to gain a deeper understanding of the needs of Customers in terms of products and services.

One of the categories on which the Bank focused during 2014 is that of Customers who are having difficulty in repaying their loans. The qualitative survey, which was carried out during March 2014, aimed to show the deeper perceptions of this particular target group, so as to enable the design of solutions to better address its needs. According to the survey findings, the way in which borrowers deal with their obligations differs, depending on the period of time for which the loan has been in arrears, while a part of these Customers hesitates to approach the Bank with the intention to seek a solution. The use of the survey findings drove Alpha Bank to create the dedicated microsite [www.vriskoumelyseis.gr](http://www.vriskoumelyseis.gr), on which the Bank's Customers can obtain information, maintaining full anonymity, and explore alternative solutions for settling their debts, before visiting an Alpha Bank Branch. According to the respondents, the microsite, through the calculation tool it provides, can energise borrowers and boost their morale.

The survey was carried out by QED using the focus groups method, from 14 until 18 March, 2014. Five focus groups were held in Athens with borrowers aged 35-60, diversified in terms of the type of banking products they held as well as in terms of the total amount of their debts.

## Responsible Marketing

To ensure its Customers' trust in its products and services, Alpha Bank attaches particular importance to ongoing communication and dialogue.

The Bank's advertisements present all the details which are necessary in order to inform the public about its available products and services. Where a particular advertising medium cannot convey adequate details due to space or time limitations, the Bank's website address ([www.alpha.gr](http://www.alpha.gr)) or use of QR code or Call Centre number are always provided as an option for accessing more detailed information.

Every advertising communication plan is examined by the competent Divisions of the Bank and by the Legal Services Division, to ensure objectivity in the provision of information. In this respect, the Bank complies with the regulatory framework in force regarding transparency in the provision of information to contractual parties, contractual information, advertising and the terms of contracts with its Customers.

During 2014, with the aim of improving the provision of information to the Bank's Customers and the communication with them, the Marketing Division of the Bank, developed special-purpose communication materials for the information campaign regarding the acquisition of Citibank's Retail Operations in Greece, including Diners Club, in order to assist Customers.

More specifically, an information campaign was carried out, launched in June and completed in November 2014, on television, in the Press and on the Internet. The key communication message of the information campaign in the Press and on the Internet was: "Appreciation leads to trust. Alpha Bank is the Bank Citi trusts to continue servicing its Retail Banking Clients in Greece." The communication on television was based on "Citigold", the leading personal banking service in Greece, with the intention of over-emphasising the continuation of these operations by Alpha Bank.

This acquisition of Citibank's Retail Banking operations in Greece followed after the successful acquisition of Emporiki Bank in 2013 and reaffirms Alpha Bank as the "Bank of Choice" for Customers in the affluent and mass affluent segments. With the acquisition of Citibank's Retail Banking operations in Greece, Alpha Bank is looking forward to leveraging Citibank's specialisation in Wealth Management operations and to expanding the range of Alpha Bank products and services offered in the market. In this way, Customers have at their disposal an expanded portfolio of high value-added products and services.

Finally, it is pointed out that the Bank takes care to ensure that Customers are provided with the fullest possible information regarding financial management matters. To this end, relevant information leaflets of the Hellenic Bank Association are distributed in the premises of the Bank, with simultaneous promotion of face-to-face communication and briefings by the Bank's Personnel to all population groups, including Customers who may not be knowledgeable in financial matters, such as young people, the elderly, low-paid individuals, immigrants etc.

## Transparency in Banking Transactions

Throughout 2014, Alpha Bank conducted audits of transactions and Customers for compliance with the regulatory framework, with the aim of combating money laundering, fraud, and financial crime, using the specialised control systems it has put in place and working closely with the competent Regulatory Authorities. In line with the Bank's firm and unwavering position against corruption, during 2014 the Market and Operational Risk Division and the Compliance Division examined all cases which could represent a risk in connection with the Bank's efforts to combat corruption and bribery.

It is pointed out that although the Bank does not have in place a consolidated policy document on combating corruption, the matter is covered by the following official texts of the Bank:

- Staff Regulations
- Code of Ethics
- Corporate Governance Code
- General Management Act No. 57/12.10.2004
- Rules and Regulations of the Audit Committee
- General Manager - CEO Act no. 30/11.6.2010 Rules and Regulations
- Outsourcing Policy and Procedures Manual

In cases where Employees of the Bank act in an irregular manner or are guilty of omissions or breach provisions of the Staff Regulations or Management Decisions, the Bank is obliged to impose penalties in application of the Staff Regulations, with a view to maintaining the internal order and smooth operation of its Services.

During 2014 no report was made of cases involving bribery of Employees. Nevertheless, the Bank imposed disciplinary penalties on various grounds, such as irregularities in transactions, negligent control and supervision, negligence in the discharge of duties, violation of guidelines and procedures, breach of the Group Information Security Framework, unjustified late morning arrival for work etc., as follows:

- Written remark (warning): 19 cases
- Written reprimand: 25 cases
- Temporary suspension: 13 cases

The Bank's Personnel is informed of their obligations in connection with matters concerning corruption from the texts mentioned above, as well as through the relevant training activities, which also include subjects on combating corruption.

It should be noted that during 2014 a total of 65 training programmes on anti-corruption policies and procedures were carried out, attended by 1,804 Executives and Officers of the Bank. Additionally, the Bank has in place a procedure for the appointment of an Anti-Money Laundering (AML) Officer in each one of its Branches. These Branch AML Officers are provided with adequate training on AML and anti-corruption policies and procedures, combined with daily telephone support by the AML Section of the Compliance Division, to ensure that they are able to identify and handle such incidents. After they are identified and the required actions have been completed, any cases involving money laundering and corruption are reported in writing to the Anti-Money Laundering, Counter-Terrorist Financing and Source of Funds Investigation Authority.

While making continuous efforts to consistently meet the expectations of its Customers and of the State, Alpha Bank has introduced procedures to ensure the strict application of the regulations and decisions of the Authorities responsible for the financial sector. In 2014, the number of complaints made through Regulatory and other Authorities regarding products and services of the Bank increased by 7.3% compared to 2013. It should be noted that in 2014 no fines were imposed by Regulatory Authorities for incidents involving corruption.

Moreover, the Bank applies a Policy and related Procedures on Anonymous Reporting ("Whistleblowing") of serious irregularities, omissions or offences of which Personnel becomes aware, in order to safeguard its integrity and good reputation. This Policy applies not only to the Bank's Personnel but also to service providers that have signed a contract with the Bank. Finally, it should be stressed that the Bank did not fund any political party or political figure.





Together with  
our People



**The Employees of Alpha Bank are its most valuable asset, as the Bank's growth depends on their capabilities and their engagement in the achievement of corporate goals. Every day, their dedication and diligence in seeking to develop and provide the best possible financial services creates value for the Bank, for the national economy and for the society.**

As a responsible employer, the Bank is constantly striving to meet its Employees' expectations.

To this end, it takes care to provide them with continuous education and training, to help them achieve a healthy balance between their professional and personal life, to assist them in ensuring their prosperity, to offer equal opportunities for their development and in general to apply a Human Resources policy which not only helps the Bank achieve its business goals but also contributes to a more meritocratic society.

In connection with the acquisition, on 30 September 2014, of Citibank's Retail Banking operations including Diner's Club in Greece, the strategic goal of the Human Resources Division is to ensure the best possible use of all Personnel resources and to leverage in the broadest possible terms the skills of the 698 Citibank Employees, strengthening Personnel loyalty and work commitment.

## Securing Employment

The Bank continues to deal with job vacancies through internal procedures, in order to place competent members of Personnel to positions of responsibility, drawing on the results of its performance review system. In cases where this is not possible, the Bank turns to the local labour market.

In 2014 the Bank cooperated with the Athens University of Economics and Business, through the Students' Practical Training Programme, offering to 10 full-time graduate or postgraduate students of the University the opportunity of practical training working alongside experienced professionals, in order to gain work experience.

## Quantitative Data on Human Resources

GROUP	Workforce on 31.12.2014
Bank	8,869
Domestic Subsidiaries	701
International Network	5,623
<b>TOTAL</b>	<b>15,193</b>

## Personnel Breakdown

Gender	PERSONNEL BREAKDOWN BY AGE GROUP ON 31.12.2014				
	18-25	26-40	41-50	51+	TOTAL
Men	15	1,670	1,796	642	4,123
Women	18	2,684	1,744	300	4,746
<b>TOTAL</b>	33	4,354	3,540	942	8,869
%	0.37	49.1	39.91	10.62	100.00

Employees in Greece (BANK)	2013	2014
Men	5,003	4,123
Women	5,449	4,746
<b>Total</b>	<b>10,452</b>	<b>8,869</b>
Departures (e.g. retirement, termination of contract)	245	2,350
Recruitment	36	69

\* The figures given for 2013 include departures of Personnel of the former Emporiki Bank from 1.7.2013 onwards.

Geographic Region (BANK)	Personnel 2013	Personnel 2014
Attica	6,810	6,065
Rest of Greece	3,615	2,782
Abroad *	27	22
<b>Total</b>	<b>10,452</b>	<b>8,869</b>

\* The figures refer to the number of Bank Employees on secondment abroad and not to the total number of Personnel employed by the Group abroad.

\*\* Presentation of data on Personnel breakdown by gender at the level of individual geographical regions is not considered necessary, as this information is provided aggregated for all Personnel.

## Personnel Breakdown by geographic region on 31.12.2014

GEOGRAPHIC REGION	PERSONNEL
ATTICA	6,065
EASTERN MACEDONIA & THRACE	155
WESTERN MACEDONIA	102
THESSALY	220
CENTRAL MACEDONIA	829
EPIRUS	115
IONIAN ISLANDS	122
WESTERN GREECE	249
EASTERN CONTINENTAL GREECE	202
PELOPONNESE	228
NORTH AEGEAN	99
SOUTH AEGEAN	229
CRETE	232
ABROAD	22
<b>TOTAL WORKFORCE</b>	<b>8,869</b>

In 2014, the Voluntary Separation Scheme for the Bank's Personnel was completed, with participations numbering 2,208 Employees. The staffing needs that arose as a consequence involved the following:

- The redeployment of Human Resources, either through promotions of competent members of Personnel or by granting transfer requests, and
- The opportunity to renew the Human Resources through recruitment.

Moreover, with the acquisition of Citibank's Retail Banking Operations in Greece, including Diners Club, the 698 Employees of Citibank were integrated into a working environment with long-standing values and principles and are gradually being suitably deployed in such a way so as to ensure uninterrupted provision of high-level services.

## Statistics on Regular Personnel Recruitment in 2014

PERSONNEL BREAKDOWN BY AGE						
GENDER	18-25	26-40	41-50	51+	TOTAL	% SHARE
MEN	4	26	10	5	45	65.2%
WOMEN	1	19	4	0	24	34.8%
<b>TOTAL</b>	<b>5</b>	<b>45</b>	<b>14</b>	<b>5</b>	<b>69</b>	<b>100.0%</b>
<b>% SHARE</b>	<b>7.25%</b>	<b>65.22%</b>	<b>20.29%</b>	<b>7.25%</b>	<b>100.0%</b>	

GEOGRAPHIC REGION	TOTAL	% SHARE
Attica	48	69.6%
Rest of Greece	21	30.4%
<b>TOTAL</b>	<b>69</b>	<b>100.0%</b>

## Statistics on Regular Personnel Departures in 2014

PERSONNEL BREAKDOWN BY AGE						
GENDER	18-25	26-40	41-50	51+	TOTAL	% SHARE
MEN	1	83	254	845	1,183	50.3%
WOMEN	0	96	548	523	1,167	49.7%
<b>TOTAL</b>	<b>1</b>	<b>179</b>	<b>802</b>	<b>1,368</b>	<b>2,350</b>	<b>100.0%</b>
<b>% SHARE</b>	<b>0.04%</b>	<b>7.62%</b>	<b>34.13%</b>	<b>58.21%</b>	<b>100.0%</b>	

GEOGRAPHIC REGION	TOTAL	% SHARE
ATTICA	1,523	64.8%
Rest of Greece	827	35.2%
<b>TOTAL</b>	<b>2,350</b>	<b>100.0%</b>

## Educational Level and Training

Employee training and development is key to the achievement of the Bank's business goals through the provision of high-quality services, and also serves the development and evolution of Employees at the individual level.

The data on the total numbers and corresponding shares of Employees by educational level show that:

- Employees who are tertiary education graduates (Universities and Technological Educational Institutions) continue to represent the largest share (59.25%) of the Bank's total Personnel in 2014. Of these, 20.8% are postgraduate degree holders.
- The number of compulsory education (Gymnasium) graduates continues to represent the smallest share of the Bank's total Personnel (3.2%).

Educational level	Breakdown 2013	Breakdown 2014
Postgraduate education (Master's, PhD)	1,872	1,845
Tertiary education graduates (University graduates and graduates of Technological Educational Institutions)	4,043	3,410
Secondary education (Lyceum) graduates	4,057	3,326
Compulsory education (Gymnasium) graduates	480	288

Training activities during 2014 stood at 14,388 participations in training programmes, representing 149,086 training hours in total. Thus, the average training person-hours per Employee of the Bank is calculated at 17 hours.

