

GRI G4 AND ISO 26000 REPORTING CONTENT

The present Corporate Responsibility Report covers the calendar year 2013 and forms part of the Piraeus Bank Group Annual Report. It is structured with the aim of conforming to the Guidelines of the Global Reporting Initiative G4 (GRI-G4) to determine its content (Materiality, Stakeholder Dialogue, Viability Sustainability Context, Completeness) and quality (Symmetry, Clarity, Accuracy, Actuality, Comparability, Reliability).

Piraeus Bank Group has implemented the Global Reporting Initiative Guidelines for a seventh consecutive year, considering that this model is a comprehensible framework of principles that facilitates the disclosure and communication of Corporate Responsibility issues for both the Group and the stakeholders. The 2013 Annual Report pertains to the entire Group.

The 2013 Corporate Responsibility Report covers almost all the activities of the Group; however, some of the data reported and quantitative measurements are focused on specific areas of its activities. Wherever this applies, reference is made to the relevant Report sections.

The objective is to gradually extend the Bank's know-how and systematic approach of CSR issues to all the Group subsidiaries. Due to the acquisition and integration of selected assets of ATEbank by Piraeus Bank as of 27.07.12, Geniki Bank as of 14.12.12 as well as the Greek banking operations of the Cypriot banks: Bank of Cyprus, Cyprus Popular Bank, Hellenic Bank as of 26.03.13 and Millennium Bank as of 19.06.13, it is not possible to provide comparable performance results of the Group for periods 2012 and before.

The content of Piraeus Bank Group Report has been assured by Ernst & Young. The detailed Independent Assurance Statement is included in pages 116-119 of the present Corporate Responsibility Report. At the same time, Piraeus Bank Group voluntarily follows the directions for the publication of annual and progress reports as indicated by the UN Global Compact, and posts its Annual Report on the relevant website (www.unglobalcompact.org).

Since 2013, the Group has also been abiding by the International Standard Guidelines for Social Responsibility ISO 26000, with the aim of strengthening and optimally incorporating social responsibility into the Organisation's values and principles. This international Standard contains guidelines for implementation and promotion of the basic principles of Corporate Responsibility in a company's activities, in key issues such as: corporate governance, human rights, labor practices the environment, fair operating practices, consumer issues and participation in and growth of society.

For the collection of the 2013 data contained in the Report, the electronic database management systems were used, enabling data collection and processing. Moreover, internal processes have been adopted to ensure the validity and reliability of information.

The Table of Global Reporting Initiative below contains all the information for the GRI G4 indices required for the basic level "In Accordance - Core".

Additionally, the concise table below contains relevant references to policies, approaches and management aspects adopted by Piraeus Bank for each GRI index category.

The present Corporate Responsibility Report aims to provide complete, symmetrical presentation of certain important non-financial aspects of the organisation's work in relation to society, customers, employees and the environment.

In the framework of promoting current issues, communication and dialogue with stakeholders constitutes a strong tool. At the same time by adopting this mechanism, one can distinguish those CSR issues that have a most substantial and timeless effect on society. These issues constitute the basis for the development and activation of mechanisms for sustainable improvement of an organisation's operations. Towards this direction, in 2013, apart from the regular communication and collaboration framework that has been established with each group of stakeholders, as described in the present Report, Piraeus Bank has also adopted an evaluation process by means of a survey-questionnaire in which participants were asked to assess the materiality of an extensive range of corporate responsibility issues. The questionnaire was addressed to a sample of 100 participants, of which 87 participants both internally and externally responded (please refer to: materiality questionnaire http://www.piraeusbankgroup.com/el/investors/financials/annual-reports).







