



ALPHA BANK

## Corporate Social Responsibility Report 2012



ALPHA BANK  
SOCIAL RESPONSIBILITY







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## Letter from the Chairman

2012 was a difficult year. Nevertheless, as it drew to its close the prospects began to appear positive, especially so regarding the Alpha Bank Group.

Greece's efforts for economic recovery are posing significant challenges for us all and especially for the banking system. Alpha Bank is contributing to these efforts in a responsible and organised manner, guided by its values and long history.

In the summer of 2012 we had the opportunity to demonstrate, once again in our long history, the qualities that have consistently defined us, during the negotiations with the Crédit Agricole Group for the acquisition of Emporiki Bank, a historic bank whose contribution to Greek economic growth in the course of the twentieth century has been truly valuable.

In these trying times, the Management, Personnel and Shareholders of Alpha Bank remain committed to contributing to economic stability and growth. A strong and active banking sector, drawing on the flexibility and potential that only private initiatives can offer, is an indispensable precondition for the recovery of the Greek Economy.

The Bank's smooth operation in the face of the adverse economic conditions that continued in 2012 is first and foremost due to the people of Alpha Bank and of its Group Companies. Guided by our constant care for our Employees, we continue to build a working environment that offers incentives and development opportunities to all Personnel, free from any discrimination.

With increased awareness of our role and responsibility as a corporate citizen, during 2012 we continued our significant social work by supporting initiatives that focused on education, volunteerism and the promotion of Greek culture. Responsibility and integrity have always been - and will remain - key to the Bank's smooth operation, even in the face of the current adverse economic conditions.



Yiannis S. Costopoulos





# Corporate Social Responsibility Report Methodology

The present Corporate Social Responsibility (CSR) Report is the sixth 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 reporting guidelines of the Global Reporting Initiative (GRI-G3, [www.globalreporting.org](http://www.globalreporting.org)). In addition, the present Report has also taken into consideration the principles of AccountAbility’s AA1000 Principles Standard ([www.accountability21.net](http://www.accountability21.net)), 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 fourth 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. Thus, the selection of the issues which the Bank considers to be the most important for its operation was made having as a guide this Supplement. The relevant information was drawn from the Bank’s internal and external environment and was combined with information available from the Bank’s interactions with its stakeholder groups.

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 2012 is addressed to all the Bank’s stakeholders and refers to its activities in Greece during the period from 1 January to 31 December 2012, unless otherwise indicated. 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 2011). It should be noted that the individual CSR targets for the reference period have not been reassessed to account for the acquisition of Emporiki Bank by the Alpha Bank Group.

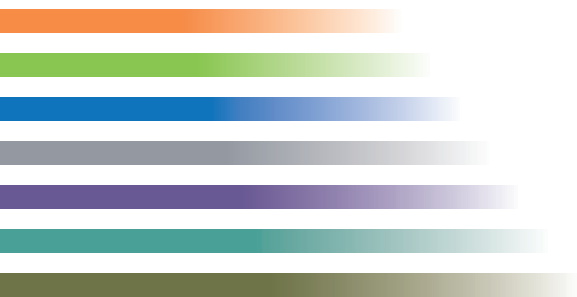
For comparison purposes, the present Report also includes data for the two previous years (2010 and 2011), instead of the five-year period used in previous reports.

Furthermore, in what concerns the assurance of the contents of the present Report, the Bank continues to secure the services of KPMG Advisors AE, a Greek Société Anonyme and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative (“KPMG International”), a Swiss legal entity. Information about KPMG’s work can be found in the last pages of the Report, together with the relevant Assurance Report.

The CSR Report 2012 was prepared by a special team of Officers from various Bank Units, under the coordination of

the Corporate Social Responsibility Section. The final drafts were edited by the Bank’s Corporate Communication Division. Interested parties may address their queries, comments and suggestions regarding Alpha Bank’s CSR Report 2012 to:

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## Corporate Governance



Social Activity in Greece

**Alpha Bank remains committed to the principles and values that have governed its operation since its very establishment. Its primary aim is credibility, reliability and efficiency in banking services. Alpha Bank's everyday concern is to improve constantly its products and services, both qualitatively and quantitatively, and to address all banking needs of its customers in a modern and responsible manner.**

## Long-term Policies, Commitments and Priorities

The Bank's role is to operate as a responsible financial organisation that seeks to establish a stable and healthy economic environment and to facilitate access to financial services and to the benefits that these offer to society. In this context, the following commitments are at the core of the Alpha Bank's corporate social responsibility policy:

- To give priority to **Customer service** and to the provision of modern and quality-compliant products that meet the needs of its clients and of the market in general.
- To ensure **Employee satisfaction** through a modern system of compensations and benefits, working conditions, equal opportunities for career development and the absence of all discrimination.
- To participate in, contribute to and support Greek **social and cultural** life.
- To constantly develop and enhance its existing policy on the protection of the **environment** by offering "green products" and by applying policies aimed at reducing the Bank's energy and water consumption and its environmental footprint in general.

In line with these commitments, for each key action line Alpha Bank has set respective goals, the most important of which are mentioned below:

### For the Market and the Economy:

- To support our corporate customers in their efforts to meet the challenges posed by the impending economic conditions and the short-term consequences of the fiscal consolidation plan for the Greek economy.
- To offer products and services that meet our Customer's needs and expectations.

### For the Employees:

- To systematise and further expand the dialogue with Employees through focused dialogue actions involving the Bank's Personnel.

### For the Environment:

- To develop and offer investment products with reduced environmental and social risks.
- To reduce the consumption of electricity and water.

### For Society

- To continue to allocate part of the Bank's profits for social contributions.
- To continue our support of culture, highlighting the historical and cultural identity of the country and promoting the dissemination of Greek culture.

Adherence to the principles of that governs the Bank's operations and its corporate social responsibility practices is checked annually by the Management and 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 UN's 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 has incorporated 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 and applied since 1994 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 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 Chairman, the Managing Director – CEO, the General Managers, the Executive Committee and the Operations Committee, as follows:

- The Chairman exercises the overall supervision of the Group and has general, managerial and representation authority.

- The Managing Director – CEO administrates, manages and represents the Bank. He 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 Chairman of the Board of Directors or the Managing Director. Participations in the Executive Committee include the General Managers and the Committee's Secretary. Depending on the matters to be discussed, other Officers or Members of the Management of Group Companies may also participate in the proceedings. 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, approves the Rules and Regulations of the Bank and the budget and balance sheet of each Business Area. Finally, it formulates the Human Resources policy and decides on 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. Participations in the Committee include the General Managers, the Executive General Managers, the Chief Information Officer and the Committee's Secretary. Depending on the matters to be discussed, other Officers or Members of the Management of Group Companies may also participate in the proceedings. 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, are presented in the Bank's Business Review 2012 and on the Bank's website ([www.alpha.gr](http://www.alpha.gr)).