Of the above total participations in training programmes, 14,154 were Employees of Alpha Bank's accounting branch. The detailed breakdown by gender and position in the management hierarchy (Employees / Executives) is shown in the table below:

ACCOUNTING BRANCH: PARTICIPATIONS IN TRAINING PROGRAMMES DURING 2014						
	MEN	WOMEN	TOTAL	MEN	WOMEN	TOTAL
Employees	2.339	4.156	<b>6.495</b>	17%	29%	<b>46%</b>
Middle-Management Executives	3.533	3.775	<b>7.308</b>	25%	27%	<b>52%</b>
Senior Executives	234	117	<b>351</b>	2%	1%	<b>3%</b>
<b>TOTAL</b>	<b>6.106</b>	<b>8.048</b>	<b>14.154</b>			

Training subjects (general categories)

1. Employee Training - Retail & Private Customer products and services.
2. Employee Training – Business products and services.
3. Various subjects (Management, Information Technology etc.).
4. Merger-related Training Programmes

During 2014 two in-house seminars were held in the Bank, under the coordination of specialist advisors, on the new edition of the Global Reporting Initiative's (GRI) G4 Sustainability Reporting Guidelines. Participations in these seminars numbered 26 persons from 18 Divisions of the Bank.

### In-house Graduate Programme

Alpha Bank's in-house Graduate (Master's) Programme, carried out by the Bank's Training and Development Division in collaboration with the National and Kapodistrian University of Athens, was continued during 2014. This 18-month Graduate Programme covers Monetary Policy, Banking and Financial studies. Since 2010, a total of 77 Employees have successfully completed the Programme and a further 21 are expected to complete it shortly, while 19 other Employees have been selected for participation and are about to begin their postgraduate studies during 2015.

## Diversity and Equal Opportunities at Work

To Alpha Bank, the provision of equal opportunities for employment and advancement to all its Employees, irrespective of gender, race, religion, age and sexual orientation is not merely a legal obligation but a cornerstone of its Human Resources policy. This policy is incorporated in the Human Resources management procedures and practices and, in every country where Alpha Bank is present, is implemented through a dedicated action plan.

Finally, seeking to implement gender equality in action and to address the issue of the low percentage of women in positions of responsibility, two characteristics which are typical of the Greek labour market, Alpha Bank offers equal advancement opportunities to its female Employees through a series of measures which allow them to balance their professional and personal life and promote their equitable treatment through merit-based Personnel advancement. In this respect, it should be pointed out that the Bank applies a uniform remuneration policy, irrespective of gender, in all Employee categories.

Diversity indicators	2013	2014
Women Employees	5,449 (52.13%)	4,746 (53.51%)
Women in Management positions	343 (% not available)	302 (36.20%)
Employees belonging to minority groups	13	7
Managers belonging to minority groups	1	1

Gender representation in the Board of Directors	2013	2014
Women	1 (7%)	2 (13%)
Men	14 (93%)	13 (87%)
<b>Total</b>	<b>15</b>	<b>15</b>

Gender representation in General Manager positions*	2013	2014
Women	1	1
Men	15	15
<b>TOTAL</b>	<b>16</b>	<b>16</b>

\* The following persons are included:

- Chairman
- Managing Director - CEO
- 6 General Managers
- 8 Executive General Managers

Persons with a disability	2013	2014
Number of persons with a disability (PWD) at the Bank	298	161

## Dialogue and Labour Rights

Collective bargaining and union membership rights are protected by national and international rules. Alpha Bank respects Employee rights and is committed to safeguarding them fully, in accordance with national and European laws and with the Conventions of the International Labour Organisation. In accordance with the provisions of the legislation in force, the employment contracts of the Bank's Personnel are of indefinite duration.

It should be mentioned here that out of 8,869 Employees in total, 7,800 are members of employee unions, accounting for 87.5% of the total number of Employees.

## Health and Safety at the Workplace

With regard to the health and safety of its Employees, the Bank not only complies with the laws in force but also ensures the provision of additional benefits and programmes, as follows:

1. Provision of safety technician and occupational physician services to the Bank's Personnel by external contractors or specialised Bank officers, who visit Bank Units and brief Employees regularly on health and safety issues.
2. Implementation of a training programme on safety-related issues addressed to all Personnel.
3. Permanent presence of occupational physicians in work premises with large Personnel numbers.
4. Publication of articles on various topical health subjects in "MAZI"/"Together", the internal communication newsletter, as well as on the Alpha Bank Intranet.
5. Development of 61 evacuation plans for Buildings and Branches of the Bank during 2014.
6. Participation of 1,349 Bank Officers in training programmes organised by the Procurement, Property and Security Division on the management of critical situations and on fire safety.
7. Implementation of 338 training sessions, delivered by specialists from the Fire Department, the Police and the Procurement, Property and Security Division, addressed to Security Guards of the Bank.
8. Possibility for participating in distance training (e-learning) on fire safety and on dealing with critical situations.

In addition, the following training activities were organised, in collaboration with the Training and Development Division:

- Training for Branch Managers and Personnel on Physical Security, Fire Safety and the Evacuation of Buildings.
- Training for Security Personnel (Branch Guards) on the Security of Facilities and Buildings, the Management of Critical Situations and Fire Safety.
- Training for Security Personnel of associated private security services companies, on the Security of Facilities - Buildings and of ATMs.

For the current year, the activities planned include additional Personnel training and the stepping up of checks to confirm the strict application of the security rules, as well as additional upgrades to electronic security systems.

It should be noted that in 2014 the absenteeism rate (work days lost) due to injury and illness remained low and stood at 1.8% of total working days.

Health and Safety Indicators	Number of incidents		Days lost to these incidents	
	2013	2014	2013	2014
Number of incidents involving injury	5	2 (1 male, 1 female)	111	14
Fatalities	-	-	-	-
Occupational illnesses	N/A	N/A	N/A	N/A
Other illnesses *	5,718	4,409	46,932	39,854
Absenteeism rate (AR)	1.8%	1.8%		

\* Does not include pregnancy leaves. Does not include incidents of Employees who were not included in the Bank's Personnel on 31.12.14

Finally, it should be mentioned that the Bank's Security Personnel, in accordance with the applicable laws, is responsible for taking measures to ensure the Physical and Technical security of the Buildings and Branches of the Bank and the Group, in order to prevent and respond to actions by third parties against the Bank's property, its Personnel and its Customers. To this end, the Bank's Security Personnel collaborates with the Group Companies on related matters.

In order to strengthen security and confirm the strict application of the relevant procedures, continuous inspections of the Bank Units were carried out during 2014 and additional security measures were taken, over and above the statutory ones.

As part of the efforts to strengthen the security measures, electronic security systems and remote control systems were improved and upgraded in several Buildings and Branches. In addition, the systems of the Branches which resulted from the mergers were inspected and their compliance with the Alpha Bank standards was ensured. Finally, Screening and Control Procedures for incoming correspondence were specified and implemented in restricted access Buildings.

## Caring for our Employees

Recognising the importance and the contribution of its Human Resources to its success, Alpha Bank offers to its Personnel a varied additional benefits scheme. These benefits include a number of allowances, covers and services for Employees and their family members that demonstrate in practice the Bank's actual care for its Employees and its interest in their welfare. In line with the above, during 2014 a total of 154 Employees were granted reduced working hours due to childcare obligations, in the form of accumulated continuous leave. Additionally, Alpha Bank Employees whose children are facing serious health problems were granted an annual lump sum of Euro 1,200 as financial support, together with six additional days of special paid leave. In parallel, a special monthly welfare allowance has been provided to 41 Colleagues - in active service or retired - who are blind or suffer from kidney diseases.

The Bank's care for its Personnel extends past the strict timeframes that define their employment in the Bank. Already since 2011, the Bank has put in place a Group Savings Plan for Employees who were first insured after 1.1.1993, designed to cover the post-retirement income gap. The plan provides for payment of a lump

sum upon termination of the professional life of Employees and is successfully implemented by the Bank in collaboration with AXA Insurance S.A. The members of Personnel who have joined this Plan currently account for 74% of total Personnel.

Furthermore, wishing to reward the efforts and the exceptional performance achieved by children of Bank Employees graduating with honours from compulsory education (Gymnasium) and secondary education (Lyceum), as well as by those graduating with honours from Higher and Tertiary Education Institutions, the Bank awards token cash prizes. A total of 191 children of Bank Employees were presented with such cash prizes by the Bank during 2014.

Finally, wishing to provide psychological support to Employees who, at a given moment, had difficulty handling crisis situations at personal, family, and professional level, the Bank continues its collaboration with experts (Psychologists, one Social Worker - Therapist and one Neurologist - Psychiatrist), offering to its Employees the possibility to meet with them free of charge in order to seek counselling, support and treatment.



Together for  
the Environment



**Raising awareness of environmental issues and protecting the environment are key priorities for the Bank. In addition to offering products and services which also take into consideration environmental criteria (presented in the section “Together for the Market” of this Report), the Bank promotes the rational use of the lighting, heating and cooling installations in its buildings, as well as distance learning, as part of its efforts to achieve energy savings and limit carbon dioxide emissions. In this respect, the Bank sets measurable targets whose attainment is systematically monitored in the course of each year.**

Additionally, the Bank organises, supports and participates in environmental actions to strengthen the ecological conscience of its Employees and their families and improve the quality of the environment.

### Systematic monitoring

The Bank's environmental policy is promoted and monitored by the Procurement, Property and Security Division in collaboration with the Corporate Social Responsibility Section of the Marketing and Public Relations Division and in line with the targets set. Furthermore, the environmental policy is assured through the guidance provided by the Executive Committee, which remains responsible for all decisions on environmental matters related to the operation of the Bank.

### Reduction of our Environmental Footprint

In line with its efforts to achieve energy savings and reduce carbon dioxide emissions, Alpha Bank continued to promote the rational use of lighting, heating and cooling installations in its Buildings, as well as distance learning. More specifically, participations in distance learning programmes (e-learning and web training) during 2014 stood at 3,673 persons and accounted for 26% of the total number of Personnel participations in training courses.

In March 2014, the Bank participated for the sixth consecutive year in the “**Earth Hour**” international initiative, by switching off all lights at its Corporate Headquarters Building in Athens, for one hour.

As far as energy savings are concerned, the measured consumption of electricity per square meter in the Bank Network stood at 132.0 KWh/m<sup>2</sup>, down from 146.8 KWh/m<sup>2</sup> in 2013, while substitution of oil by natural gas for heating purposes in the Bank's buildings was continued, resulting in savings in resources and in benefits for the natural environment. The measured consumption of natural gas in the Alpha Bank Buildings stood at 250,934 m<sup>3</sup>.

Energy and Water Consumption	2013	2014
Electricity consumption (MWh) <sup>1</sup>	76,208	64,294
Office space for which electricity consumption is measured (m <sup>2</sup> )	519,136	487,064
Office space for which electricity and heating fuels consumption is measured, as a percentage of total office space (%)	95.6%	91.8%
Annual electricity consumption per m <sup>2</sup> of office space (KWh)	146.8	132.0
Natural gas consumption (m <sup>3</sup> )	261,886	250,934
Annual natural gas consumption per m <sup>2</sup> of office space (m <sup>3</sup> )	2.71	2.68
Office space heated using heating oil (m <sup>2</sup> )	96,652	93,556
Heating oil consumption (litres)	103,409	57,500
Annual heating oil consumption per m <sup>2</sup> of office space (litres)	1.26	0.88
Office space heated using heating oil (m <sup>2</sup> )	82,316	65,249
<b>Pollutant emissions</b>		
Total carbon dioxide emissions (tons) <sup>2</sup>	65,385	55,436
Carbon dioxide emissions per m <sup>2</sup> of office space (kg)	0.126	0.185
<b>Water consumption</b>		
Drinking water consumption from public utility (m <sup>3</sup> )	65,521	66,613
Office space for which drinking water consumption is measured (m <sup>2</sup> )	262,349	297,353
Office space for which water consumption is measured, as a percentage of total office space (%)	48%	56%
Groundwater utilisation (m <sup>3</sup> )	22,137	19,866
Office space for which groundwater consumption is measured (m <sup>2</sup> )	55,679	55,679
<p><b>1.</b> The Bank measures and records the annual consumption of electricity, oil, natural gas and water in Bank buildings, offices and Branches whose number and total surface increase with every year. In the table above, the figures given for the respective consumptions in 2014 represent measurements taken at Buildings, Branches (Network) and other facilities of the Bank and include building space occupied by Bank Subsidiaries in Greece, in cases where the latter are also housed in these buildings. In order to calculate the above consumption figures and the corresponding measured areas, the following principles were applied (where applicable and feasible):</p> <ul style="list-style-type: none"> <li>• Measurements include the building space occupied by Bank Subsidiaries (where these are housed together with the Bank in the same building), as well as common areas, empty areas, parking spaces and auxiliary areas (as derived from the ownership title for the building or from contractual arrangements etc.).</li> <li>• In some cases, the Bank is charged with its share of the respective consumptions through the bills for shared consumption and maintenance expenses for the respective buildings. Where this is not the case, the Bank in principle - and until further notice - is charged with the total consumption of the respective buildings.</li> </ul> <p><b>2.</b> The following conversion rates were used: 1 litre of oil corresponds to 10.8 KWh. For natural gas, the supplier's rate was used. The rate of 814 kg of carbon dioxide emissions per MWh is the rate used by the Greenhouse Gas Protocol for 2002 (<a href="http://www.ghgprotocol.org/calculation-tools">www.ghgprotocol.org/calculation-tools</a>).</p>		

Alpha Bank continues to use low energy consumption, 75 gr "eco-efficient" copier paper. In addition, in 2014 it expanded its Managed Printing Service to one more of its Buildings, in order to benefit from multiple savings (lower consumption of paper, consumables and fixed equipment).

## Recycling of Materials

True to the "Reduce, Reuse, Recycle" environmental practice, in 2014 the Bank's Procurement, Property and Security Division continued its collaboration with the following licensed recycling contractors: European Recycling Centre (paper, plastic and aluminium), Photocycling S.A. (light bulbs), Device Recycling S.A. (electronic equipment) and AFIS S.A. (batteries).