From the analysis of the survey results it was concluded that almost none of the issues were considered immaterial; however, the following 6 issues are distinguished and are presented in more detail in this Report:

- 1. Customer Service: The existence of a fair service/handling of customers which includes management of their personal data and promotion of products and services in an honest manner, as well as ensuring that all the products are safe, whatever their origin.
- 2. Environmental Protection: Protection of the natural environment through the development and support of the proper initiatives.
- 3. Adoption of Recycling Programmes: Adoption of programmes for recycling of materials and monitoring of natural resource consumption, with the aim of reducing its environmental footprint.
- 4. Support of local communities through PIOP's Museum Network: Support of employment and of the economic activity of local communities through the operation of PIOP's Museum Network.
- 5. Continuous enhancement of products/services: The Bank adopts ways of identifying possible risks of negative effects, which the products or services might entail for the customer and shapes practices to reduce these (i.e. systematic internal analysis, collaboration with external stakeholders to explain how this might happen as well as alteration of the products and services accordingly or the provision of differentiated products or services for specific vulnerable groups).
- 6. Continuous Employee Training: Provision of continuous training to employees, adjusted according to the needs of their roles and with emphasis on issues of compliance and combating fraud/corruption.

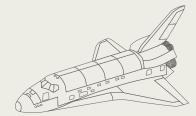
The issues incorporated in the survey's questionnaire constitute aspects of corporate responsibility which may possibly have a positive or negative effect on stakeholders such as customers, employees, NGOs. These issues have emerged from the actuality, the current economic crisis situation, existing corporate responsibility practices, surveys, corporate responsibility indices. All material issues change over time, as does knowledge about them, and new issues may arise. Piraeus Bank will be re-evaluating their materiality once a year, in the context of compiling the Annual Report.

The chart below depicts the results of the sample survey regarding the 2013 Corporate Responsibility Report. The horizontal axis represents how non-Group stakeholders perceive the materiality of each issue and the vertical axis represents how Piraeus Group respondents perceive the materiality of each issue.

Questions/views on the report and/or its content may be submitted to: Investor_Relations@piraeusbank.gr.









- 1 Customer service in an honest and fair manner
- 2 Business initiatives for protection of the natural environment
- 3 Environmental management system environmental footprint reduction
- 4 Continuous improvement of products/services to benefit customers
- 5 Continuous employee training
- 6 Support of local economies through PIOP
- 7 Promotion of corporate responsibility principles
- 3 Institutional role in corporate responsibility issues
- O Customer satisfaction
- 10 Training programmes for young generation
- ASPECT BOUNDARY WITHIN PIRAEUS BANK GROUP

- 11 Delegation of corporate responsibility issues to BoD members
- 12 Participation in corporate responsibility assessment indices
- (3) Establishing of PIOP museums as centres of cultural production in the local communities with PIOP presence
- 14 Employee support programmes
- 15 Culture-promoting research programmes
- 16 Administrative and executive committee responsibilities
- 17 Voluntary Retirement Scheme
- (18) Operation of historical archive through PIOP

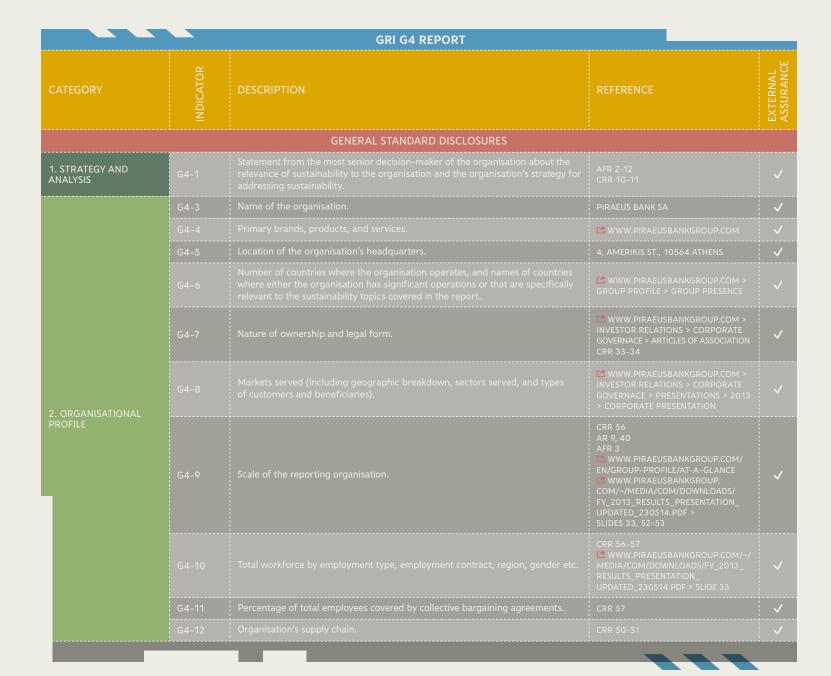
- 19 Supplier relations management
- 20 Expansion of environmental policy and management systems
- Management of adverse consequences of products/ services
- 22 Climate change
- 23 Environmental education of Group employees
- Preservation/promotion of cultural heritage with emphasis on crafts/industrial technology
- 23 Integration of aspects of corporate responsibility during business assessment