- The Board of Directors has adopted a Corporate Governance Code which sets out the framework and guidelines for the governance of the Bank and is reviewed by the Board of Directors. The Corporate Governance Code of Alpha Bank 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 ([www.alpha.gr](http://www.alpha.gr)).

- The Bank's performance and policies in relation to environmental and social issues and matters of Corporate Governance, and 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 and the Remuneration Committee, have allowed Alpha Bank to enhance effectively the principles of integrity and transparency in its operations and to ensure optimal management of risk.

- Finally, the Bank attaches great importance to matters of ethics and transparency and has in place clear rules and regulations on 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.

## Stakeholders

The Bank recognises as stakeholders the natural and 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\*:

\* Stakeholders are listed in alphabetical order as the Bank reviews and categorises them regularly in terms of their priority and depending on the needs of the market, of society and of its operating environment in general.

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

\*\*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, so that it may understand their expectations, needs, concerns and requests and – to the extent to which this is possible – respond to them.

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 from through its interactions with its Stakeholders (when 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	Commitments undertaken by the Bank in Response to Stakeholder Expectations	Dialogue	Bank's Response to Issues Arising
Business Community	<ul style="list-style-type: none"> <li>• To safeguard the interests of the banking sector.</li> <li>• To address issues of concern to the banking sector.</li> </ul>	Participation in the following: <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> </ul>	<ul style="list-style-type: none"> <li>• Participation in the "Governance and Transparency" Working Group of the Hellenic Network for CSR, tasked with developing a Code of Conduct addressed primarily to Small and Medium-sized Enterprises.</li> <li>• Participation in the UNEP FI Social Issues Advisory Group.</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• To ensure a healthy, secure and meritocratic working environment.</li> <li>• To help balance professional and personal life.</li> <li>• To provide opportunities for professional and personal development.</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel Evaluation and Advancement System.</li> <li>• Newsletter for internal communication ("Together").</li> <li>• Communication with Personnel Union representatives.</li> <li>• Dedicated area on the Bank's Intranet for two-way communication on product and service quality.</li> </ul>	<ul style="list-style-type: none"> <li>• In response to suggestions made by members of Personnel, improvements were made to the Bank's internal systems, additional services were introduced in the Automated Cash Transaction Centres, and implementation of the Alpha Mobile Banking application for Android-based smart phones is under way.</li> <li>• Special maternity and paternity leaves</li> <li>• In-house Graduate Programme.</li> <li>• Distance Learning (e-learning) opportunities.</li> <li>• Provision to Employees and their family members of tickets for shows, guided tours in museums, cultural exhibitions or environmental actions.</li> </ul>

State and Regulatory Authorities	<ul style="list-style-type: none"> <li>• To ensure regulatory compliance.</li> </ul>	Dialogue and consultations with the State Authorities.	Consultations to explore the potential acquisition of Emporiki Bank in order to strengthen the Bank's position and the Greek economy in general.
Media	<ul style="list-style-type: none"> <li>• To ensure the provision of accurate and transparent information.</li> </ul>	Press Releases – Press Conferences.	Joint crisis management.
Shareholders	<ul style="list-style-type: none"> <li>• To secure satisfactory returns.</li> <li>• To provide information on the Bank's environmental and social performance.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular General Meeting of the Shareholders.</li> <li>• Business Review.</li> <li>• Corporate Social Responsibility Report.</li> <li>• Bank and Group Financial Statements.</li> </ul>	Press Release upon announcement of the acquisition of Emporiki Bank by Alpha Bank.
Customers	<ul style="list-style-type: none"> <li>• To offer competitive products.</li> <li>• To offer responsible products and services.</li> <li>• To guarantee the Customers' deposits.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer satisfaction surveys.</li> <li>• Operations Division – Complaints Section.</li> <li>• Communication and Marketing research.</li> <li>• Feasibility studies concerning requests for off-site ATMs.</li> </ul>	<ul style="list-style-type: none"> <li>• Arrangements and new products to facilitate repayment of loans.</li> <li>• Constant upgrades to services.</li> <li>• Installation of 7 new machines and withdrawal of another 33 ATMs.</li> <li>• Development of special application for iOS and Android mobile devices (smart phones, tablets), supporting almost all payments also available through Alpha Web Banking.</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• To ensure harmonious collaboration.</li> <li>• To respect the terms of transactions.</li> </ul>	Information exchange.	Biannual meetings with strategic suppliers to re-negotiate the terms of supply agreements.
Societies – Associations and Other Organisations	<ul style="list-style-type: none"> <li>• To support and financially assist Societies – Associations and other Organisations.</li> </ul>	Regular meetings to exchange views and mutual updates on the activities undertaken.	Support of programmes and development of initiatives – e.g. ClownDoctors, "Philodassiki Enossi Athinon", Hellenic Society for the Protection of Nature, Life Line Hellas etc.
Local Communities	<ul style="list-style-type: none"> <li>• To provide continuous financial and non financial assistance to local communities.</li> </ul>	Participation in and support of local initiatives.	Financial assistance to organisations and Foundations and donations in kind (e.g. foods and olive oil, clothing, PCs and books).



## Major developments during 2012 - Distinctions

- At an event held in London in **12 June 2012**, the Bank was presented with an internationally recognised award for its Bonus Reward Programme. As part of "The Loyalty Awards 2012", Alpha Bank's Bonus Reward Programme was named "Best Loyalty Programme of the Year 2012 in Financial Services" for Europe and the Middle East, thus achieving the highest distinction.
- On **16 October 2012**, Alpha Bank signed an agreement with the Crédit Agricole Group for the acquisition from the latter of shares in Emporiki Bank S.A. representing the entire share capital. The acquisition of Emporiki Bank marked an important step towards the rationalisation of the Greek financial sector.
- The CSR Reporting Forum 2012 held on **18 December 2012** presented the Bank with a commendation for its Corporate Social Responsibility Report 2011, based on the results of a survey carried out by the University of the Aegean regarding the evaluation of sustainability reports in terms of their coverage of the GRI reporting guidelines.

## Memberships in Associations and Organisations

The Bank participates in several associations and/or organisations that address major issues of concern to the banking sector or of broader social relevance. These include the following:

- **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 the newly-established Social Issues Advisory Group.



**UNEP Finance Initiative**  
Innovative financing for sustainability

- **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 Code of Ethics 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.

- **EuroCharity:** This is a non-profit organisation that offers 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.