In line with the above, during 2014 the Bank carried out the following recycling and reuse activities:

- Collected shredded paper from 29 major Alpha Bank Buildings on a regular basis.
- Collected for recycling a total quantity of 6,643 pieces of printer consumables (toners, cartridges and drums), against a total quantity of approximately 20,000 such pieces purchased annually.
- Collected for recycling 1,451 batteries from five (5) Bank Buildings and one Warehouse.
- Sent out for recycling 5,984 pieces of obsolete electronic equipment (servers, PCs, monitors, printers, telephones, scanners, POS terminals, notebooks etc.).
- Destroyed 1,007 pieces of old furniture and filing cabinets and 690 pieces of other equipment, including fax machines, refrigerators, banknote counters and office dividers.

RECYCLING	2013	2014
Copier paper quantity recycled (kg)	946,778	292,055
Copier paper recycled, as a percentage of total paper quantity ordered (%)	103.5%	45.7%
Total quantity of UPS batteries recycled (kg)	10,549	1,451
Total quantity of light bulbs recycled (kg)	772.80	2,412
Total quantity of electronic equipment withdrawn from service (pcs)	6,661	5,984
Total quantity of batteries recycled (kg)	5,751	4,590

Finally, the following should also be mentioned:

- The Bank sent out 11,896 One-Time Password generation devices (tokens) to Individuals and 35,913 such tokens to Businesses, to promote the use of the Alpha Web Banking service for transactions.
- The project for electronic ordering of consumables and printed material by the Bank's high-efficiency Units was continued for the eighth consecutive year.
  - Total orders for printed material: 4,671 Total number of boxes handled: 17,981
  - Total orders for consumables: 5,879 Total number of boxes handled: 93,281

## Responsible Procurement

The purpose of Alpha Bank's Supply Chain is to ensure delivery to the Bank's internal network of services/materials to the specifications required, at optimal cost and within schedule.

To this end, the following are carried out:

- Actions to reduce the operating costs of the Bank and the Group Companies, and planning and monitoring of the implementation of these actions.
- Market research to identify and assess candidate suppliers, and keeping of a record of every product/service type, with up-to-date prices for every type of purchase.
- Monitoring, adherence to and harmonisation with the Bank's procurement policy and related procedures in the Group Companies.
- Monitoring of the implementation of the Investments and Expenditure Budget in connection with procurements pertaining to the responsibility of the Supply Chain.
- Preparation of technical and financial proposals on projects / procurement activities.
- Preparation of supply and maintenance contracts.
- Definition and monitoring of the acceptable levels of operation for Services outsourced to third parties, by means of Service Level Agreements (SLAs).
- Planning and conduct of tender procedures for the award of contracts for the supply of goods and the provision of services.
- Negotiation, assessment and selection of a Supplier for the preparation, publication and processing of Requests for Information (RFIs) and Requests for Proposal (RFPs), and for conducting electronic auctions (e-Auctions).
- Identification/assessment of the Group's needs throughout the calendar year.
- Monitoring of the progress of assignments, contracts and the counting processing of approved Investments and Expenditures.
- Monitoring of the smooth operation of the Bank's warehouses and of third-party warehouses (Outsourcing services).

The Bank's register of suppliers contains entries for around 700 Suppliers in Greece, with which the Procurement, Property and Security Division can cooperate. Cooperation with these Suppliers involves the supply of products or services (consumables and printed material, electrical and IT equipment, cleaning services, IT support services, technical projects and contracts for works). In addition these Suppliers cover the entire supplier typology (contractors, consultants, distributors, logistic partners, sales representatives, manufacturers). Suppliers are assessed regularly, in accordance with their performance and economic activity. It is pointed out that efforts are being made to support the local communities, whilst in the case of specialised services (e.g. cleaning), the Bank works with local suppliers.

GEOGRAPHIC DISTRIBUTION	% SHARE
ATHENS	75.2%
OTHE REGIONS	22.4%
ABROAD	2.4%
<b>TOTAL</b>	<b>100%</b>

The procurement process is coordinated centrally by the Procurement, Property and Security Division (annual needs in materials and fixed equipment, the provision of services and contracts for technical projects/works are budgeted. A competitive tender procedure follows, resulting the conclusion of the main contracts with suppliers). Supplies to the Bank's internal network are served by the respective Logistic Partner (for consumables and printed material) using the electronic ordering application or, when requests concern fixed assets, from the Bank's Central Warehouse.

Alpha Bank's Procurement, Property and Security Division takes care to ensure that the Bank's environmental policy is communicated in writing or verbally to its Suppliers, so that in their majority they may gradually obtain an environmental certification. The critical Suppliers or foreign Firms which supply the Bank with equipment (long-standing associations and contracts), are certified in accordance with the ISO 9001 International Standard (Quality Management Systems). In addition, most of them are also certified in accordance with the ISO 14001 International Standard (Environmental Management Systems). Nevertheless, the Bank continues to provide its Suppliers with information regarding the requirement for the Division's major Suppliers to obtain ISO 14001 certification.

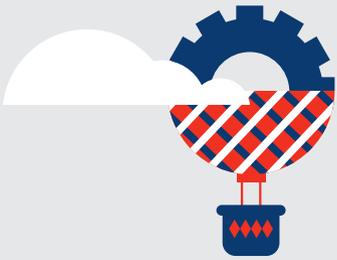
In parallel, some of the Bank's Suppliers of equipment (banknote counters, photocopiers etc.) participate in alternative waste management programmes involving the collection, removal, transportation, temporary storage, reuse and utilisation (recycling and energy recovery) of Waste Electrical and Electronic Equipment (WEEE) and/or of their components and assembled parts (including consumables), so that this equipment remains operational after it has been reused or processed, respectively.

## Environmental actions

As part of its efforts to strengthen the eco-conscience of its Personnel through their voluntary participation in relevant programmes, Alpha Bank collaborated for yet another year with "Philodassiki Enossi Athinon" (The Athens Society of the Friends of the Trees), the American Farm School, the "Earth" Organisation and the Mediterranean SOS Network, in the organisation of environmental events. More specifically, during 2014 the following events were organised: **two reforestation events**, in March and October 2014; environmental events in the "Centre of the Earth" headquarters of the "Earth" Organisation and in the American Farm School; and **Olive Picking** events, in October and November 2014, in the American Farm School and the Kessariani Aesthetic Forest, respectively. In addition, during June 2014 a number of Beach cleaning events were organised in various regions of Greece, in collaboration with the Mediterranean SOS Network. A total of 323 volunteers from the Bank's Personnel together with members of their families participated in these environmental events.

Moreover, in the context of the Bank's collaboration with Philodassiki, two Sunday **visits to the Botanical Path** maintained by Philodassiki within the Kessariani Aesthetic Forest were organised. The visits included guided tours to the Kessariani Monastery and educational presentations for children about the tree-planting process.





Together for  
the Society

57

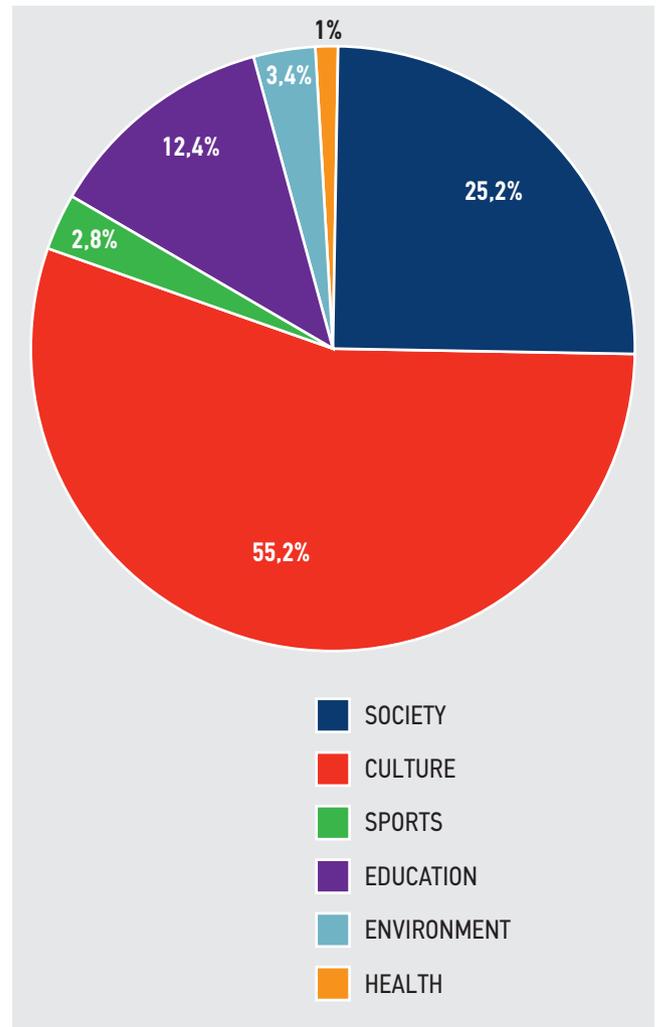


## Transparency of Social Contribution

During 2014 Alpha Bank continued to apply its internal evaluation system, whose purpose is to ensure efficiency and transparency in the Bank's Sponsorship Programmes. In line with this system, all requests are evaluated using objective efficiency criteria (economic, social and environmental) to justify the Bank's final decision. To assist the evaluation procedure of the sponsorship requests received, a Sponsoring Manual has been developed. This Manual is updated regularly and is forwarded to all the Divisions and Branches of the Bank in Greece, as well as to the Group Companies in Greece and abroad. The Sponsoring Manual describes in detail the procedure for the evaluation and approval of sponsorship requests which are either sent directly to the Marketing and Public Relations Division or submitted to the Branches of the Bank and to the Group Companies. During 2014, a total of **1,193** sponsorship requests were received from Greece, of which **596** were granted.

## Sponsorship Programme

Under its broader sponsorship programme, as well as through initiatives that rely on the voluntary participation of its Personnel, the Bank in 2014 allocated **Euro 1,843,971.63** as financial assistance to various organisations. The composition of the Bank's sponsorship programme during 2014 is shown below:



## Support of Society

Through its Corporate Social Responsibility Programme, the Bank has launched and carried out numerous initiatives, demonstrating its commitment to responsible economic, social and environmental conduct and thus covering all three dimensions of Corporate Social Responsibility. In line with this commitment, the Bank consistently allocates part of its budget to support education, culture, healthcare and the environment.

Over the recent years, the Bank's social work has been primarily focused on actions to support vulnerable social groups, as well as on providing assistance to Foundations and Organisations active in education, culture, healthcare and the environment. In 2014, the Bank organised the following activities and events held with the participation of Volunteers from its Personnel:

In March 2014, **social contribution events** were organised for the **collection of food supplies** offered by the Bank and its Employees, to the extent that they could afford and were willing to do so, to support the work of **27 voluntary social Organisations across Greece**. This programme was carried out in collaboration with the non-profit volunteer organisation "**Boroume**" ("We Can" <http://www.boroume.gr/>).



Thanks to the overwhelming participation of the Bank's Employees, a total of **1,085 boxes with food supplies** were collected, **corresponding to 15,664 food portions**. Moreover, in addition to the food collected, the Bank offered **560 kilos** of olive oil to all the Organisations involved.

• In May 2014, on occasion of the Alpha Bank Group Volunteer Day, on which environmental and social actions are organised **in all the countries** where the Group is present, the programme of events in Greece comprised visits and voluntary work at the SOS Children's Villages Greece in Vari, Plagiari (Thessaloniki), Alexandroupolis, Kalamata and Heraklion, (Crete).



• In September 2014, as part of its continuing activities in support of the children sheltered in the SOS Villages Greece, Alpha Bank organised **social contribution events in Athens, Thessaloniki, Alexandroupolis, Heraklion (Crete), Kalamata, Patras and Komotini**. Thanks to the impressive participation of the Bank's Employees, a total of **360 cartons with school supplies and sportswear** were collected, enough to cover the needs for the full school year.



In addition, the Bank also **offered training suits to the children of the SOS Children's Village in Vari**.

• The "**Χέρι Βοηθείας**" - "**Helping Hand**" Programme of the Bank, through which food supplies are offered in specific regions in the country, was continued during 2014. More specifically, in November 2014 food supplies (**pasta, rice, legumes, canned food, flour, oil, dried fruit, halva, biscuits, olives, jams and honey**) were distributed in parishes of the Dioceses of Florina, Edessa, Arta, Aitolia and Akarnania, Karditsa and Trikala. In addition, food supplies were also sent to the Social Protection Department of the Municipality of Perama, the Social Grocery of the Municipality of Halandri, the Club for Unesco of Piraeus & Islands, the Pan-Hellenic Association of Patients with Cerebral Palsy and Down Syndrome, the Diocese of Kalavryta and Aigialia, the Diocese of Nikea and the Church of Exaltation of the Holy Cross in Cholargos.



Since 2012, when this Programme was launched, a total of **11,500 carts with food supplies** have been delivered to this day.

- In the summer of 2014, Alpha Bank developed, organised and coordinated the social programme **“Together, for better health”**, in collaboration with the NGO “AGONI GRAMMI GONIMI”.



Supplies were delivered under this programme to medical stations on the islands of Tilos, Leipsoi, Nisyros and Kasos, in the presence of representatives of the Bank and of local authorities. This activity was combined with the donation of books, sent by the Bank to expand the contents of the nursery schools in these islands.

The programme continues in 2015.

In to its financial assistance, the Bank also shipped **3,914 books** and **130 PCs** to schools and other Foundations all over Greece.

Finally, during the **Christmas and New Year holiday season**, the Bank provided financial assistance to the following charitable Organisations and Foundations:

- **Network for Children’s Rights**
- **“Dromoi Zois” (“Pathways of Life”)**
- **Cerebral Palsy Greece**
- **“I Lampsi - Thessaloniki Association” (“The Glow” Association of Parents of Children with Neoplastic Diseases in Thessaloniki)**
- **“I Pisti” (“The Faith” Organisation of Parents and Guardians of Children with Neoplastic Diseases)**
- **“Oi Filoi tou Paidiou” (“The Friends of the Child”)**
- **Sikiarideio Foundation**
- **SOS Children’s Villages Greece**
- **“Syllogiki Poreia Agapis” (“Collective March of Love”)**
- **“Φλόγα” (“Flame” - The Association of Parents of Children with Neoplastic Diseases) - Attica and Peloponnese Branches**
- **Hatzikyriakio Child Care Institution**

It should also be mentioned that, during every calendar year, Alpha Bank is supporting the work of Foundations, Associations and other Organisations, either financially or by donating books, equipment, classroom material etc.