ASPECT BOUNDARY INSIDE AND OUTSIDE OF PIRAEUS BANK GROUP

- Development and adoption of uniform Group culture
- ASPECT BOUNDARY OUTSIDE OF PIRAEUS BANK GROUP

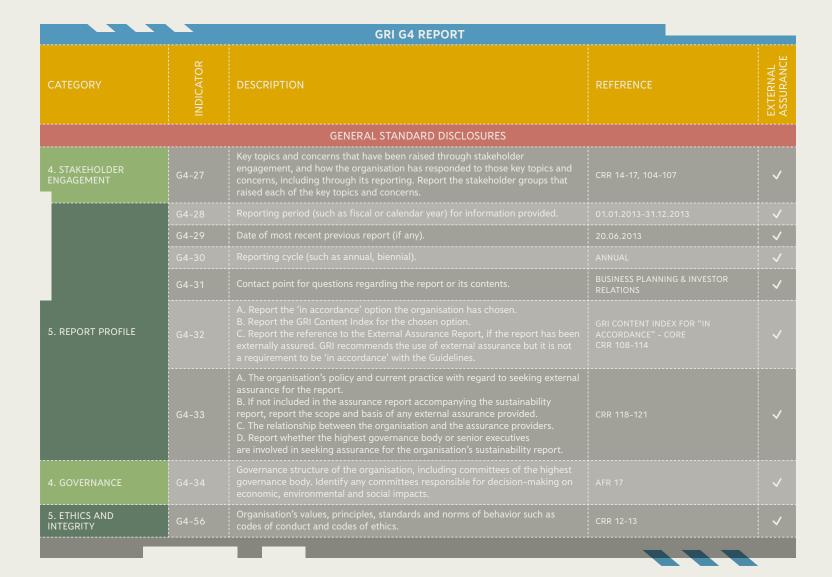
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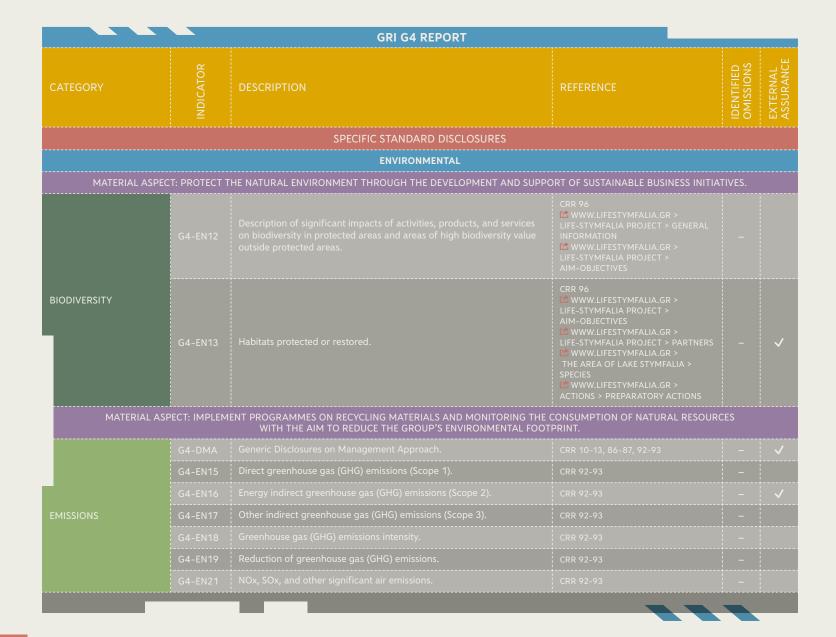
		GRI G4 REPORT		
CATEGORY	INDICATOR	DESCRIPTION	REFERENCE	EXTERNAL
		GENERAL STANDARD DISCLOSURES		
2. ORGANISATIONAL PROFILE	G4-13	Significant changes during the reporting period regarding the organisation's size, structure, ownership, or its supply chain.	CRR 10-11 AFR 4-8 Lawww.piraeusbankgroup.com > GROUP PROFILE	~
	G4-15	Externally developed economic, environmental and social charters, principles, or other initiatives to which the organisation subscribes or which it endorses.	CRR 18-19	~
	G4-17	A. All entities included in the organisation's consolidated financial statements or equivalent documents. B. Report whether any entity included in the organisation's consolidated financial statements or equivalent documents is not covered by the report.	AFR 75-78 NOTE 26 CRR 104	~
	G4-18			
	G4-19	All the material Aspects identified in the process for defining report content.	CRR 104-107, PLEASE REFER TO "SPECIFIC STANDARD DISCLOSURES"	•
3. IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES	G4-20			
	G4-21	For each material Aspect, report the Aspect Boundary outside the organisation, as follows: • Report whether the Aspect is material or not outside of the organisation • Report any specific limitation regarding the Aspect Boundary outside the organisation.	CRR 104-107, PLEASE REFER TO "SPECIFIC STANDARD DISCLOSURES"	,
	G4-22			
	G4-23	Significant changes from previous reporting periods in the Scope and Aspect Boundaries.	CRR 104-107	•
	G4-24			
	G4-25	Basis for identification and selection of stakeholders with whom to engage.	CRR 14-17	
4. STAKEHOLDER ENGAGEMENT				