- **Corporate Responsibility Index (CRI):** The Bank participates for third consecutive year in the Corporate Responsibility Index, which provides a comparative evaluation of corporations based on their Corporate Social Responsibility performance. Based in the evaluation results, Alpha Bank has won a distinction in the Bronze category.



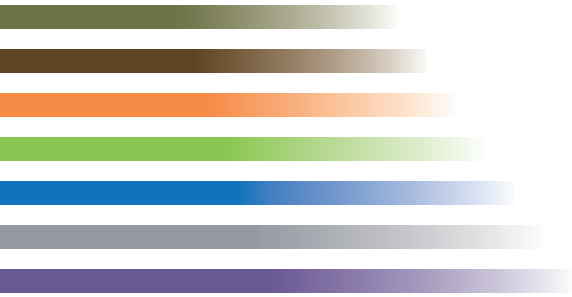
During 2012, Alpha Bank's share remained a constituent of the FTSE4Good index (Financial Times Stock Exchange Good Index, [www.ftse4good.com](http://www.ftse4good.com)), following the assessment of the Bank's social and environmental performance.



- **Hellenic Bank Association (HBA), Bank of Greece, and Hellenic Advertisers Association:** The Bank participates and is represented in various Committees and Boards of these organisations. Of particular interest here is the Bank's participation in the **Sustainable Development Committee established by the Hellenic Bank Association**, 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.







## Together for the Economy



Social Activity in Greece

**Throughout 2012 Alpha Bank demonstrated that it has the knowledge and ability to deal successfully with unprecedented adversities, having in mind the best interests of its Shareholders, Employees and Customers.**

## Robust capital adequacy

The deposit drain caused by the prolonged political uncertainty that prevailed in Greece throughout 2012, coupled with Alpha Bank's participation in both phases of the restructuring of the Greek sovereign debt in March and December 2012, took their toll on the Bank's capital, which nevertheless remained positive.

In response to these developments and driven by its responsibility towards its Shareholders, Alpha Bank entered into negotiations with the Crédit Agricole Group for the acquisition of Emporiki Bank. The agreement, announced on 17 October 2012, created a Greek banking group that changed dramatically the local market landscape.

## Support of households

Seeking to support the increasing needs of its Customers in the current adverse economic juncture, the Bank developed the new "Alpha Facilitation" line of products. The "Alpha Facilitation" programme aims to help consumers better plan and control the repayment of their consumer and card loans, by reducing substantially the monthly instalment amount in line with their financial capacity. The "Alpha Facilitation" programme also offers complementary debt restructuring solutions, designed for customers with specific characteristics (e.g. unemployed).

In addition, throughout 2012 the Bank continued to offer, in collaboration with the Ministry of Environment, Energy and Climate Change (YPEKA), the "Energy Efficiency at Households Buildings" programme, which is subsidised by the Hellenic Fund for Entrepreneurship and Development (ETEAN). This programme provides home owners with the opportunity to improve the energy efficiency of their homes, by making use of low-cost loans with flexible repayment arrangements.

Finally, in order to improve the quality of their loan portfolio, the Group Companies in all SE European countries promoted comprehensive debt restructuring solutions and products.

## Support of businesses

Throughout 2012, the fiscal crisis and the climate of uncertainty regarding its outcome led to the further deterioration of credit conditions. This unfavourable climate of prolonged recession and growing pressures on the liquidity of banks was further

aggravated by the increasing difficulty of businesses to regularly meet their loan obligations.

In spite of the slowdown in the rate of credit expansion, Alpha Bank continued to support **Small Enterprises** in rescheduling and adjusting their existing business loans through the **Alpha Business Loan Support** and **Alpha Business Loan Adjustment** products, thus supporting businesses in their efforts to secure viability. These products offer flexible, customised solutions designed to offer protection and support to Small Enterprises.

In 2012, loans to Small Enterprises (with a credit limit up to Euro 1 million) declined by 8.9% to Euro 4.2 billion, while loans to Very Small Enterprises (with a credit limit below Euro 150,000) dropped by 13.9% to Euro 1.7 billion.

At the same time, remaining committed to its policy to support environment-friendly investments, Alpha Bank also continued with the promotion of the **Alpha Green Solutions - Eco-Friendly Business** product for financing the energy upgrade of business premises and the installation of photovoltaic systems with a maximum output of 10 kW. The Bank also continued to finance investments by businesses involving the installation of higher-output photovoltaic systems for energy production, with the Bank's portfolio totalling Euro 8.1 million.

## Co-financed Investment Programmes

To support exporting firms, the Bank continued to offer the "Extroversion" export insurance programme, in collaboration with the Export Credit Insurance Organisation (ECIO). Exporters insured under this Programme benefit from an ECIO insurance coverage of 80% against non-payment risk by the foreign import firms and also have access to financing up to Euro 500,000, made available by the Bank through its **Alpha Export Development** product line in the form of loans with particularly favourable repayment terms, Euribor-based floating rates and no requirement for collaterals.

In addition, during 2012 Alpha Bank continued its collaboration with the European Investment Fund (EIF) by participating in the **JEREMIE** (Joint European Resources for Micro to Medium Enterprises) Programme. The JEREMIE Programme is making available new funding mechanisms to support and bolster the competitiveness of SMEs and Professionals and to assist them in implementing their investment and growth plans. JEREMIE Co-financed Programmes are offered with flexible repayment

schemes and extremely low floating rates — 50% lower than the Bank's current ones — due to the fact that JEREMIE loans are co-financed by the European Regional Development Fund under the National Strategic Reference Framework (ESRF) for Greece. In particular, Alpha Bank has offered all three (3) JEREMIE Co-financed Programmes, as follows:

- **Funded Risk Sharing:** This Programme offered investment and working capital loans up to Euro 250,000. The offering of this Programme by the Bank ended on 04.01.2013.

- **Microfinance:** This Programme was available exclusively from Alpha Bank and offered loans up to Euro 25,000 to Very Small Enterprises in all economic activity sectors. The offering of this Programme by the Bank ended on 31.05.2012.

- **Digital Strategy (Information & Communications Technologies - ICT):** This Programme offers loans up to Euro 500,000 to SMEs active or investing in Information and Communications Technologies.

Some 758 loans totalling Euro 52.5 million were approved under the JEREMIE Programmes. The balance of these loans on 31.12.2012 stood at Euro 34.3 million.

Finally, during 2012 Alpha Bank continued its active participation in the Programmes of the Hellenic Fund for Entrepreneurship and Development (ETEAN), which seek to support Small Enterprises by financing loans for the purchase of raw materials, goods and services. The Programme ended on 28.09.2012, having granted loans totalling Euro 10.28 million to 165 businesses.