**In the framework of the Bank’s contribution to society and to education in particular, visits by students are frequently organised to the Bank’s Main Building, where they are given presentations about financial issues and about the way in which the banking system functions. These presentations are followed by guided tours to key areas where the Bank’s operations take place, such as the Dealing Room, the safe deposit box vaults etc. In 2014, the Bank was visited by 251 students in total in the context of such visits.**

## Support of Culture

In the domain of arts and culture, Alpha Bank is actively participating in Greek cultural life and is demonstrating its keen interest not only by financially supporting related events but also through its Programmes and Collections. All the latest news on the activities of the Bank's Sections involved in cultural work are presented on the website [www.alphapolitismos.gr](http://www.alphapolitismos.gr), which during 2014 had 6,013 visitors, as well as in MAZI / "Together", the Bank's monthly internal communication newsletter. In addition, the Numismatic Collection has now its own website, at [www.alphanumismatics.gr](http://www.alphanumismatics.gr), which had 9,261 visitors, together with a newsletter with news and information on its activities.

## Exhibitions

On 11 April 2014, the exhibition "**The Europe of Greece: Colonies and Coins from the Alpha Bank Collection**", opened its doors to the public at the Archaeological Museum of Thessaloniki. The exhibition presents the Greek Colonisation in Europe and the dissemination and use of coins as a key medium of exchange. The exhibition showcases 121 ancient coins, of which 116 belong to Alpha Bank's Numismatic Collection.



Indicative of the public's increased interest in the exhibition is that between 11 April and 31 December 2014, the exhibition attracted around **90,000 visitors**.

An educational programme entitled "**Daring Explorers and Pioneer Colonists**", addressed to schoolchildren aged 7 to 15, was also developed to tie in with the exhibition. The programme was launched on 30 October 2014 and by the end of the year had been attended by **455 children**.



For the purposes of this educational programme, a museum educator specialist designed two leaflets for Primary and Secondary Education schoolchildren, respectively. The exhibition has been extended to **October 2015**.

The exhibition "**Dimitris Galanis: The Illustrated Books**", organised in partnership with the Cultural Centre of the National Bank of Greece Cultural Foundation (MIET), was presented at the Eynard Mansion (6.5.2014-30.7.2014 and 1.9.2014-30.10.2014). The exhibition showcased the major publications illustrated by the artist, together with preliminary drawings, folios, plates, paintings and documentation material.



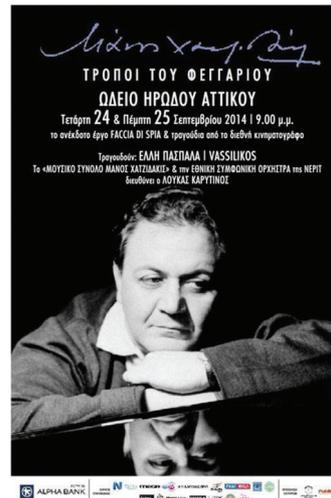
In parallel, a publication with the same title, based on the results of the five-year joint research carried out by the Bank's Art Collection Section and MIET, was released to coincide with the Exhibition. During the exhibition, guided tours were organised for the public and for the Personnel of the Bank.

## Sponsorships

### • Sponsorship of the concert of the London Symphony Orchestra at the Athens Concert Hall



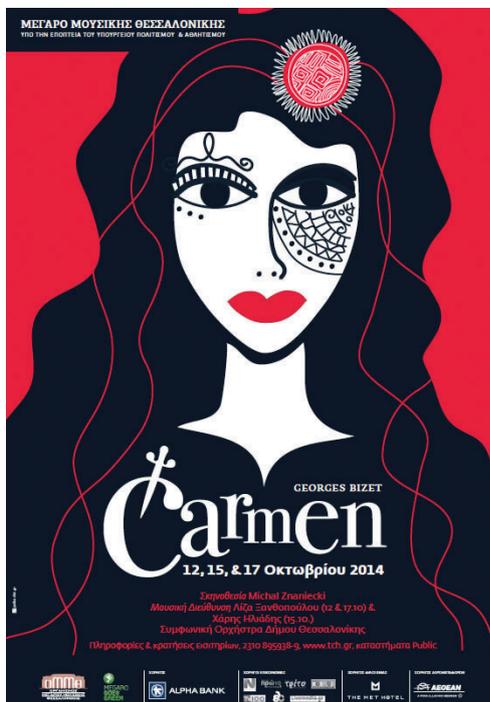
The Bank sponsored the concert given by the London Symphony Orchestra under the direction of leading conductor Valery Gergiev.



### • Sponsorship of the concerts "Ways of the Moon", at the Odeon of Herodes Atticus

The Bank sponsored the "Ways of the Moon" concerts with works by Greek composer Manos Hadjidakis, given in the Odeon of Herodes Atticus on 24 and 25 September 2014.

### • Alpha Bank sponsors the performance of "Carmen" at the Thessaloniki Concert Hall



Alpha Bank sponsored the performance of the opera "Carmen" by Georges Bizet, which was presented to great success on Sunday, 12 October 2014 at the Thessaloniki Concert Hall.

### • At the Onassis Cultural Centre, sponsored by Alpha Bank: "STILL LIFE"

Alpha Bank sponsored the performance "Still Life" by internationally celebrated artist Dimitris Papaioannou, at the Onassis Cultural Centre. Seven performers, including the director himself, bring movement to the "Still Life" universe on stage.



### • "Yannis Tsarouchis - Illustrating an autobiography. First Part (1910-1940)".

Alpha Bank sponsored the exhibition "Yannis Tsarouchis - Illustrating an autobiography. First Part (1910-1940)", presented at the Benaki Museum (Pireos Street Building), from 17 October 2013 to 27 July 2014. The exhibition was organised as part of a group of themed presentations of the artist's entire work, based on the holdings of the Yannis Tsarouchis Foundation collection. During the exhibition, guided tours were organised.

• In the framework of the world celebrations to mark the 400th anniversary of the death of Domenikos Theotokopoulos, Alpha Bank sponsored the exhibitions "Domenikos Theotokopoulos between Venice and Rome" and "Friends and Patrons of El Greco in Toledo", which were presented in Greece, as well as the international conference "El Greco: From Crete to Venice, to Rome, to Toledo". During the exhibition "Friends and Patrons of El Greco in Toledo", special guided tours to the Benaki Museum were organised.

### Exhibition Area of the Bank's Main Building

The exhibition **"Wall Calendars 1925-1992"**, jointly organised by the Art Collection and Library Sections, was hosted in the Exhibition Area of the Bank's Main Building from December 2013 to October 2014. The exhibition comprised illustrated calendars issued by the Banks which in the course of time composed Alpha Bank: Credit Bank, Ionian and Popular Bank, and Emporiki Bank of Greece. The wall calendars were grouped by theme, with a special showcase dedicated to rare tear-off calendars dated from the 1920s and onwards. The exhibition was accompanied by a relevant leaflet with texts and a fully illustrated catalogue. In October 2014, the exhibition was transferred to the Bank's Training Centre, in the Building Complex of the Bank in Agios Stefanos, Attica.

The next exhibition to be hosted in the Exhibition Area of the Main Building of the Bank, from 20 October 2014 onwards, was the exhibition **"Alpha Bank: Publications 1957-2014"**, organised by the Bank's Library Section. The exhibition is dedicated to the publishing activity of the Banks which in the course of time composed Alpha Bank: Credit Bank, Ionian and Popular Bank, and Emporiki Bank of Greece. The exhibition, which also includes all the leaflets of the exhibitions, educational programmes and lectures organised by the Bank's cultural Sections from 2000 onwards, is structured around a number of themes spanning over time, from the prehistoric era to the modern day. The exhibition was accompanied with a relevant leaflet with texts and a fully illustrated catalogue.

### Permanent Exhibition Space of the Numismatic Collection

As of Monday, 2 June 2014, the permanent Exhibition Space of the Bank's Numismatic Collection has opened again, hosting the exhibition **"Coins in the Ancient Greek World"**.



The Exhibition Space is open to the public during working days and hours, offering educational programmes and classes on ancient coin minting techniques. On Tuesday, 27 May 2014, a class on ancient coin minting techniques was held for postgraduate Archaeology students from the University of Edinburgh.

### "ALPHA BANK - CULTURE STORE" - Cultural Foundation of the Ionian Bank

During 2014, more than 1,200 persons visited the "ALPHA BANK - CULTURE STORE", where they had the opportunity to learn about the Bank's cultural activities and buy the publications of Alpha Bank and of the J. F. Costopoulos Foundation. Since December 2014, copies of ancient coins from the Alpha Bank Numismatic Collection are also available for sale in the "ALPHA BANK - CULTURE STORE". The copies, available in limited quantities, are made of 9250 silver and bear an incised "A" (from the Greek word "Αντίγραφο", meaning "copy") on the reverse, in order to be distinguished from genuine coins.

### Alpha Bank Cultural Centre - Nafplio

The educational exhibition **"MYTH: Ancient and Contemporary Greek Art from the Alpha Bank Collections"**, organised by the Art Collection and Numismatic Collection Sections and hosted at the Alpha Bank Cultural Centre in Nafplio, was continued during 2014. In parallel with the exhibition, an educational programme for schoolchildren is also offered, entitled **"With Ariadne's thread, the myth I unfold..."**. For the purposes of this programme, a specialist museum educator designed two leaflets for Primary and Secondary Education schoolchildren, respectively.



During 2014, the exhibition had a total of 1,976 visitors, of which 1,389 were schoolchildren.

The exhibition opened in October 2014 and will run until June 2016.

In addition, on 17 May 2014 the Alpha Bank Cultural Centre - Nafplio participated in the "Night of the Museums" event.

### Banknote Museum of the Ionian Bank - Corfu

During 2014, the Museum had a total of 9,015 visitors, of which 3,282 were schoolchildren and students, 2,738 were Greek visitors and 2,995 were foreign visitors.

### Periodic Exhibition "Coins in the Ancient Greek World"

The exhibition **"Coins in the Ancient Greek World"**, presented in the Exhibition Area of the Banknote Museum of the Ionian Bank in Corfu, was continued until the end of May 2014.



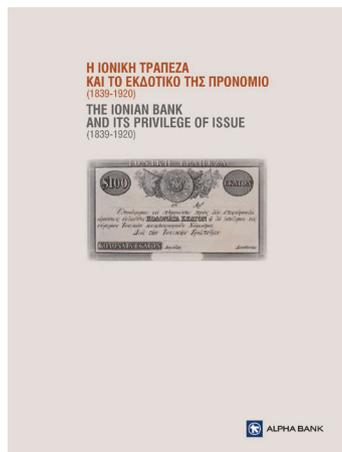
The exhibition showcased a total of 97 coins, accompanied by maps, schematic representations and rich explanatory texts of educational nature. Between January and April 2014, the exhibition was visited by 4,493 persons. The offer of free educational programmes for children aged 5-12, in parallel with the exhibition, was continued during 2014. By April 2014, these programmes had been attended by 2,655 children.

### Periodic Exhibition “The Ionian Bank and its Privilege of Issue”

Since July 2014, the Banknote Museum of the Ionian Bank in Corfu is hosting the exhibition “**The Ionian Bank and its Privilege of Issue (1839-1920)**”, organised by the Alpha Bank Historical Archives on the occasion of the commemoration of the 150 years from the Union of the Ionian Islands with Greece.



Using rare items (documents, securities, accounting book volumes, photographs, memorabilia) owned by the Alpha Bank Historical Archives, as well as material showcased at the Banknote Museum, the exhibition follows the history of the privilege of issue of the Ionian Bank, the first Bank to operate on Greek territory, which in 2000 was merged with the Alpha Credit Bank to form Alpha Bank. In parallel, visitors have the opportunity to observe exhibits kindly lent by other Greek and foreign Historical Archives, Foundations and Libraries. Finally, it should be noted that, to support the organisation of the Exhibition, use was also made of part of the Ionian Bank Archives which are located at the British Library of Political and Economic Science of the London School of Economics.



The Exhibition is accompanied by a fully illustrated catalogue in Greek and in English and by a short subtitled documentary video, which is screened in the exhibition area. The exhibition, which is scheduled to run until September 2015, was visited by around 4,000 persons in 2014.

### Lecture “History of Coins – Macedonia”

Alpha Bank’s Numismatic Collection Section organised a lecture with the title “History of Coins – Macedonia”, given in Serres on Wednesday, 10 February 2014. A publication with the same title was also released to coincide with the lecture. The lecture was attended by **280 people**.



**Νομισμάτων Ιστορία - Μακεδονία**

Διάλεξη με θέμα τα αρχαία νομίσματα

Δευτέρα 10 Φεβρουαρίου 2014 και ώρα 19.00.

Δημόσια Κεντρική Βιβλιοθήκη Σερρών  
Σέρρες

 ALPHA BANK Νομισματική Συλλογή

A lecture on the same subject was also given in **Kozani** on Wednesday, 22 October 2014, attended by **150 people**.

### Works of Art and Coins on Loan

- The Alpha Bank Art Collection Section loaned seven works to the exhibition “**Fine Arts and Resistance**”, organised by the Chamber of Fine Arts of Greece in the Parko Eleftherias venue from 29 October to 30 November 2014.

- The Alpha Bank Art Collection Section loaned seven works (six engravings and one portrait) to the exhibition “**I dared to praise....**”, dedicated to Greek politician Eleftherios Venizelos and hosted by the European Cultural Centre of Delphi from 21 December 2014 to 7 February 2015.