		GRI G4 REPORT			
CATEGORY	INDICATOR	DESCRIPTION	REFERENCE	IDENTIFIED OMISSIONS	EXTERNAL ASSURANCE
		SPECIFIC STANDARD DISCLOSURES			
		ECONOMIC			
MATERIA	L ASPECT: TO S	SUPPORT THE EMPLOYMENT AND ECONOMIC ACTIVITY OF LOCAL COM AND MUSEUM NETWORK OF PIRAEUS BANK GROUP CULUTURAL FOUN	MUNITIES THROUGH THE INITIATIVES DATION PIOP.		
INDIRECT ECONOMIC	G4-DMA	Generic Disclosures on Management Approach.	௴ WWW.PIOP.GR AFR 11-12 CRR 7, 72-83	-	~
IMPACT	G4-EC7	Development and impact of infrastructure investments and services supported.	CRR 78-79		~
		ENVIRONMENTAL			
MATERIAL AS	PECT: IMPLEM	ENT PROGRAMMES ON RECYCLING MATERIALS AND MONITORING THE WITH THE AIM TO REDUCE THE GROUP'S ENVIRONMENTAL FOOT		ES	
	G4-DMA	Generic Disclosures on Management Approach.	CRR 10-13, 86-87, 90	-	
MATERIALS	G4-EN1	Materials used by weight or volume.	CRR 90, 94-95		
	G4-EN2				
MATERIAL AS	PECT: IMPLEM	ENT PROGRAMMES ON RECYCLING MATERIALS AND MONITORING THE WITH THE AIM TO REDUCE THE GROUP'S ENVIRONMENTAL FOOT	CONSUMPTION OF NATURAL RESOURG	ES	
	G4-DMA	Generic Disclosures on Management Approach.	CRR 10-13, 87-89		
ENERGY	G4-EN5		CRR 87-89, 94-95		
MATERIAL ASPE	CT: PROTECT T	 HE NATURAL ENVIRONMENT THROUGH THE DEVELOPMENT AND SUPPO	DRT OF SUSTAINABLE BUSINESS INITIAT	TIVES.	
BIODIVERSITY	G4-DMA	Generic Disclosures on Management Approach.	CRR 10-13, 84-86, 96 WWW.PIRAEUSBANKGROUP.COM > CORPORATE RESPONSIBILITY > ENVIRONMENT > ENVIROMENTAL POLICY PRINCIPLES WWW.LIFESTYMFALIA.GR > LIFE-STYMFALIA PROJECT > PARTNERS WWW.LIFESTYMFALIA.GR > NEWS > 1st VISIT TO THE LIFE-STYMFALIA PROJECT BY THE EXTERNAL MONITORING TEAM	-	~