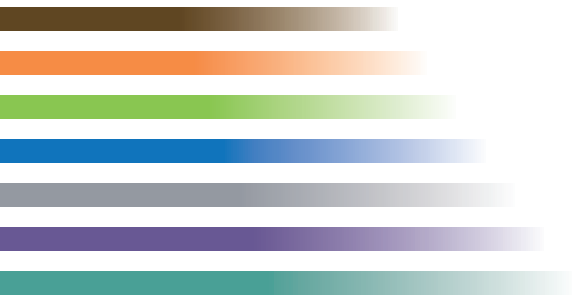
In the face of the continuing deep recession in the Greek economy and the increasing squeeze on the liquidity of banks and businesses alike, the Bank during 2012 continued to support its 6,000 **medium-sized corporate customers**, focusing on securing and safeguarding the quality of its business loans portfolio while also taking into account its viability. As a result

of the increasingly decelerating rate of credit expansion during 2012 and the Bank's strategy for deleveraging its Balance Sheet due to the lack of liquidity, lending to medium-sized enterprises dropped by 12.4% compared to 2011 (with Euro 5,727 million of lending for 2012, against Euro 6,800 million for 2011), mainly due to the payment of instalments of medium-to-long term loans. Despite the adverse economic environment, however, new credit limits totalling Euro 65.7 million were approved for 155 new corporate customers of banking interest.

Special emphasis was once again given to the early diagnosis and treatment of the problems of medium-sized enterprises, with the Bank using all available tools (debt restructuring/revision as well as communication-education-persuasion) in order to help the enterprises concerned deal with the particularly difficult economic juncture and its consequences.

Finally, it should be pointed out here that 26 transactions totalling approximately Euro 1 billion, i.e. 18% of the loans portfolio of the Corporate Banking Division were made for **large corporate customers**. These transactions involved amendments to existing loans or the establishment of new loans, rather than revisions. The total balance of loans increased from Euro 5.6 billion to Euro 5.8 billion, posting an increase by 3.5% (including Euro 0.6 million of loans abroad).

Targets set in the CSR Report 2011	Major achievements in 2012	Targets set in the CSR Report 2012
To help our corporate customers cope with the impending economic conditions and the short-term consequences of the fiscal consolidation plan of the Greek economy.	<ul style="list-style-type: none"> <li>• Approval of loans totalling Euro 10.28 million for 165 Small Enterprises under the ETEAN Programme.</li> <li>• Approval of approximately 758 loans totalling Euro 52.5 million under the JEREMIE Programmes. On 31.12.2012 the balances of these loans stood at Euro 34.3 million.</li> <li>• Approval of Euro 65.7 million of credit limits for 155 new corporate customers of banking interest.</li> <li>• Product offerings to support Small Enterprises and Professionals (e.g. Alpha Business Loan Support, Alpha Business Loan Adjustment).</li> </ul>	To help our corporate customers cope with the impending economic conditions and the short-term consequences of the fiscal consolidation plan of the Greek economy.



## Together for the Market



Volunteer event for tree planting in Greece



**The Bank's primary aim is credibility, reliability and efficiency in banking services. During 2012 and amid adverse economic conditions, Alpha Bank remained committed to its everyday concern to improve constantly its products and services, both qualitatively and quantitatively, and to address all banking needs of its customers in modern and responsible manner.**

## Customer Service

In 2012 there was a further increase in the Customers' usage of the Bank's electronic banking services, caused by two factors: the upgrade of payments to third parties with the addition of the option to debit an Alpha Bank credit card, and the expansion of the list of payments to the State which are supported by the Bank's electronic banking services with the addition of new payments, such as the Vehicle Circulation Tax.

The number of transactions carried out through alternative networks and electronic banking services (ATMs, Automatic Cash Transaction Centres, Alpha Web Banking, Alphaphone, Alpha Mobile Banking) and through standing orders increased by 5.3% compared to 2011 and currently accounts for more than 50% of the Bank's transactions.

In order to provide our Customers with an improved level of service, during 2012 a total of around 100 feasibility studies were carried out concerning requests primarily for off-site ATMs (withdrawals, relocations, new installations, replacements, contract renewals etc). As a result, and as part of the activities to rationalise its ATM network, the Bank installed 7 new off-site ATMs and withdrew another 33 (22 off-site ATM withdrawals and 11 ATM withdrawals due to Branch closures). Cost-benefit activity reports were also carried out for all of the Bank's off-site ATMs.

To improve Customer service levels and to relieve congestion involving payments in cash at the Branches' Teller positions, four (4) new services were introduced in the Automated Cash Transaction Centres (ACTCs), where transactions increased by 9.8% compared to 2011.

Alpha Web Banking subscribers can now make payments to the State using Alpha Bank cards, with the added option to settle their payments in instalments. New custom transactions were also developed for the on-line purchase of Alpha Safe Auto car insurance policies without the need to visit a Bank Branch, as well as for networks of agents collecting debts (e.g. tickets) on behalf of third parties. During 2012 the number of subscribers to the Alpha Web Banking service increased by around 10%, with transactions up 15.9% from 2011. The payment of the Vehicle Circulation Tax is a particularly interesting case, as by eliminating the physical tax payment sticker it has also become an example of the dematerialisation of a traditional transaction involving a payment to the State. According to the Press Release issued by the Ministry of Finance, "a substantial percentage of nearly 7% of payments were made through the alternative networks of banks, thus significantly reducing inconvenience to citizens". For Alpha Bank, the Vehicle Circulation Tax payments made through its electronic banking services as a share of the total number of such payments made through Bank including also the Branch

Network, stood at 15% of the total number of these payments and at 16% of their total value.

Moreover, Customer subscriptions to the Alpha Mobile Banking accounted for the substantial increase in the usage of this service during 2012. More specifically, the number of active subscribers to the Alpha Mobile Banking service increased by 96.23%, driving the number of transactions using this service up 158% and their value up 112% from 2011. The key reason for these extremely high rates is that the Bank offers a special application for both iOS and Android mobile devices (smart phones, tablets).

## Communication and dialogue with our Customers

To explore Customer needs and market trends and developments, especially in the current adverse economic juncture, and to evaluate the effectiveness of our advertising, quantitative and qualitative market research surveys were carried out during 2012. The Bank's market research plan for 2012 involved the collection of data that will help it establish a more effective communication plan. In particular, the purpose of quantitative research is to detect any changes in the attitudes of consumers and in their behaviour towards the Banks, and to measure the effectiveness of Alpha Bank's communication plan (evaluation of advertising effectiveness). The purpose of qualitative research is to provide early indications of the trends in the Customers' banking needs, so that these may be covered by the products and services of the Bank, as well as of any developments in the advertising industry associated with them.