- The Alpha Bank Art Collection Section loaned to the exhibition **"Theodoros Ralli: Looking East"**, presented at the Benaki Museum of Islamic Art from 10 December 2014 to 22 February 2015, three major and rare works of the painter Theodore Ralli, one of which was used as the exhibition's visual theme.



- The Alpha Bank Numismatic Collection participated, with 14 ancient coins on loan, in the exhibition **"The Greek Kingdoms of Bactria and India"**, hosted by the Numismatic Museum from 12 March to 16 June 2014. The exhibition showcased the most important coin issues by the rulers of the Kingdoms of Bactria and India, approximately one century after the death of Alexander the Great.

#### Administration of the Photographic Archive of the Alpha Bank Library

In 2014 the Library made available material from the Photographic Archive of its publications to a number of cultural organisations and publishing houses, which included the following:

Granting of one photograph, with permission to reproduce, to the "ION" Publishing Group for the purposes of their publication entitled **"MYTHMAKING: Usage and perception of ancient myths from antiquity to modern times"**.

Granting of digital copies of material from the "Photographic Archive of Neoclassical Architecture" to the Cultural Association of Chalkida, for expanding its archive material, and to the exhibition **"Athens. The spirit of the '60s: A changing capital"**, organised by the Hellenic American Union and the Hellenic American College, in cooperation with the Hellenic American University.

## Publications

The Volume **"The Europe of Greece: Colonies and Coins From the Alpha Bank Collection"**, which also serves as the catalogue accompanying the exhibition of the same title presented at the Archaeological Museum of Thessaloniki, was published in 2014.



The publication presents the Second Greek Colonisation, the history and the ancient coins of 39 Greek colonies founded in Spain, France, Italy, Albania, Ukraine, Romania and Bulgaria. The catalogue includes original photographs of the colonies, 53 ancient artefacts from 5 Museums in Greece and 5 Museums located abroad, as well as 93 ancient coins from the Alpha Bank Numismatic Collection. The publication is available in Greek and in English.

## Library

### Library Collection, Subscriptions and Services to Users

During 2014 the Library was **expanded with the addition of 3,186 new titles** in all categories, as well as with informational material. In addition, the Library also took out ten new subscriptions to periodicals. The Library now contains more than 38,000 book titles. In addition to Greek and foreign encyclopaedic and lexicographical publications, the Library's collection also includes a large number of scientific publications and periodicals in all fields of economics, law and humanitarian sciences.

The Library caters to the needs of the Bank's Units and also functions as a lending library for the Personnel of the Group, with more than 769 active members today.

During 2014, more than 500 books and more than 130 sectoral studies were taken out on loan. The Library was also visited by ten researchers, for information collection and study in the Library's Reading Room.

### Management of the Bank's Publications

The publications of the Bank, currently numbering more than 170 titles covering various areas of Greek history, economy and art, were sold to bookshops and publishing houses.

In line with the Bank's policy to promote Greek culture, the Library Section donated around 2,600 Bank publications to public and academic libraries, cultural foundations and organisations, as well as to Units of the Bank for covering business needs.

Acknowledging the significant work carried out by public libraries in promoting reading habits and raising the cultural level in their local communities, the Bank continued to donate its Publications to several Municipal Libraries, such as the Veria Central Public Library, the Serres Municipal Library, the "Valveios" Municipal Library in Messolonghi and the "Koventareios" Municipal Library in Kozani.

To support the Gennadius Library, the Bank in 2014 donated again one complete series of its publications to assist the autumn book bazaar organised by the Society of Friends of the Gennadius Library. Alpha Bank publications were also donated to the book bazaar of the Society "Friends of the Goulandris Museum of Natural History", to support the Museum's work.

During 2014, Alpha Bank publications were also sent to University Libraries such as the Library of Archaeology and History of Art of the National and Kapodistrian University of Athens, the Library of the University of Ioannina and the Library of the Departments of Archaeology and History of Art of the Aristotle University of Thessaloniki.

Finally, Alpha Bank publications were also donated to Primary and Secondary Education schools across the country, as well as to cultural Foundations and other organisations such as the "DIEXODOS" Centre for Literature and Arts in Messolonghi, the Hellenic Book Club, the National Gallery and several Ephorates of Antiquities of the Ministry of Culture, Education and Religious Affairs.

## Various other activities

The cataloguing and photographing tasks for the works of the Citibank Art Collection were completed. They were followed by the establishment of a schedule for their conservation, including changes to their installation locations. In parallel, the information on these works was transferred to the electronic catalogue of Alpha Bank's Art Collection Section.

Works of art from the Collection of the former Emporiki Bank were also hanged on display in the Bank's Building Complex in Ag. Stefanos, Attica, in addition to those already there. The works were then photographed in their respective installation areas and detailed description texts, accompanied with information about the artists who created them, were prepared. These works are presented in the publication with the title **"The works, the nature, the buildings. Works of art in the Building Complex of Alpha Bank in Ag. Stefanos, Attica"**.

**In collaboration with the Public Relations, the Programme "The defacements that hurt" for the restoration of sculptures in emblematic locations of the historical centre of Athens was continued during 2014. After the full restoration in 2013 of the six sculptures in Syntagma Square and the three statues in the open area of the National Historical Museum, work under the programme during 2014 involved the restoration of seven sculptures, two small monuments and two water fountains in the forecourts of the University of Athens and the National Library. Under the same collaboration, the bust of Jean Moreas, a work by French sculptor Antoine Bourdelle installed in the Athens National Garden, was also restored. The original was replaced by a replica and was transferred to the City of Athens Art Gallery.**

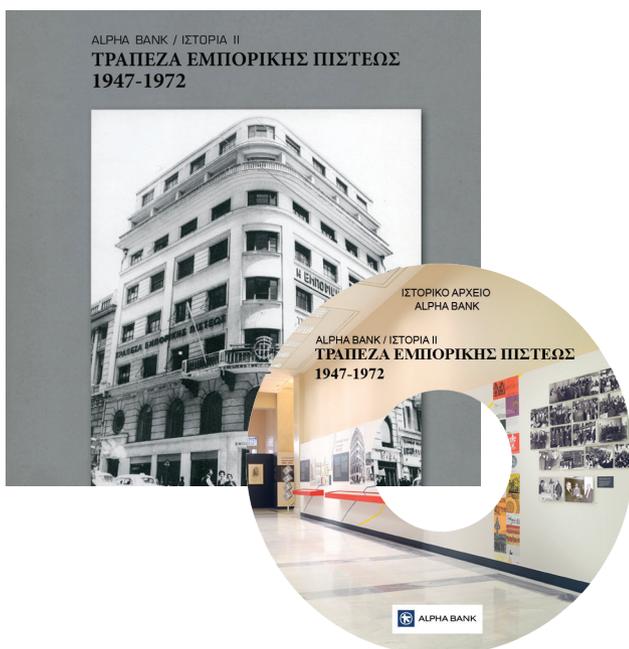
- The Alpha Bank Art Collection Section participated with a presentation entitled "War Posters from the Kefallinos Workshop, 1940-41", in the two-day conference **"Fine Arts and Resistance"**, organised by the Chamber of Fine Arts of Greece and the City of Athens Culture, Sport and Youth (OPANDA), at the City of Athens Cultural Centre (22-23 November 2014).

- The educational event **"Make your Own Coin!"**, organised by the Alpha Bank Numismatic Collection, was held as part of the activities at the SOS Children's Village in Vari on occasion of the Alpha Bank Group Volunteer Day.



The children learned about the ancient coins, familiarised themselves with the minting technique and took part in the "production" process using die replicas. Each child had the opportunity to mint and paint an Athenian tetradrachm and a tetradrachm of Alexander the Great but also to design his/her own iconographic theme for a coin, drawing on ancient and modern representations for inspiration.

- During 2014, the Alpha Bank Historical Archive completed the production of a short bilingual documentary on the history of the Bank during the period from 1947 to 1972.



This documentary was largely based on material from the exhibition **"Alpha Bank/History II: Commercial Credit Bank, 1947-1972"**, which had been presented in 2013 at the Exhibition Area of the Main Building of Alpha Bank. However, it also makes use of rare pictorial material which the Bank's Historical Archive secured from the Archives and Libraries of other Foundations and, mostly, from the valuable Photographic Archives of the Benaki Museum.

## Volunteerism - Participation of Employees

In 2013, the Bank's Personnel participated in 30 blood drives and social solidarity and environmental events organised in cities where the Bank is present.

Employees are kept informed, by means of relevant announcements published on the Bank's Intranet, of the opportunities for participation in various social and environmental events. During 2014, Employees of the Bank participated in ten (10) blood drives and social solidarity and environmental events organised in Attica, Thessaloniki, Alexandroupolis, Heraklion (Crete), Kalamata, Komotini, Nafplio, Naxos, Styrida, Patras and Chalkidiki.

Employee participations for 2014 stood at a total of **1,370**, of which **1,094** were participations in social and environmental events and **276** were participations in blood drives.

Participations in voluntary actions and events during 2014 are shown in detail in the table below:

EVENT	NUMBER OF VOLUNTEERS
Olive Picking Event - Kessariani - Thessaloniki	57
October Environmental Action - Athens	55
Social Contribution Events - School Supplies for SOS Children's Villages Greece	157
Beach Cleaning Events - Greece	96
Alpha Bank Group Volunteer Day - Greece	260
April Environmental Action - Athens - Thessaloniki	61
Social Contribution Events - Greece	354
March Reforestation Event - Athens	54
Blood Drives	276
<b>Total Volunteers</b>	<b>1370</b>

## ALPHA BANK GROUP VOLUNTEER DAY

**Seven Countries, over 1,700 volunteers together, transform the vision into action!**

With the aim of further raising Personnel awareness of social and environmental issues and as part of the Bank's Corporate Social Responsibility policy, the "ALPHA BANK GROUP VOLUNTEER DAY" has been established since 2009. In 2014, volunteer groups comprising members of the Personnel and their families carried out actions of a social or environmental nature in Greece, Cyprus, Romania, Bulgaria, Serbia, Albania and F.Y.R.O.M., thus promoting teamwork and cooperation.

**In Greece**, the Alpha Bank Group Volunteer Day was held on Sunday 11 May 2014, with **260** volunteers from the Bank's Personnel visiting the Children's Villages Greece in Athens, Alexandroupolis, Heraklion (Crete), Thessaloniki and Kalamata.

**In Cyprus**, about **120** volunteers delivered food supplies to destitute families. More specifically, in Nicosia, food supplies were delivered to families in need via the Charity Organisation "Vagoni Agapis" ("Wagon of Love"). In Limassol, Paphos and Larnaca, groups of Bank volunteers comprising members of the Bank's Personnel, visited destitute families and delivered themselves the goods collected. Thanks to the participation of the Bank's Personnel, a total of 230 boxes of food supplies and staple commodities were collected, enough to provide assistance and support to many families. Furthermore, in Ammochostos, a group of volunteers hosted 40 children from the Special School "Apostolos Varnavas" for lunch and play at a local Kids Club.

**In Romania**, over **140** volunteers from the Bank's personnel with members of their families, undertook the embellishment of the Botanical Garden in Bucharest, planting decorative plants, installing new benches, painting worn out fences and cleaning up the Garden's paths.

**In Bulgaria**, **270** volunteers participated in events which took place in various cities.

More specifically, in Sofia, the volunteers painted benches and cleaned the "green" areas of the Zoo Park; in Varna, they helped clean the surroundings of the Archaeological Museum; in Burgas, they cleaned a city beach; in Plovdiv, they undertook the cleaning of the "Bunardzhika" Hill area; and in Pleven, they cleaned the central path leading to Skobelev Park. Finally, in Blagoevgrad, the volunteers undertook the embellishment of the gardens of the Local Centre for children deprived of parental care, while in Ruse, a day for drawing and singing was organised for the children at the Social Services Centre for Children and Families.

**In Serbia**, over **800** volunteers participated in actions carried out to support of the victims of the unprecedented floods. In particular, volunteers from 53 cities across the country offered household equipment, sanitarines and disinfectants, as well as clothing, while 200 Volunteers in Belgrade undertook the sorting and packaging of the goods collected. A total of 253 boxes were packaged and delivered to the Serbian Red Cross. In addition, the Bank provided financial assistance to the Serbian Red Cross, in order to help people in danger.

**In Albania**, **75** volunteers planted trees and placed benches and litter bins in Parks in Tirana and Ballsh.

**In F.Y.R.O.M.**, **50** volunteers of the Bank participated in the Alpha Bank Group Volunteer Day. More specifically, Alpha Bank A.D. Skopje, in collaboration with the F.Y.R.O.M. Red Cross, opened the first charity shop for collecting and managing clothing for socially vulnerable population groups. Members of the Bank's Personnel donated articles of clothing, shoes, toys and bedclothes to the new shop.

The active participation of all is a valuable contribution to Alpha Bank's efforts for a better world, as it reflects the Group's Corporate Social Responsibility policy and promotes teamwork and cooperation.