		GRI G4 REPORT			
CATEGORY	INDICATOR	DESCRIPTION	REFERENCE	IDENTIFIED OMISSIONS	EXTERNAL
		SPECIFIC STANDARD DISCLOSURES			
		ENVIRONMENTAL			
MATERIAL AS	PECT: IMPLEM	ENT PROGRAMMES ON RECYCLING MATERIALS AND MONITORING THE (WITH THE AIM TO REDUCE THE GROUP'S ENVIRONMENTAL FOOT		CES	
	G4-DMA	Generic Disclosures on Management Approach.	CRR 10-13, 86-87, 90-91		
EFFLUENTS AND WASTE	G4-EN23				
		SOCIAL			
		LABOUR PRACTICES AND DECENT WORK			
MA ⁻		T: PROVIDE CONTINOUS TRAINING TO EMPLOYEES CUSTOMISED ON THE VING EMPHASIS ON THE SUBJECTS OF COMPLIANCE AND ANTI-FRAUD /			
	G4-DMA	Generic Disclosures on Management Approach.	CRR 15, 55, 60-64		~
TRAINING AND EDUCATION				- -	
	G4-LA10	Programmes for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	CRR 55-56, 60-64	_	
		PRODUCT RESPONSIBILITY			
MATERIAL A PROMO	ASPECT: TREAT OTING PRODU	ING CUSTOMERS FAIRLY INVOLVES HANDLING THEIR PERSONAL DATA IN CTS AND SERVICES IN AN HONEST WAY AND ENSURING PRODUCTS ARE FAILURE TO DO SO RISKS MISLEADING AND DISEMPOWERING THE CU	SAFE, WHEREVER THEY ARE SOLD.		
	G4-DMA	Generic Disclosures on Management Approach.	CRR 40-41, 45-49		/
CUSTOMER HEALTH AND SAFETY	G4-PR1				
IN ORDER TO REDUC	E THEM (I.E.	JLD REPORT ON WAYS IT IDENTIFIES POTENTIAL RISKS OF NEGATIVE IMP SYSTEMATIC INTERNAL ANALYSIS, WORKING WITH EXTERNAL STAKEHOL ERVICES ACCORDINGLY – OR PROVIDING DIFFERENTIATED PRODUCTS OF	DERS TO UNDERSTAND OF HOW IT CA	N OCCUI	R,
PRODUCT AND SERVICE LABELING	G4-DMA	Generic Disclosures on Management Approach	CRR 40-41, 45-47	_	✓
	G4-PR5	Results of surveys measuring customer satisfaction.	CRR 45-47		