Due to cuts in operating expenses, no Customer Satisfaction Survey was carried out during 2012. However, the **Customer satisfaction questionnaire** remains accessible on the Bank's website ([www.alpha.gr](http://www.alpha.gr)). This is a short and easy-to-use questionnaire whose primary purpose is to help establish a two-way communication between the Bank and its Customers. It serves as a valuable modern tool through which Customers can express their opinion directly and quickly, and evaluate their experience of the service provided by the Bank. The response rate to this questionnaire by visitors to the Bank's website is satisfactory, as from the time it was first posted on the site to 31 December 2012 it had been answered by more than 3,981 individuals.

Furthermore, in order to ensure the high quality of its financial services, the Bank regularly measures the level of Customer satisfaction by also making available in all Branches a printed questionnaire (with prepaid return) with the title **"Your Opinion Counts"**, using which Customers can evaluate the service they



were provided at the Branch.

During 2012 Alpha Bank's Customer Support Unit carried out a total of 7,857 investigations in various Units of the Bank in response to the complaints that the Bank received, which were down by around 13% from 9,037 complaints in 2011. The key reasons causing the submission of complaints have to do mainly with consumer credit products and, more specifically, with cards and consumer loans, as well as with the quality of service of the Branch Network, which unfortunately, is to be expected given the broader economic juncture. The average time required to resolve complaints remains about the same as that in 2011, i.e. 24 days.

In addition, during 2012 a total of 83 complaints were made by the Banking and Financial Services Ombudsman (77 in 2011). With respect to other supervisory organisations, 96 complaints were filed by the Ministry of Development (25 in 2011), 30 by the Consumer Ombudsman (52 in 2011), and 44 by the Bank of Greece (35 in 2011).

Finally, as part of our efforts to constantly improve customer service levels and our response to customer needs, during 2012 a total of six (6) training seminars on improving Customer complaints handling were implemented, attended by a large number of Branch officers. In addition, the Quality Management Systems of the following Units of the Bank were certified in accordance with the ISO 9001:2008 International Standard during the year:

- **4.4.2012:** Letters of Guarantee Unit – Renewal of ISO Certification.
- **9.4.2012:** Capital Transfers Unit – Renewal of ISO Certification.
- **20, 21, 22.6.2012:** Cash Centres – Renewal of ISO Certification.
- **5.12.2012:** Customer Support – Renewal of ISO Certification.
- **7.12.2012:** International Trade Unit – Renewal of Certification.

## Responsible Marketing Communication and provision of information to our Customers

To ensure its Customers' trust in its products and services, Alpha Bank attaches particular importance to ongoing communication and dialogue. The Bank's key means of communication are its advertisements, through which all required details are given about the available products and services. Where a particular advertising cannot convey adequate details due to space or time limitations, the Bank's website address or Call Centre number are always provided as an option for access to more detailed information. It should also be mentioned here that, in addition to obtaining detailed information on loans, visitors to the Bank website can also calculate loan repayment instalments using a tool provided for

this purpose.

Furthermore, in order to ensure the highest possible focus of its promotional activities, the Bank's client data are screened for credit rating and transaction behaviour. In this way, Customers receive information that is optimally suited to their needs and capabilities.

During 2012, brochures aiming to educate customers on financial issues were distributed by 350 Branches of the Bank across the country.

Additionally, as part of its efforts to develop security mechanisms for transactions using credit cards, the **Alpha alerts** service was created. This service offers Enter Bonus American Express cardholders with the option to receive text messages (SMS) with updates about purchases and cash withdrawals made against the credit limit of their card.

To provide Mastercard and Visa cardholders with information about the **security of online purchases** using their cards, a newsletter is sent by email, SMS or as a printed leaflet mailed together with the activity statements of their cards.

Finally, in order to promote products that meet modern-day needs, the following products and services were advertised in order to inform consumers and facilitate them in their choices:

- An advertising campaign for the **Alpha Health Care for All** medical cover programme ran throughout the year on television, radio, the Press and the Internet. With the **Alpha Health Care for All** Programme, Alpha Bank, in collaboration with AXA Insurance S.A., is offering comprehensive prevention and diagnosis benefits at the special price of Euro 50 per year. The Programme is addressed to all Alpha Bank Customers aged 18 to 65 who hold a deposit account linked to a debit card or are credit card holders, and allows them to enjoy substantial discounts in diagnostic checks and dental work.
- An advertising campaign was carried out to promote the subsidised **Energy Efficiency at Household Buildings** Programme, offered through the **Alpha Green Solutions** line of products. Today, more than ever before, eco-conscience is not an option but a duty to ourselves and to those around us. With the **Energy Efficiency at Household Buildings** Programme, Alpha Bank, as a partner of the Ministry of Environment, Energy and Climate Change for this programme, shows how an environment-friendly lifestyle can be achieved. By making our homes more energy-efficient (Alpha Green Solutions – Eco-Home), we can save money and protect the environment at the same time.

## SOCIAL CONTRIBUTION SERVICES

Recognising that in recent years donations are being needed more than ever before, Alpha Bank continued its **Bonus points redemption programme** during 2012. This programme offers to Bonus and Gold Visa cardholders the opportunity to redeem the points they have collected using the Reward Programme of their credit cards and to aid the work of various Foundations. During 2012, the total amount made available to charitable organisations through this particular programme stood at Euro 121,830. 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, GREEK ALLIANCE 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), HATZIKYRIAKIO CHILD CARE INSTITUTION.

Moreover, the Bank has provided for the fourth consecutive year the possibility to make **donations for social purposes** through its Alpha Web Banking and Alpha Phone Banking electronic banking services. Prospective donors may choose out of 57 charitable Foundations and NGOs, after 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 donor's date of choice. The donor decides whether the donation will be anonymous or not. In the latter case, the donor's personal details are communicated to the recipient entity. To this day, Euro 7,409 in total have been made available to charitable Foundations and NGOs via this service.

## Transparency of banking transactions

Throughout 2012, Alpha Bank conducted audits of transactions and Customers for compliance with the regulatory framework, with the aim of combating fraud, money laundering and financial crime, using the specialised control systems it has put in place and working in full cooperation with the competent Regulatory Authorities. In line with the Bank's firm and unwavering position against corruption, the Market and Operational Risk Division and the Compliance Division examined during the year all cases which could represent a risk in connection with the Bank's efforts to combat corruption and bribery. It should also be stressed here that the Bank did not fund any political party or political figure. While making continuous efforts to consistently meet the expectations of its Customers and of the State, Alpha Bank adheres strictly to the regulations and decisions of the authorities responsible for the financial sector. Finally, the number of complaints regarding our products and services which the competent Authorities forwarded during 2012 was slightly increased compared to the 2011 level, while the competent Regulatory Authorities imposed no significant related sanctions on the Bank.