# International Network



## Cyprus

In the framework of its Corporate Social Responsibility policy, Alpha Bank Cyprus Ltd has been participating for a number of years in activities seeking to support society, education, culture, sports and the environment. In line with this commitment, the Bank in 2014 supported and/or participated in a number of activities and events, as follows:

### Social Contribution

- Financial assistance to the Cyprus Paraplegic Association (OPAK), a volunteer non-profit organisation whose work helps ease the difficulties faced by paraplegics in Cyprus in their daily life.
- Official Sponsor of the Annual Awareness and Prevention Week on Kidney Disease, organised for a number of years by the Cyprus Kidney Association (PSFN).
- Sponsor of the 14th "Love Route" organised by the Cyprus Association for children with cancer and related diseases "One Dream One Wish".
- Financial assistance to Europa Donna Cyprus during the Easter season, in order to support destitute families or families with many children of women with breast cancer. The Bank offered to these families the opportunity to purchase, using gift vouchers, food and other staple commodities for their Easter meal.
- Sponsor of the "15th Fete of Joy and Contribution", organised by the Cyprus Association for children with cancer and related diseases "One Dream One Wish", in order to raise funds in aid of its work.
- Alpha Bank Cyprus Ltd provided financial support to students in need, through the Students Welfare Association of the University of Cyprus, by participating as one of the supporters of the "Solidarity Concert" given by the band of Greek composer Dionysis Savvopoulos.
- Support of the remote Palouriotissa High School through the provision of financial assistance and the donation of office and technology equipment.
- Financial assistance to the "St.Varnavas" School for the Blind, the only educational institution of its kind in Cyprus, by sponsoring the School's production of the play "...Dearest of all is Truth".
- As a member of the European Road Safety Charter, Alpha Bank Cyprus Ltd participated in the "European Night without Accidents", organised annually in all European Union member states. The event took place outside night clubs in Nicosia and Limassol, with the aim of increasing awareness and informing drivers about the dangers associated with the use of alcohol.
- Support to the Municipality of Aglantzia, by covering the cost of production of outdoor benches to be placed outside nursery schools and primary schools, as well as on a main thoroughfare, for use by the local residents.

- Donation of gifts and financial support, during the Christmas holiday season, to children from occupied Rizokarpaso. The gifts were offered during a special event organised exclusively for this purpose, at the initiative of the Commissioner to the Presidency for Humanitarian Affairs and Overseas Cypriots.
- Financial assistance and donation of food supplies and other staple commodities, during the Christmas holiday season, to social groceries, public benefit institutions, charities and other Organisations that support families and people in need, in all Cyprus districts.

### Volunteerism

- In addition to the participation of its Personnel in the Alpha Bank Group Volunteer Day, Alpha Bank Cyprus Ltd organises a biannual "**Staff Blood Drive**" with the voluntary participation of its Personnel, in collaboration with the Blood Bank.
- Alpha Bank Cyprus Ltd received an honorary award from the "REACTION for Youth Prevention" at the "Social Responsibility REACTION Excellence Awards 2014" for its Corporate Social Responsibility Programme, under which it organises and supports actions whose aim is to support society, education, culture, sports and the environment, always with the contribution and participation of its Employees.

### Education

- The Bank offered financial awards to a team of students from the University of Cyprus MBA Programme, in cooperation with the Embassy of Greece in Cyprus.
- Supported the Mediterranean Model UN (MEDI.M.U.N.) Assembly, which hosted 205 students aged 15 to 19, from 22 schools in Cyprus and Greece. MEDI.M.U.N. is an educational conference simulation of the functions and operations of the United Nations.
- Alpha Bank Cyprus Ltd sponsored the road safety workshops for schoolchildren, organised by the non-profit organisation "REACTION Youth for the Prevention". Pupils from primary schools learned more about road safety through an innovative workshop based on their own experiences, which also gave them the opportunity to express their thoughts and suggestions on road safety issues.
- Alpha Bank Cyprus Ltd has been supporting the University of Cyprus for a number of years by granting financial prizes as reward and encouragement to high-ranking students. In this context, the Bank offered financial prizes to students of the History and Archaeology Department, as well as of the Economics and Physics Departments.
- Alpha Bank Ltd was one of the main sponsors of the National Road Safety Education Programme "PHAETHON – Tasos Mitsopoulos", organised by the non-profit organization "REACTION Youth for the Prevention" and supported by the Ministry of Education and Culture and the Road Safety Council.

## Culture

- Alpha Bank Cyprus Ltd organised and supported, in collaboration with the University of Cyprus, the “Annual Alpha Bank Lecture”, which took place as part of the Literacy Day Celebrations and was given by Prof. Demetrios Pantermalis, President of the Acropolis Museum.
- Support for publication of the book “10+1 Short Stories”, in memory of Niki Maragkou, as well as of the poetry collection “Aglaa Apoina”, by the ex-Minister of Education and Culture Klairi Angelidou, in February 2014.
- Major Sponsor of second annual concert of the Musical Workshop of the Cyprus Youth Symphony Orchestra, given under the auspices of the Minister of Culture and Education Mr. Costas Kadis, in May 2014.
- Sponsorship of the photographic exhibition “A glance at Greece”. The exhibition presents a particularly interesting visual journey in 19th and 20th century Greece, as pictured by Charis Yiakoumis, Art Historian and Professor of Aesthetics and Image Technology at the University of Paris, based on rare photographs and accompanying texts by Manos Eleftheriou.



- Great Sponsor of the exhibition “The discovery of Scripture: From Aleph to Alpha”, an interesting and unique exhibition that presented an archaeological, historical and visual journey through nine ancient Mediterranean alphabets that provided the foundations of European civilisation.



- Sponsorship of the “18th International Festival of Ancient Greek Drama”, which is part of the official programme of events of the Cultural Capital of Europe - PAPHOS 2017 and is jointly organised by the Cultural Services of the Cyprus Ministry of Education and Culture, the Cyprus Centre of International Theatre Institute and the Cyprus Tourism Organisation.
- The Bank supported the events organised by the “Friends of Nicosia” Association, which include events such as “Music at the Park” and “A Look at the History of Nicosia”.

## Sports

- Alpha Bank Cyprus Ltd participated in the GSO Limassol International Marathon with a team of 40 people from its Personnel, which finished in 8th place in the 5 km Corporate Race, out of 108 participating companies.
- Alpha Bank Cyprus Ltd was one of the sponsors of PASP Beach Soccer 2014, a unique beach soccer tournament organised in June 2014 in the Pareklisia Community Beach of Limassol. Participations in the tournament included 60 retired footballers who made history on the Cypriot fields, as well as 120 children from 12 Limassol football academies.
- The Bank has “adopted” four swimmers through the Special Olympics Cyprus “Adopt an Athlete” programme. The athletes took part in the Special Olympics European Games held from 9 to 21 September 2014 in Antwerp, Belgium, where they won one gold, one silver and two bronze medals.

## Environment

- Alpha Bank Cyprus Ltd was the sponsor of the 5th Solar Car Race, organised by the Cyprus Institute in collaboration with the Municipality of Nicosia, at the Nicosia city centre. The aim of the race was to stimulate the interest of the public, especially of young people, in the use of renewable energy sources to protect the environment, and to promote science and innovation.
- The Bank has adopted a specific environmental policy, whose goal is to reduce the environmental impacts of its operation. Under this policy, the Bank introduced a Recycling Programme for PMD stream components, plastic, paper, used batteries and ink cartridges in its offices.

## Romania

In line with the Group's Corporate Social Responsibility policy Alpha Bank Romania continued to support initiatives in the domains of education, culture, sport and the protection of the environment. Particular emphasis was placed on educational programmes, while support was also extended by the Bank to a significant number of local charity initiatives.

In this context, the most important projects supported by Alpha Bank Romania during 2014 were the following:

- **First Financial Education Competition for Primary School Pupils**

The National Bank of Romania, in cooperation with the Ministry of Education, introduced in the school year 2013-2014 the new optional discipline "Financial Education" for Primary Schools. This new discipline was chosen by more than 13,000 pupils of Primary Schools across the country. In this context, the first financial education competition "Young Bankers Olympics" was launched, as a useful tool for evaluating the new discipline. The competition was held in April 2014, with the support of Alpha Bank Romania. Its aim is to cultivate the children's interest in the knowledge and proper use of payment instruments and to develop financial literacy.

- **"ECO FUN" Competition**

Alpha Bank Romania provided financial assistance for the organisation, in late May 2014, of the award ceremony of the "Eco Fun" Competition, whose aim is to educate children and young people on issues regarding the protection of nature. For 2014, the theme of the competition was "Let's protect water! Let's protect life!". The competition attracted more than 350 participants from 60 schools in Bucharest and in 16 other regions in the country.

- **Alpha Bank Regatta**

Alpha Bank Romania, supporting once again actions that aim to improve the quality of life through sport, jointly organised with other organisations and enterprises, in July 2014, the most significant offshore yachting competition in Romania, which forms part of the Samsung Romania Cup 2014 laps, under the auspices of the Romanian Yachting Federation.

- **"MoneyIQ" Financial Education Programme**

Alpha Bank Romania continued to support in 2014 the "MoneyIQ" Financial Education Programme, with the active participation of Volunteers from its Personnel in meetings in schools and Universities, in Bucharest and in the country's regions. The Programme, first launched in 2012 by Visa Europe in cooperation with Alpha Bank and other Visa Europe member banks in Romania, is one of the most successful local public-private education partnerships. So far, the Programme has trained 300,000 Romanians aged 16-60.

- **Vacaresti Natural Park Observation Centre**

Alpha Bank Romania supported the foundation of the Vacaresti Natural Park Observation Centre, located in the Asmita Gardens Residential Complex. The Observation Centre is one of the highest observation points within a protected area, as it is located on the 17th floor of the Complex and offers astonishing views of the Vacaresti Delta area, also known as "Bucharest's Delta".

- **European Union Corporate Finance and Bankers Lectures (EU-COFILE 2014)**

Alpha Bank Romania organised the 14th annual "EU-COFILE" seminar for journalists, which was held in November 2014 in the city of Sinaia. Launched in 2001, the EU-COFILE Project is organised in partnership with the National Bank of Romania and the Romanian Banking Association.

- **SOS Children's Villages**

In line with its Corporate Social Responsibility policy, Alpha Bank Romania offered financial support to the "SOS Children's Villages" Association for the purchase of new furniture for one of the Association's homes in central Bucharest, bringing hope and joy to the children sheltered there.

## Bulgaria

During 2014, a number of major cultural and social activities and events were organised at the initiative of Alpha Bank Bulgaria, together with training and development and other activities for its Personnel, as follows:

- **"Money Talks" Exhibition**

The "Money Talks" exhibition is an interactive exhibition that tells the history of Bulgaria via the stories of the personalities on the contemporary Bulgarian banknotes. In June 2014, it was presented again, for a short period of time, in the building of the Bulgarian National Bank, on the occasion of the latter's 135th anniversary. After this, in September the exhibition visited the city of Plovdiv, Cultural Capital of Europe for 2019. The "Money Talks" exhibition, organised by Alpha Bank Bulgaria, presents the legacy left by seven historical personalities depicted on the Bulgarian banknotes in circulation.

- **"The Emblematic Buildings of Bulgaria"**

To provide more people with an opportunity to appreciate Bulgaria's cultural heritage and contribute to its conservation, Alpha Bank Bulgaria launched the initiative "The Emblematic Buildings of Bulgaria 2014", in partnership with the City Media Group.

- **Fund-raising campaign to support the victims of floods in Bulgaria**

The severe floods that struck the country in the summer of 2014 took victims and caused serious damages to hundreds of homes across Bulgaria. To support residents in the flooded regions, Alpha Bank Bulgaria launched a nation-wide fund-raising campaign to aid the flood victims in need.

### Raina Kabaivanska anniversary celebrations

Raina Kabaivanska is one of the most renowned Bulgarian opera singers, with a career that spans 55 years and includes appearances at the world's most famous opera houses. In 2014, Alpha Bank Bulgaria was the main sponsor of the programme of events to celebrate Raina Kabaivanska's 80th anniversary.

#### "Opera in the Summer Theatre" Festival

In 2014, Alpha Bank Bulgaria was the sponsor of the "Opera in the Summer Theatre", Festival, organised by the State Opera Varna in the city of the same name for the fifth consecutive year.

#### National Christmas Charity Campaign

The Campaign has been organised annually since 2003, under the auspices of the President of the Republic of Bulgaria, with the goal of raising funds for providing medical care and treatment to children. In 2014, Alpha Bank Bulgaria supported this initiative for yet another year.

#### Personnel Initiatives

- Specialised in-house training sessions organised for different Employee categories, in which banking experts provide professional responses and facilitate the training process.
- Intranet tests for assessment of the professional capabilities and knowledge of Branch Network Personnel. These tests have replaced the usual refresher training programmes.
- Foreign languages skills training.
- Salesforce training programme. Training and mentoring program, in which participants have the opportunity to gaining first-hand experience of sales activities at the Branches of Alpha Bank Bulgaria.
- Additional medical services. Preventive blood tests and medical check-ups, pre-hospital and hospital medical care, partial coverage of dental care expenses, partial or full reimbursement of expenses for medicines, and payment of a fixed amount for reading spectacles.
- Safe Work Instructions.
- Continuous Improvement. Open to all Employees, this initiative encourages the free expression of ideas and the exchange of best practices and proposals on different issues that concern the Bank's operation.

## Serbia

During 2014, Alpha Bank Srbija a.d. continued to implement its Corporate Social Responsibility Strategy, with most of its relevant activities being based on three key pillars, namely: supporting the Serbian Health System, ensuring the Bank's presence as strong partner and supporter of cultural events, and providing assistance to vulnerable social groups. The Bank succeeded in maintaining the partnerships built during the previous years and laid the foundations for new ones.

The "Hvala" Programme of Alpha Bank Srbija a.d. was continued during 2014. The Programme, which relies on the Alpha MasterCard "Hvala" affinity card, collects money for donations to the health sector, based on the use of the card by cardholders in their daily transactions. Since its launch, the Programme has helped to raise a significant amount of money. With the help of the Bank's Customers, by 31.12.2014 the total amount donated by Alpha Bank Srbija a.d. through its "Hvala" programme stood in excess of approximately Euro 245,000.