		GRI G4 REPORT			
CATEGORY	INDICATOR	DESCRIPTION	REFERENCE	IDENTIFIED OMISSIONS	EXTERNAL ASSURANCE
		SPECIFIC STANDARD DISCLOSURES			
		SOCIAL			
DDOTE	CT THE NATIO	PRODUCT RESPONSIBILITY			
PROTE	G4-DMA	Policies with specific environmental and social components applied to business lines (former FS1). Procedures for assessing and screening environmental and social risks in business lines (former FS2). Processes for monitoring clients' implementation of and compliance with environmental and social requirements included in agreements or transactions (former FS3). Process(es) for improving staff competency to implement the environmental and social policies and procedures as applied to business lines (former FS4). Interactions with clients/ investees/business partners regarding environmental and social risks and opportunities (former FS5).	FORMER F51: CRR 12-13, 38, 54, 70 MWW.PIRAEUSBANKGROUP.COM > CORPORATE RESPONSIBILITY > ENVIRONMENT > A) ENVIRONMENTAL POLICY PRINCIPLES, B) CLIMATE CHANGE STRATEGY, C) SUSTAINABILITY STATEMENT D) GREEN ENTREPRENEURSHIP MWW.PIRAEUSBANKGROUP.COM > CORPORATE GOVERNANCE > RELATIONSHIP WITH CUSTOMERS AND SUPPLIERS > RELATIONSHIP WITH SUPPLIERS FORMER F52: CRR 84-86, 96 FORMER F53: MWW.PIRAEUSBANKGROUP.COM > INVESTOR RELATIONS > CORPORATE GOVERNANCE > ARTICLES OF ASSOCIATION, ARTICLE 2 CRR 50-51 FORMER F54: CRR 58-59, 60-61, 98-99 FORMER F55: CRR 14-17, 96-99		
	FS-6		AR 44, 78 FY 2013 RESULTS PRESENTATION WWW.PIRAEUSBANKGROUP.COM > INVESTOR RELATIONS > PRESENTATIONS > 2013 > CORPORATE PRESENTATION		
	FS-7	Monetary value of products and services designed to deliver a specific social benefit for each business line broken down by purpose.	CRR 10-11, 43-44, 70 AR 10, 39, 57-58, 99	-	
	FS-8	Monetary value of products and services designed to deliver a specific environmental benefit for each business line broken down by purpose.	CRR 10-11, 98 AR 10, 39, 56-63	_	

CRR (number): Corporate Responsibility Report, 2013, page number

AR (number): Annual Report, 2013, page number

AFR (number): Annual Financial Report, 2013, page number

It is noted that the table contains brief descriptions of GRI indices for reasons of presentation.

 $For the complete description, please \ refer to the following \ link \ https://www.globalreporting.org/resourcelibrary/GRIG4-Part1-Reporting-Principles-and-Standard-Disclosures.pdf$



ISO 26000						
TABLE FOR CORPORATE RESPONSIBILITY REPORTING						
CLAUSE 6: SOCIAL RESPONSIBILITY CORE SUBJECTS	SUB-CLAUSE	REFERENCE IN THE REPORT				
SOCIAL RESPONSIBILITY CORE SUBJECTS		CRR 10-13				
ORGANISATIONAL GOVERNANCE	6.2	AFR 2-12, 17 CRR 6-7, 22-25				
HUMAN RIGHTS	6.3	CRR 54-56				
DUE DILIGENCE	6.3.3	CRR 18, 54-56				
HUMAN RIGHTS RISK SITUATIONS	6.3.4	CRR 54-56				
AVOIDANCE OF COMPLICITY	6.3.5	CRR 50-51, 54-56				
RESOLVING GRIEVANCES	6.3.6	CRR 45-49, 55-56, 66-67				
DISCRIMINATION AND VULNERABLE GROUPS	6.3.7	CRR 12-13, 24-26, 54-59, 62				
CIVIL AND POLITICAL RIGHTS	6.3.8	CRR 18, 54-55, 65-66				
ECONOMIC, SOCIAL AND CULTURAL RIGHTS	6.3.9	CRR 6-7, 18, 42-44, 54-55, 65-66, 70-72, 84-95 WWW.PIOP.GR AFR 11-12				
FUNDAMENTAL PRINCIPLES AND RIGHTS AT WORK	6.3.10	CRR 12-13, 18, 24-25, 54-55, 57-58, 60-63				
LABOUR F	RACTICES					
EMPLOYMENT AND EMPLOYMENT RELATIONSHIPS	6.4.3	CRR 14-17, 18, 24-25, 50-51, 56-57, 64-66, 78				
CONDITIONS OF WORK AND SOCIAL PROTECTION	6.4.4	CRR 14-17, 56, 57-67				
SOCIAL DIALOGUE	6.4.5	CRR 10-11, 14-17, 18-19, 50-51, 56-57, 60, 64-65, 108-109 (ORGANISATION PROFILE) AR 9-13, 15, 44-46, 78-80 AFR 3, 4-8, 10-11				
HEALTH AND SAFETY AT WORK	6.4.6	CRR 64, 65-67				
HUMAN DEVELOPMENT AND TRAINING IN THE WORKPLACE	6.4.7	CRR 14-17, 55-60, 60-64				
THE ENVIRONMENT						
PREVENTION OF POLLUTION	6.5.3	CRR 84-86, 90-91, 93-95				
SUSTAINABLE RESOURCE USE	6.5.4	CRR 84-95				
CLIMATE CHANGE MITIGATION AND ADAPTATION	6.5.5	CRR 84-86, 87-89, 93-95 ☑ WWW.CLIMABIZ.GR				
PROTECTION OF THE ENVIRONMENT, BIODIVERSITY AND RESTORATION OF NATURAL HABITATS	6.5.6	CRR 84-86, 96 WWW.LIFESTYMFALIA.GR > LIFE-STYMFALIA PROJECT > A) AIM - OBJECTIVES, B) PARTNERS, C) THE AREA OF LAKE STYMFALIA > SPECIES, D) ACTIONS > PREPARATORY ACTIONS				