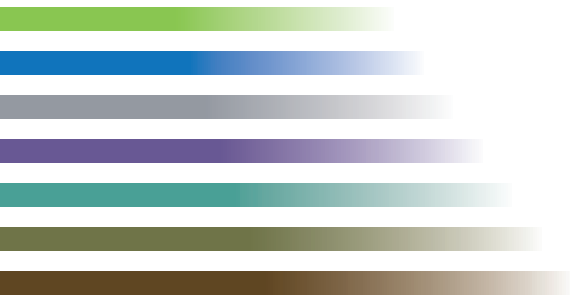
## Responsible investments

During 2012, Alpha Bank's Investment Banking Division examined 11 investment proposals for projects utilising Renewable Energy Sources (RES) and financed three of them as follows:

Projects	Number
RES projects examined	11
RES projects financed	3 Vathychori P/V 6 Lampoussa 16 MW Asprovouni 20 MW
Projects rejected on environmental grounds	0 (Nil)

With regard to its procedures for approving the financing of energy-related projects, the Bank has introduced as a key requirement the submission of Environmental Impact Studies and of the Environmental Terms Approval Decision issued by the competent Authorities.

Targets set in the CSR Report 2011	Major achievements 2012	Targets set in the CSR Report 2012
To offer products and services that meet our Customers' needs and expectations.	<ul style="list-style-type: none"> <li>• Development of Alpha Bank Enter Visa pay Wave using contactless technology.</li> <li>• Introduction of Alpha Health Care for All Medical Cover Programme.</li> <li>• Promotion of the specialised product Alpha Green Solutions – Eco Home.</li> <li>• Expansion of the "Bonus" credit card Reward Programme with new partner businesses (e.g. ELLINIKI THEAMATON, NOTOS GALLERIES).</li> <li>• Expansion of the list of Foundations participating in the Bonus points redemption programme with new members (e.g. "Child's Heart" Protection, Information and Assistance Society for Children with Congenital Heart Disease).</li> </ul>	To offer products and services that meet our Customers' needs and expectations.
To gradually increase, within 2013, the number and type of electronic banking services offered and the usage of these services by 20%.	<ul style="list-style-type: none"> <li>• New Alpha Global Cash Management service.</li> <li>• Alpha Mobile Banking application for Android-based smart phones.</li> <li>• Alpha Web Banking subscribers up around 10% from 2011.</li> <li>• Four (4) new services added to Automated Cash Transaction Centres (ACTCs), where transactions increased by 9.8% from 2011.</li> <li>• Alpha Mobile Banking users up 96.2% in 2012.</li> </ul>	To gradually increase, within 2013, 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.	7,857 complaints investigated in various Units of the Bank (down by around 13% from 2011). Average resolution time remained at 2011 levels (24 days).	To further reduce the time required to resolve Customer complaints.
To support the "Micro-finance Facility for Business Start-Ups" EU initiative.	Participation in the JEREMIE Programme for loans to newly-formed Small and Micro Enterprises to assist them in the implementation of their investment and growth plans.	To support the "Micro-finance Facility for Business Start-Ups" EU initiative.
To gradually increase the percentage of Alpha Bank Branches that are accessible by persons with motor disabilities, so that by 2015 most of the Bank's Branches become accessible by these persons.	All the Bank's Branches where further ergonomic arrangements are possible in order to accommodate access by people with motor disabilities were examined during 2012.	To gradually increase the percentage of Alpha Bank Branches that are accessible by persons with motor disabilities, so that by 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.	All the Bank's ATMs offer a limited range of services for people with vision impairment.	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 with our People



Volunteer event for the cleaning of Forest Paths in Greece

**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 society at large. 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.**

## Securing Employment

Alpha Bank remains one of the largest employers in the country and has continued to support employment, even in the adverse economic conditions which persisted during 2012. The Bank's priority is to meet needs in personnel through internal transfers. Nevertheless, assuming its share of the responsibility to society in the fight against unemployment, and in order to also renew its human resources, the Bank recruited 30 new employees in Greece and a substantial number of new employees in the countries in which it operates.

In addition, by drawing on modern Personnel Selection tools the Bank has reduced the share of candidates selected from the external labour market, as it has put in place internal procedures to identify competent individuals from its existing Personnel and addresses the local labour market where this is not feasible.

As far as the International Network is concerned, the Group gives priority to filling the vacancies arising through internal transfers, thus creating career development and advancement opportunities for its Personnel. Furthermore, at the Group level the selection of personnel from the labour market is governed by a specific framework according to the desirable qualifications of the particular Executive position.

## Quantitative Data on Human Resources

GROUP	Workforce on 31.12.2012
Bank	6,712
Domestic Subsidiaries	685
International Network	6,253
<b>Total</b>	<b>13,650</b>

Geographic Region (BANK)	Personnel 2010	Personnel 2011	Personnel 2012
Attica	4,736	4,574	4,386
Rest of Greece	2,505	2,398	2,301
Abroad	25*	25*	25*

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

Gender	PERSONNEL BREAKDOWN BY AGE GROUP ON 31.12.2012				
	18-25	26-40	41-50	51+	TOTAL
Men	15	1,228	1,227	805	3,275
Women	31	1,662	1,320	424	3,437
<b>Total</b>	<b>46</b>	<b>2,890</b>	<b>2,547</b>	<b>1,229</b>	<b>6,712</b>
%	0.69	43.06	37.95	18.31	100.00

Employees in Greece (BANK)	2010	2011	2012
<b>Total</b>	<b>7,266</b>	<b>6,997</b>	<b>6,712</b>
Men	3,553	3,418	3,275
Women	3,713	3,579	3,437
Terminations (e.g. retirement, termination of contract)	416	304	305
Recruitment	181	35	30

## Educational level and Training

Continuous Personnel training is a precondition in order for the Bank to maintain its position as one of Greece's top financial institutions. Employee education and training is key to the achievement of the Bank's business goals and also serves the development and evolution of Employees at the individual level.

In line with the above, the increasing trend of the share of tertiary education graduates (University graduates, graduates of Technological Educational Institutes and postgraduate degree holders) continued into 2012. Thus, the share of post-graduate degree holders has increased by around 7%, while the share of compulsory education (Gymnasium) graduates is in decline. For example, Employees with tertiary education degrees (Universities, Technological Educational Institutes) accounted for 53% of Personnel in 2011, while in 2012 the respective percentage was 54%.