Moreover, with respect to its contribution to the local community, Alpha Bank Srbija a.d. supported, organised and/or participated in the following initiatives:

#### Christmas and New Year's Eve presents for Disabled Children

Each year, Alpha Bank Srbija a.d. traditionally arranges a festive event and the distribution of Christmas presents to all children of its Employees. As the presents are a source of joy for all children, the Bank purchases additional quantities of Christmas presents, which it donates to charities. In line with the Bank's Corporate Social Responsibility policy, the Marketing Division of Alpha Bank Srbija a.d. organised an event for donating more than 100 toys and packages with sweets to the National Association of Children with Cerebral Paralysis, as well as to the Shelter for Homeless Children in Novi Sad.

#### May 2014 - Donation in support of flood-stricken areas and people

In May 2014, Serbia was faced with the devastating effects of a severe natural disaster, with many days of constant rain across its entire territory that led to the country being declared in a state of emergency. In order to support the local communities, Alpha Bank, both in Greece and in Serbia, gave its help to the citizens struck by the floods, by donating money and supporting its Employees. In addition, Alpha Bank Srbija a.d., in collaboration with Alpha Bank in Greece and with the Serbian Red Cross, supported the citizens affected by the spring floods by donating money and other necessary articles (bedclothes, canned food etc.).

### Donation to UNICEF

A UNICEF member since 2011, Alpha Bank Srbija a.d. supported the Organisation's work, becoming an active member for the third consecutive year.

### Donation to the Association of Paraplegics and Quadriplegics

In line with its Corporate Social Responsibility policy, in September 2014, Alpha Bank Srbija a.d. supported the "Dunav" Association of Paraplegics and Quadriplegics, which provides social and humanitarian support to persons with disabilities and currently has more than 100 members.

### Support of children with developmental disabilities

Alpha Bank Srbija a.d. responded to the appeal for help made by the Home for children and persons with developmental disabilities "Dr Nikola Šumenković", by making a financial donation to be used to improve the living conditions of the beneficiaries in the Home.

### Supports of victims of human trafficking

Alpha Bank Srbija a.d. took part in the traditional annual Christmas tree competition, organised for the last 18 years by the Hyatt Regency Hotel in Belgrade, to support the work of the NGO "Atina", a shelter for women and children who are victims of human trafficking in Serbia.

### "Museums Night"

"Museums Night" is the biggest cultural event in Serbia, which in 2014 was held for the eleventh consecutive year. The Bank was once again sponsor of "Museums Night". However, its involvement in last year's event was expanded, as Alpha Bank Srbija a.d. was included in the event's locations.

### Exhibition "Greek seas: A photographic journey in time"

In June 2014, the photographic exhibition "Greek seas: A photographic journey in time" was presented in the exhibition area of the National Bank of Serbia

### Presentation of the city of Thessaloniki in Belgrade

Alpha Bank Srbija a.d. was the main sponsor of the Presentation of the city of Thessaloniki in Belgrade, which took place in October 2014, only a few weeks after the presentation of the city of Belgrade in Thessaloniki.

## Albania

Alpha Bank Albania SHA remains committed to the principles and values that have governed its operation since its establishment. The Bank is committed to ensuring Employee satisfaction by providing competitive compensations and benefits, modern working conditions and equal opportunities for professional development, and to supporting the local community through projects that address economic, social, health, cultural, sport and environmental issues in Albania. In line with the above, during 2014 the Bank carried out and supported the following initiatives and events:

### • Sponsorship of Classical Concert

Alpha Bank Albania SHA sponsored the concert given by the Symphony Orchestra of the Albanian Radio and Television, with pianist Silvana Skenderi as soloist, under the direction of Greek conductor Giorgos Chlitsios. The concert met with the warm welcome and applause of the audience. By sponsoring this prestigious concert, the Bank demonstrated once again its interest in arts, culture and music in the country.

### • "Giving Voice to Feel the World"

Alpha Bank Albania SHA participated at the charity event "Giving Voice to Feel the World", organised in February 2014 by the Vodafone Albania Foundation. The event was held in order to raise funds for the purchase of a software that allows personal computers to be used, via audio, by persons with visual impairments.

### • World Down Syndrome Day

Alpha Bank Albania was one of the main sponsors of the conference entitled "Health and Wellbeing - Access and Equality for All", organised by the non-profit organisation Jonathan Centre in March 2014, on occasion of the World Down Syndrome Day. The conference aimed to increase the public's awareness of the Down syndrome and to raise funds for supporting individuals with the Down syndrome in Albania.

### • Support of the Albanian Children Foundation

For many years now, the Albanian Children Foundation is supporting children with autism and their families by offering diagnostic and screening tests. Alpha Bank Albania SHA accepted the Foundation's invitation to participate in this initiative by providing financial assistance for the annual training and treatment of one child.

### • Blood Drive - Together, we give life!

In June 2014, Alpha Bank Albania SHA, in collaboration with the Albanian Red Cross, organised a Blood Drive for the fourth consecutive year. In order to further raise awareness of the importance of donating blood in the local community, Alpha Bank Albania SHA launched a Facebook campaign titled **"I donate 5 minutes of my time! What about you?"**

### • Support of the Health System

Health is one of the sectors which Alpha Bank Albania SHA continuously supports. In September 2014, the Bank financed a number of projects of hospital centres, such as the Hospital Centre in Kamez, where the Bank helped cover the Centre's needs in metal beds, blankets, sheets and other necessary equipment in the Accidents and Emergencies Department. Alpha Bank Albania SHA also donated a coagulometer to Hospital Centre Nr. 6 in Kombinat, Tirana. Finally, a further donation was made to the "Omer Nishan" Regional Hospital in the city of Gjirokastra, enabling the deployment of signage in the Hospital's indoor and outdoor areas.

### • Support of charity work

At the end of 2014, the Bank made a donation to the "Mother and Child Foundation", which assists young mothers with financial difficulties. The Foundation has created a fund to be used for purchasing an x-ray machine for the babies.

### • Support of talented students

Alpha Bank Albania SHA sponsored a very innovative initiative for students, which took place at one of the biggest shopping malls in Tirana in April 2014. This initiative, organised by the Junior Achievement Albania Organisation, aimed to inspire students to create business ideas.

### • Annual Meeting of the Foreign Investors Association of Albania

Alpha Bank Albania SHA supported the organisation of the Annual Meeting of the Foreign Investors Association of Albania, which took place in January 2014 and was attended by the Prime Minister of Albania Mr Edi Rama, the Ministers of Transport, Economy and Social Welfare, as well as by prominent representatives of the Foreign Business Community in Albania.

## F.Y.R.O.M.

During 2014, Alpha Bank a.d. Skopje, in line with the Group's Corporate Social Responsibility policy, sponsored and carried out volunteer activities with a strong educational and humanitarian focus, as follows:

- In the framework of the activities of the Faculty of Economics of the Cyril and Methodius University in Skopje, the Bank:
  - Supported the AEISEC International Summer School in Lake Ohrid.
  - Supported "The first academic class" event, organised in September 2014, at the beginning of the academic year.
  - Participated at the "Open Day" Career Fair, organised in the context of the "Days of Education" celebrations, during which the University admitted its prospective students.
- Supported the University of American College Skopje (UACS).
- Supported the SOS Line to stop violence against women, operated by the Women of Skopje Initiative.
- Organised a Blood Drive with the participation of members of its Employees, in collaboration with the Red Cross of the country.
- Employees of the Bank supported families in need by donating food packages, in the context of the "Day of Hunger" volunteer actions.

In recognition of the integrated approach of Alpha Bank a.d. Skopje to social responsibility, the Bank was presented with an award by the Centre for Institutional Development, an independent non-profit organisation that supports the civil society.

Additionally, the Red Cross of the country presented certificates of merit its Silver and Bronze supporters, as an expression of gratitude by the Organisation for the successful implementation of joint activities with its supporters during the year. Alpha Bank a.d. Skopje was presented with the certificate of merit for Silver Supporter, with no certificate of merit granted for Golden Supporters.





ΕΡΝΣΤ & ΓΙΑΝΓΚ (ΕΛΛΑΣ)  
Ορκωτοί Ελεγκτές - Λογιστές Α.Ε.  
Χειμάρρας 8β  
151 25, Μαρούσι

Τηλ.: 210 2886 000  
Φαξ: 210 2886 905  
ey.com

**This report has been translated from the Greek original version**

## INDEPENDENT ASSURANCE STATEMENT

### To the management of Alpha Bank S.A.

The Alpha Bank 2014 Corporate Responsibility Report (“the Report”) has been prepared by the management of Alpha Bank S.A. (“the Bank”), which is responsible for the collection and presentation of the information contained therein. Our responsibility, in accordance with the Bank management’s instructions, is to carry out a “limited level” assurance engagement on the Greek pdf version of the Report.

Our responsibility in performing our assurance engagement is solely to the Bank’s management and in accordance with the terms of reference agreed between us. We neither accept nor we assume any responsibility and for any other purpose, to any other person or organization. Any reliance any third party may place on the Report is entirely at its own risk and responsibility.

### Work scope and criteria

Our assurance engagement has been planned and performed in accordance with the International Standard on Assurance Engagements 3000 “Assurance Engagements Other Than Audits or Reviews of Historical Financial Information” (ISAE3000), in order to provide a limited level assurance on the accuracy and completeness of quantitative data and the plausibility of qualitative information related to the GRI G4 General and Specific Standard against the “In accordance – Core” requirements. These Disclosures are indicated in the Report’s GRI G4 Content Index external assurance column (pages 82-90).

### What we did to form our conclusions

In order to form our conclusions in relation to the scope and criteria mentioned above, we undertook (but were not limited to) the steps outlined below:

- **Interviewed a selection of the Bank’s managers**, in order to understand the current status of corporate responsibility activities and progress made during the reporting period.
- **Reviewed the Bank’s approach to stakeholder engagement** through interviews with managers responsible for engagement activities at corporate level and reviews of associated documentation.
- **Reviewed the Bank’s processes for determining material issues** to be included in the Report, as well as the coverage of material issues within the Report, against aspects found in the “GRI G4 Financial Services Sector Disclosures”, material issues and areas of performance covered in external media reports, and sustainability reports of selected European peers.
- **Interviewed employees who are responsible for managing, collating and reviewing sustainability data** reported for internal and public reporting purposes, linked to the G4 General and Specific Standard Disclosures under the scope of our assurance engagement (indicated in the external assurance column of the GRI G4 Content Index with a checkmark, pp. 82-90).
- **Reviewed the Report for the appropriate transposition and presentation of the sustainability data** linked to the G4 General and Specific Standard Disclosures under the scope of our assurance engagement (indicated in the external assurance column of the GRI G4 Content Index with a checkmark, pp. 82-90), a task which included conversations on limitations and assumptions relating to how these data are presented within the Report.
- **Reviewed information or explanations to substantiate** key data, statements and assertions regarding the sustainability disclosures under the scope of our assurance engagement.
- **Reviewed the Report** against the GRI G4 requirements for the “In accordance – Core” option.



### Level of assurance

The evidence gathering procedures were designed to obtain a limited level of assurance (as set out in ISAE 3000) on which we formed our conclusions. The extent of these evidence gathering procedures is less than those designed to obtain a reasonable level of assurance and therefore a lower level of assurance is provided.

### Limitations of our review

- Our review was limited to the Greek version of the Report. In the event of any inconsistency in translation between the Greek and English versions, as far as our conclusions are concerned, the Greek version of the Report prevails.
- The scope of our work did not include any review of third party activities or performance, nor attending any stakeholder engagement activities. In addition, it did not include any review of the accuracy of research results assigned to third parties, nor Information Technology systems used by third parties.
- Our review did not include financial data and the corresponding narrative text and testing of the Information Technology systems used or those upon which the collection and aggregation of data was based by the Bank.
- We do not provide any assurance relating to future information such as estimates, expectations or targets, or their achievability.
- Our review was limited to the parent company's activities. We do not provide conclusions concerning information reported on the Group or subsidiaries level.

### Our conclusions

Based on the scope of our review our conclusions are outlined below:

**Accuracy and completeness of quantitative data and plausibility of qualitative information related to the GRI G4 General and Specific Standard Disclosures (indicated in the external assurance column of the GRI G4 Content Index with a checkmark, pp. 82-90), against the "In accordance – Core" requirements.**

*How plausible are the statements and claims within the Report linked to qualitative information on GRI G4 General and Specific Standard Disclosures under scope?*

- We have reviewed information or explanations on selected statements on the Bank's sustainability activities presented in the Report and we are not aware of any misstatements in the assertions made.

*How complete and accurate are the quantitative data linked to the GRI G4 General and Specific Standard Disclosures under scope?*

- Nothing has come to our attention that causes us to believe that quantitative data linked to the GRI G4 General and Specific Standard Disclosures under scope has not been collated properly at corporate level.
- We are not aware of any errors that would materially affect the data as presented in the Report.

*Does the Report meet the GRI G4 requirements of the "In accordance – Core" option?*

- Based on our review, nothing has come to our attention that causes us to believe that the Report does not meet the requirements of the "In accordance – Core" option, as presented in the GRI G4 Content Index, found on pages 82-90.



### **Our independence**

We have not provided any services relating to the preparation of the Bank's 2014 Corporate Responsibility Report, which would compromise our independence.

### **Our assurance team**

The professionals which participated in the engagement are members of and are supported by the EY Climate Change and Sustainability Services global network, which undertakes similar engagements in Greece and at a global level.

Athens, 19 June 2015

For and on behalf of

ERNST & YOUNG (HELLAS)

Certified Auditors Accountants S.A.

Vassilios Kaminaris

Partner

## Presentation of Sustainability Disclosures in accordance with the GRI Guidelines

The present Report was prepared in accordance to the G4 version of the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines. More specifically, the Corporate Social Responsibility Report 2014 was declared by the Bank and externally assured by EY Greece to be “**In accordance – Core**” to the GRI G4. In addition to references to the present Report, the table below also contains references to Alpha Bank’s Annual Financial Report 2014, Alpha Bank Business Review 2014, the Bank’s website and other published documents (e.g. Weekly Economic Report).