ISO 26000						
TABLE FOR CORPORATE F	TABLE FOR CORPORATE RESPONSIBILITY REPORTING					
CLAUSE 6: SOCIAL RESPONSIBILITY CORE SUBJECTS	SUB-CLAUSE	REFERENCE IN THE REPORT				
FAIR OPERAT	FAIR OPERATING PRACTICES					
ANTI-CORRUPTION	6.6.1 - 6.6.2	CRR 38-42, 45-49				
RESPONSIBLE POLITICAL INVOLVEMENT	6.6.3	CRR 12-13, 60-63				
FAIR COMPETITION	6.6.5	CRR 38-42, 45-49				
PROMOTING SOCIAL RESPONSIBILITY IN THE VALUE CHAIN	6.6.6	CRR 54-55, 60-63, 70-83				
RESPECT FOR PROPERTY RIGHTS	6.6.7	CRR 10-11, 14-17, 54-55				
CONSUM	IER ISSUES					
CONSUMER ISSUES	6.7.1 - 6.7.2	CRR 38-42				
FAIR MARKETING, FACTUAL AND UNBIASED INFORMATION AND FAIR CONTRACTUAL PRACTICES	6.7.3	CRR 38-42, 42-43				
PROTECTING CONSUMERS' HEALTH AND SAFETY	6.7.4	CRR 38-42, 45-47				
SUSTAINABLE CONSUMPTION	6.7.5	CRR 47-49, 84-86				
CONSUMER SERVICE, SUPPORT, AND COMPLAINT AND DISPUTE RESOLUTION	6.7.6	CRR 38-42, 47-49				
CONSUMER DATA PROTECTION AND PRIVACY	6.7.7	CRR 38-42, 47-49				
ACCESS TO ESSENTIAL SERVICES	6.7.8	CRR 42-43, 47-49				
EDUCATION AND AWARENESS	6.7.9	CRR 42-43, 47-49				
COMMUNITY INVOLVEN	IENT AND DEVELO	OPMENT				
COMMUNITY INVOLVEMENT	6.8.1 - 6.8.2	AR 9-13, 15, 16-21 CRR 10-11, 14-17, 70-83				
EDUCATION AND CULTURE	6.8.3	CRR 14-17, 70-83				
EMPLOYMENT CREATION AND SKILLS DEVELOPMENT	6.8.4	CRR 14-17, 70-83				
TECHNOLOGY DEVELOPMENT AND ACCESS	6.8.5	AR 9-13, 15, 16-21 CRR 10-11, 14-17, 44-45, 53-54, 72-83, 96 AFR 66				
WEALTH AND INCOME CREATION	6.8.7	AR 9-13, 15, 16-21, CRR 10-11, 14-17, 44-45, 60-64, 72-83, 96 AFR 67				
HEALTH	6.8.8	CRR 54-55, 70-71, 72-83				
SOCIAL INVESTMENT	6.8.9	CRR 6-7, 70-71, 72-83, 96 AR 9-13, 15, 16-21				