It should be mentioned here that during the 16th People Management Symposium, Alpha Bank was one of the companies which gained recognition for their significant and innovative initiatives in the Human Resources domain and were presented with the Best People Management Initiative Awards for 2013. Alpha Bank was awarded for its Internal Certifications, a mechanism for evaluating the knowledge of its Branch Employees, which is a unique novelty for a Greek bank.

The awards were presented in a special event where Alpha Bank was awarded in the "Training and Developing People" category.

Educational level	2010	2011	2012
Postgraduate education (Master's, PhD)	993	1,048	1,118
Tertiary education graduates (University graduates and graduates of Technological Educational Institutes)	2,789	2,661	2,495
Secondary education (Lyceum) graduates	3,130	2,964	2,801
Compulsory education (Gymnasium) graduates	354	324	298



## Quantitative Data

### Educational Level and Training

Training activities during 2012 stood at a total of 14,277 participations in training programmes, up around 27% from 11,243 participations during 2011. In addition, total training hours in 2012 stood at 135,990 (up from 128,824 in 2011), with the average training person-hours per participant of the Bank standing at 9.53 hours.

It should be mentioned that the training activities addressed to the Employees of Emporiki Bank were launched in December 2012.

The detailed breakdown by gender and position in the management hierarchy (Employees / Executives) and the general training subjects are shown below:

ACCOUNTING BRANCH: PARTICIPATIONS IN TRAINING PROGRAMMES DURING 2012						
	Men	Women	Total	Men	Women	Total
Employees	2,598	4,388	6,986	18%	31%	49,5%
Middle-Management Executives	3,078	3,809	6,887	22%	27%	48,8%
Senior Executives	139	90	229	1%	1%	1,6%
<b>Total</b>	<b>5,815</b>	<b>8,287</b>	<b>14,102</b>	<b>41%</b>	<b>59%</b>	<b>100%</b>

### Training subjects (general categories)

1. Induction Training for newly-recruited Employees.
2. Employee Training - Retail & Private Customer products and services.
3. Employee Training - Corporate Customer products and services.
4. Various subjects (Management, Information Technology, etc.)
5. Seminars for newly-recruited Employees (Corporate Social Responsibility Presentation & CSR Reach)

### 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, continued into 2012. This 18-month Graduate Programme covers monetary policy, banking and financial studies. Since 2010, a total of 18 Employees have successfully completed the Programme and a further 21 are expected to complete it shortly, while 19 additional Employees have been selected for participation and are about to begin their postgraduate studies during 2013.

## Diversity and Equal Opportunities at Work

To Alpha Bank, the provision of equal opportunities for employment and career development to all its Employees, regardless of gender, race, religion, age and sexual orientation is not merely a legal obligation, but a cornerstone of its Human Resources policy, which contributes to the creation of value for all Employees as well as for the Bank itself. This policy has been incorporated in the human resources management procedures and practices and, in every country where Alpha Bank is present, a special action plan is implemented for its application.

Furthermore, seeking to implement gender equality in action and to increase 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 ensure their equitable treatment and meritocracy in Personnel advancement.



Diversity indicators	2010	2011	2012
Women Employees	3,713 51%	3,579 51%	3,437 51.2%
Women in management positions (Branch Manager or higher)	219	217	223
Employees belonging to minority groups	14	14	13
Managers belonging to minority groups	1	-	-

Gender representation in Management	2010	2011	2012
Women on the Board of Directors	2 12.5%	1 7.0%	1 7.0%
Men on the Board of Directors	13 87.5%	13 93%	14 93%
<b>Total</b>	<b>15</b>	<b>14</b>	<b>15</b>
General Managers - Women	-	-	-
General Managers - Men*	7	7	9
<b>*Include:</b> Chairman, Managing Director-CEO, General Manager, Executive General Manager			

Persons with a disability	2010	2011	2012
Number of persons with a disability (PWD) at the Bank	193	193	172

## Dialogue and Labour Rights

Collective bargaining and labour union participation 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. The Bank's Personnel is covered by collective employment contracts (sector- or company-specific). In addition, full compliance with the regulatory/statutory health and safety requirements is ensured. It should be mentioned here that 6,225 Employees are members of labour unions, accounting for 93.2% of the total number of Employees.

## Health and Safety at the Workplace

The Bank's Personnel is covered by collective employment contracts (sector- or company-specific), while the Bank complies fully with the regulatory/statutory health and safety requirements, in accordance with the applicable laws on employee health and safety.

In addition, the following mechanisms are in place to ensure improved health and safety conditions at the Bank's work premises:

1. Provision of safety technician and occupational physician services to the Bank's Personnel through external contractors or specialised Bank officers.
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 Employee numbers.
4. Visits at Bank Units and regular provision of information to Employees on health and safety issues by the occupational physicians and safety technicians.
5. Publication of articles on various topical health subjects in "Together", the internal communication newsletter, as well as on the Alpha Bank Intranet.

6. Development of 60 evacuation plans for bank Buildings and Branches during 2012.

7. The security of people and goods, the safety of work premises and the appropriate ways in which to handle critical situations - robberies are included as subjects in the basic training of newly-recruited Employees.

8. Regarding Personnel training on safety, during 2012 a total of 58 training programmes on security (183 class hours) were carried out, attended by 691 people (1,826 training person-hours).

It should be noted that work days lost to injury and illness were reduced to 35,410 in 2012, down from 41,275 in 2011, while the respective absenteeism rate for the Bank, dropped to 2.09%, down from 2.35% in 2011.

Health and Safety indicators	Number of incidents			Days to these incidents		
	2010	2011	2012	2010	2011	2012
Number of injuries	-	-	-	-	-	-
Fatalities	1	-	-	1	-	-
Occupational illnesses	-	-	-	-	-	-
Other illnesses (excluding pregnancy leaves)	4,189	4,123	3,680	44,608	41,275	35,410
Absenteeism rate (AR)	-			2.10%	2.35%	2.09%

## Caring for our Employees

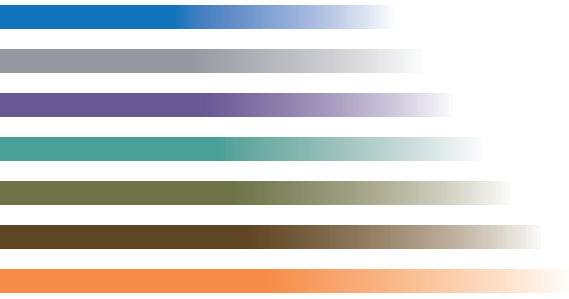
The provision of assistance to Employees so that they may balance their professional and personal lives is one of the greatest challenges that responsible businesses face today. Recognising the need for balance between professional obligations and the personal lives of its Personnel, Alpha Bank provides special maternity and paternity leave over and above the one provided by law, day care allowances for pre-school aged children, tickets for cultural events and discounts at selected stores, restaurants and gyms.