📄: see **Alpha Bank Annual Financial Report 2014**

📄: see **Alpha Bank Business Review 2014**

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
<b>GENERAL STANDARD DISCLOSURES</b>				
<b>STRATEGY AND ANALYSIS</b>				
G4-1	Statement from the most senior decision maker of the Organisation.	<b>Letter from the Managing Director – CEO</b> 📄: <b>Letter from the Chairman</b>		√
<b>ORGANISATIONAL PROFILE</b>				
G4-3	Name of the Organisation.	<b>Alpha Bank A.E.</b>		√
G4-4	Primary products and/or services.	<b>Banking Operations</b> <b>Together for the Market – Introduction</b> 📄 pp.: 207, 262-264		√
G4-5	Location of the Organisation's headquarters.	<b>40 Stadiou Street, 102 52 ATHENS</b> <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=11">http://www.alpha.gr/page/default.asp?la=2&amp;id=11</a>		√
G4-6	Number of countries where the Organisation operates.	<b>Alpha Bank and Corporate Social Responsibility</b> <b>International Network</b> <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=16">http://www.alpha.gr/page/default.asp?la=2&amp;id=16</a> 📄 pp.: 260		√
G4-7	Nature of ownership and legal form.	<b>Société Anonyme</b>		√
G4-8	Markets served.	<b>Together for the Market</b> <b>International Network</b> <a href="http://www.alpha.gr/page/default.asp?id=16&amp;la=2">http://www.alpha.gr/page/default.asp?id=16&amp;la=2</a> 📄 pp.: 262- 265		√

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
G4-9	Scale of the reporting Organisation.	<p><b>Together for the Market</b></p> <p><b>Together with our People</b> - Personnel Breakdown</p> <p><a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=548">http://www.alpha.gr/page/default.asp?la=2&amp;id=548</a></p> <p><a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=2763&amp;pl=260&amp;pk=9181&amp;ap=249">http://www.alpha.gr/page/default.asp?la=2&amp;id=2763&amp;pl=260&amp;pk=9181&amp;ap=249</a></p> <p><a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=57">http://www.alpha.gr/page/default.asp?la=2&amp;id=57</a></p> <p>📄 pp.: 262-264</p>		√
G4-10	Total Human Resources by employment contract, region and gender.	<b>Together with our People</b> - Personnel Breakdown		
G4-11	Total Human Resources covered by collective bargaining agreements.	<b>Together with our People</b> - Securing Employment - Dialogue and Labour Rights		√
G4-12	Supply Chain of the Organisation.	<b>Together for the Environment</b> - Responsible Procurement		√
G4-13	Significant changes during the reporting period regarding the Organisation's size, structure or ownership.	<p><b>Together for the Market</b></p> <p><a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=548">http://www.alpha.gr/page/default.asp?la=2&amp;id=548</a></p> <p>📄 pp.: 110,190</p>		√
G4-14	Report whether and how the precautionary approach or principle is addressed by the Organisation.	<b>Alpha Bank and Corporate Social Responsibility</b> - Commitments - Risk Management - <b>Together for the Market</b> - Co-Funded Investment Programmes - Responsible Investments		√
G4-15	Report externally developed economic, environmental and social charters, principles or other initiatives to which the Organisation subscribes or which it endorses.	<b>Alpha Bank and Corporate Social Responsibility</b> - Memberships in Associations and Organisations - Principles - Corporate Governance		√
G4-16	Associations (e.g. industry associations) and national or international advocacy organisations in which the Organisation is a member.	<b>Alpha Bank and Corporate Social Responsibility</b> - Memberships in Associations and Organisations		√

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
<b>IDENTIFIED MATERIAL ISSUES AND BOUNDARIES</b>				
G4-17	Entities included in the Organisation's consolidated financial statements or other equivalent documents.	<b>Corporate Social Responsibility Report Methodology</b> 📄 pp.: 118-120		✓
G4-18	Process for defining the Report's content and the Aspect Boundaries.	<b>Corporate Social Responsibility Report Methodology</b> <b>Alpha Bank and Corporate Social Responsibility - Identification of Material Issues</b>		✓
G4-19	Material Aspects identified in the process for defining the Report's content.	<b>Alpha Bank and Corporate Social Responsibility - Materiality Analysis</b>		✓
G4-20	For each Material Aspect, report the Aspect Boundary within the organisation.	<b>Alpha Bank and Corporate Social Responsibility - Materiality Analysis</b>		✓
G4-21	For each Material Aspect, report the Aspect Boundary outside the organisation.	<b>Alpha Bank and Corporate Social Responsibility - Materiality Analysis</b>		✓
G4-22	Effect of any restatements of information provided in previous Reports, and reasons for such restatements.	Footnotes to tables and clarifications in the running text (where applicable). <b>Corporate Social Responsibility Report Methodology</b>		✓
G4-23	Significant changes from previous reporting periods in the Aspect Boundaries.	Footnotes to tables and clarifications in the running text (where applicable). <b>Corporate Social Responsibility Report Methodology</b>		✓
<b>STAKEHOLDER ENGAGEMENT</b>				
G4-24	List of Stakeholder groups engaged by the Organisation.	<b>Alpha Bank and Corporate Social Responsibility - Stakeholders</b>		✓
G4-25	Basis for identification and selection of Stakeholders.	<b>Alpha Bank and Corporate Social Responsibility - Stakeholders</b>		✓

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
G4-26	Approach by the Organisation to Stakeholder engagement, including frequency of engagement by type and by Stakeholder group, and indication of whether any of the engagement was undertaken specifically as part of the Report preparation process.	<b>Alpha Bank and Corporate Social Responsibility</b> - Materiality Analysis - Dialogue and cooperation in action		√
G4-27	Key issues and concerns that have been raised through Stakeholder engagement, and how the Organisation has responded to those key issues and concerns, including through its Reports. Stakeholder groups that raised each of the key issues and concerns.	<b>Alpha Bank and Corporate Social Responsibility</b> - Dialogue and cooperation in action		√
<b>PROFILE OF THE ORGANISATION</b>				
G4-28	Reporting period.	<b>Financial year 2014</b> (1.1.2014- 31.12.2014)		√
G4-29	Date of most recent previous Report.	<b>27.6.2014</b> (for the period 1.1.2013- 31.12.2013)		√
G4-30	Reporting cycle.	<b>Annual</b>		√
G4-31	Contact point for questions regarding the Report or its contents.	<b>Corporate Social Responsibility Report Methodology</b>		√
G4-32	"In accordance" option the Organisation has chosen. GRI Content Index for this option. External Assurance report	<b>Corporate Social Responsibility Report Methodology</b> <b>Independent Limited Assurance Report to Alpha Bank A.E.</b> <b>Presentation of Sustainability Disclosures in accordance with the GRI Guidelines</b>		√
G4-33	Organisation's policy and current practice with regard to seeking external assurance for the Report.	<b>Corporate Social Responsibility Report Methodology</b> <b>Independent Limited Assurance Report to Alpha Bank A.E.</b>		√

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
<b>GOVERNANCE</b>				
G4-34	Governance structure of the Organisation, including committees of the highest governance body and any committees responsible for decision-making on economic, environmental and social impacts.	<b>Alpha Bank and Corporate Social Responsibility</b> - Corporate Governance		√
<b>ETHICS AND INTEGRITY</b>				
G4-56	Values, principles, standards and norms of behaviour of the Organisation, such as codes of conduct and codes of ethics.	<b>Alpha Bank and Corporate Social Responsibility</b> - Introduction, Corporate Governance - Code of Ethics - Principles		√
<b>SPECIFIC STANDARD DISCLOSURES</b>				
<b>ECONOMIC PERFORMANCE</b>				
G4-DMA	Disclosure on Management Approach	<b>Together for the Market</b> - Introduction <b>Alpha Bank and Corporate Social Responsibility</b> - Introduction <b>Letter from the Managing Director- CEO</b> ☰ Letter from the Chairman - Letter from the Managing Director - CEO - The Main Milestones of 2014		
G4- EC1	Direct economic value generated and distributed, including revenues, operating costs, Employee wages and benefits, donations and other community investments, retained earnings and payments to providers of capital and to Government.	<b>Together for the Society</b> - Sponsorship Programme ☰ Key Indicators - Operating Segment and Geographical Sector Financial Analysis - Capital Adequacy		
G4- EC3	Coverage of the Organisation's defined benefit plan obligations	☞ pp.: 219-220 ☞ pp.: 251-256 ☰ pp: 69		

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
<b>INDIRECT ECONOMIC IMPACTS</b>				
G4-DMA	Disclosure on Management Approach.	<b>Together for the Society</b> - Support of Culture		
G4- EC7	Development and impact of infrastructure investments and services supported.	<b>Together for the Society</b> - Sponsorship Programme - Support of Society - Support of Culture		
<b>LABOUR PRACTICES AND DECENT WORK - OCCUPATIONAL HEALTH AND SAFETY</b>				
G4-DMA	Disclosure on Management Approach	<b>Together with our People</b> - Introduction - Health and Safety at the Workplace		√
G4-LA5	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 such representation in place		
G4-LA6	Rates of injury, occupational diseases, lost days and absenteeism, and total number of work-related fatalities by region.	<b>Together with our People</b> - Health and Safety at the Workplace	- Injury Rate - Absenteeism Rate - Breakdown by gender and region Not available data currently	√
G4-LA7	Employees involved in occupational activities with a high incidence or high risk of specific diseases.	The Employees of the Bank are not involved in occupational activities with a high risk of specific diseases.		

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
G4-LA8	Health and Safety topics covered in formal agreements with trade unions.	<b>Together with our People</b> - Dialogue and Labour Rights - Health and Safety at the Workplace		
<b>SOCIETY - LOCAL COMMUNITIES</b>				
G4-DMA	Disclosure on Management Approach	<b>Together for the Society</b> - Introduction - Support of Society		√
G4- S01	Percentage of operations with implemented local community engagement, impact assessments and development programmes.	<b>Together for the Society</b> - Support of Society <b>Together for the Market</b> - Responsible Investments - Additional Responsible Products and Services	Percentage - not available currently.	
FS13	Access points in low-populated or economically disadvantaged areas by type.	<b>Together for the Market</b> - Customer Service	Data for low-populated or economically disadvantaged areas - Not available currently	
FS14	Initiatives to improve access to financial services for people belonging to vulnerable population groups.	<b>Together for the Market</b> - Customer Service - Electronic Banking Services for Individuals and Businesses		√
<b>PRODUCT RESPONSIBILITY - PRODUCT AND SERVICE LABELLING</b>				
G4- DMA	Disclosure on Management Approach	<b>Together for the Market</b> - Responsible Marketing <b>Together for the Market</b> - Support of Households - Responsible Investments - Customer Satisfaction <b>Together with our People</b> - Continuous Development More details on the Bank's policies, principles and codes are available from its website ( <a href="http://www.alpha.gr">http://www.alpha.gr</a> ).		√
G4- PR3	Type of product and service information required by the Organisation's procedures for product and service information and labelling, and percentage of significant product and service categories subject to such information requirements.	<b>Together for the Market</b> - Responsible Marketing - Transparency in Banking Transactions		
G4- PR5	Results of surveys measuring Customer Satisfaction.	<b>Together for the Market</b> - Quantitative Research		√

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
<b>PRODUCT RESPONSIBILITY - MARKETING COMMUNICATIONS</b>				
G4-DMA	Disclosure on Management Approach	<b>Alpha Bank and Corporate Social Responsibility - Introduction</b> <b>Together for the Market - Introduction</b> - Responsible Marketing - Additional Responsible Products and Services - Transparency in Banking Transactions		√
G4- PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning communications and Marketing, including advertising, promotion and sponsorship, by type of outcome.	<b>No incidents of non-compliance with regulations concerning communications and Marketing occurred in 2014.</b>		√
<b>PRODUCT RESPONSIBILITY - CUSTOMER PRIVACY</b>				
G4-DMA	Disclosure on Management Approach	<b>Together for the Society - Protection of Customers' Personal Data</b>		√
G4- PR8	Total number of substantiated complaints regarding breaches of Customer privacy and losses of Customers' personal data.	<b>Together for the Market - Protection of Customers' Personal Data - Transparency in Banking Transactions</b>		√
<b>PRODUCT PORTFOLIO</b>				
G4-DMA	Disclosure on Management Approach	<b>Together for the Market - Support of Households - Support of Businesses</b> - Co-Funded Investment Programmes - Investments through Foreign Mutual Funds (UCITS) - Responsible Investments - Additional Responsible Products and Services - Customer Service		√
FS6	Percentage of the portfolio by business line, region, size of business and sector.	📄 pp.: 129, 262-264		

GRI Code	Description	Location of the relevant information, additional comments	Identified Omissions	External Assurance
FS7	Monetary value of products and services designed to deliver a specific social benefit, by business line and purpose.	<p><b>Together for the Society</b> - Sponsorship Programme</p> <p><b>Together for the Market</b> - Support of Households - Support of Businesses</p> <p>Alpha Bank has developed and offers products and services to facilitate the repayment of loans:</p> <p>Alpha "All in 1" <a href="http://www.alpha.gr/page/default.asp?id=3560&amp;la=2">http://www.alpha.gr/page/default.asp?id=3560&amp;la=2</a></p> <p>"Payment Adjustment Plan" <a href="http://www.alpha.gr/page/default.asp?id=7501&amp;la=2">http://www.alpha.gr/page/default.asp?id=7501&amp;la=2</a></p>	<p>Monetary value is not available as an aggregate value for all Products of the Bank</p> <p>Data not available currently</p>	
FS8	Monetary value of products and services designed to deliver a specific environmental benefit, by business line and purpose.	<p><b>Together for the Market</b> - Responsible Investments - Environment - Renewable Energy Sources (RES)</p>	<p>Monetary value is not available as an aggregate value for all Products of the Bank</p> <p>Data not available currently</p>	√