Furthermore, Alpha Bank, recognising the importance and the contribution of its Human Resources to its success, offers to its Personnel a varied additional benefits scheme. These benefits include a series of allowances, covers and services for Employees and their family members that demonstrate the Bank's actual care for its Employees and its interest in their welfare. In this context, in 2012 the sum of Euro 17.6 million was approved for housing loans to Bank Employees under particularly favourable terms. In the same context, Alpha Bank Employees whose children are facing serious health problems were granted an annual lump sum of Euro 1,000 as financial support, together with six additional days of special paid leave.

The Bank's care for its Personnel extends past the strict time limits that define their careers. 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 by means of a lump sum paid upon termination of their professional life. The plan is implemented successfully by the Bank in collaboration with AXA Insurance S.A. and the percentage of Personnel participating in it stands at 73%.

Finally, with a view to providing psychological support to Employees who, at a given moment, had difficulty handling crisis situations at the personal, family, and professional level, the Bank has launched a collaboration with experts (Psychologists, one Social Worker - Therapist and one Neurologist - Psychiatrist), offering to its Employees the possibility to meet with these experts to seek counselling, support and treatment.

Targets set in the CSR Report 2011	Major achievements in 2012	Targets set in the CSR Report 2012
To systematise and further expand, within the next two years, the dialogue with the Employees through satisfaction surveys or other focused dialogue actions involving the Bank's Personnel in Greece and abroad.	In 2012, five (5) meetings were held between members of the General Managers and Branch Managers.	To systematise and further expand, within the next two years, the dialogue with the Employees through focused dialogue actions.



## Together for the Environment



Voluntary event for Olive Picking in Greece

**Alpha Bank recognises that economic growth depends directly on ecosystem sustainability and the conservation of natural resources. The Bank seeks to use the available materials effectively, to monitor systematically and – as far as possible – reduce its consumption of electricity, water and oil, to gradually substitute heating oil with natural gas, to achieve savings in fuels and to ensure the proper management of its waste in line with the environmental laws and the targets set. The Bank intends to follow a well-defined and comprehensive environmental policy, thus also meeting the expectations of its Shareholders.**

## Systematic monitoring

The Bank's environmental policy is promoted by the Property Management and Security Division and the Procurement Division, in collaboration with the Corporate Social Responsibility Section and in line with the targets set. It is also systematically monitored through the collection of relevant

data and is assured through the guidance provided by the Executive Committee, which is also responsible for decisions on environmental issues related to the Bank's operation.

## Environmental performance measurements

	2012	2011	2010
<b>ENERGY CONSUMPTION</b>			
Electricity consumption (MWh) <sup>1</sup>	51,024	38,510	39,546
Office space for which electricity consumption is measured (m <sup>2</sup> )	316,458	216,509	208,183
Office space for which electricity is measured, as a percentage of total office space (%)	98.6%	69%	63%
Annual electricity consumption per m <sup>2</sup> of office space (KWh)	161.2	178	189
Natural gas consumption (m <sup>3</sup> )	207,484	173,008	155,960
Annual natural gas consumption per m <sup>2</sup> of office space (m <sup>3</sup> )	3.28	2.98	2.22
Office space heated using natural gas (m <sup>2</sup> )	63,182	57,976	70,252
Heating oil consumption (litres)	156,100	127,830	94,600
Annual heating oil consumption per m <sup>2</sup> of office space (litres)	2.34	2.22	1.91
Office space heated using heating oil (m <sup>2</sup> )	66,588	57,501	49,535
<b>POLLUTANT EMISSIONS</b>			
Total carbon dioxide emissions (tons) <sup>2</sup>	44,870	33,964	34,367
Carbon dioxide emissions per m <sup>2</sup> of office space (tons)	0.14	0.16	0.17
<b>WATER CONSUMPTION</b>			
Drinking water consumption from public utility (m <sup>3</sup> )	33,312	30,123	38,466
Office space for which water consumption is measured (m <sup>2</sup> )	138,174	117,782	91,800
Office space for which water consumption is measured, as a percentage of total office space (%)	43%	38%	28%
Groundwater utilisation (m <sup>3</sup> )	19,008	19,025	14,738
Office space for which groundwater consumption is measured (m <sup>2</sup> )	55,615	55,597	55,597

PAPER USAGE			
Total paper quantity purchased (kg)	626,959	568,825	450,000
RECYCLING			
Copier paper quantity recycled (kg)	88,920	168,600	415,000
Copier paper recycled as a percentage of total paper quantity purchased (%) <sup>3</sup>	14.2%	29.6%	92%
Quantity of UPS batteries recycled (kg)	2,750	4,550	2,238
Quantity of electrical equipment and lighting bulbs (kg)	604.5	674.5	732
Quantity of electronic equipment withdrawn from service (pcs)	4,122	2,241	3,117
Quantity of batteries recycled (kg)	4,260.70	9,672	10,729.61

1. 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 area covered) increases with every year.

In the table above, the figures given for the respective consumptions during 2012 represent measurements taken at Buildings and Branches 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):

- Measurements also 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.).
  - 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 as a principle – and until further notice – is charged with the total consumption of the respective buildings.
2. Excluding emissions from business travel and transportation, currently not collected. 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 MW is the rate used by the Greenhouse Gas Protocol for 2002 ([www.ghgprotocol.org/calculation-tools](http://www.ghgprotocol.org/calculation-tools)).
  3. The quantity of paper recycled is higher than the quantity of paper purchased due to the periodic purging of the physical archives.

## Investment and Banking Products

During 2012 Alpha Bank continued its efforts to provide products and services that help protect the environment. In this context, the Bank continued to offer the "green banking products" of the **Alpha Green Solutions** line to businesses and households. It also created the **Alpha e-Statements** service, which offers Alpha Bank cardholders the possibility to receive their monthly account activity statements in electronic form and keep them as electronic files. Cardholders who subscribe to the service are notified by e-mail as soon as their account statements are issued. The use of this service helps reduce paper consumption, thus contributing to the conservation of natural resources.

In investment banking, in 2012 the Bank continued to offer a specialised portfolio to the clients of its Private Banking service. This portfolio consists of Mutual Funds and Exchange Traded Funds (ETFs) that invest in companies active in renewable energy sources, water management, and pollution and waste management. It is pointed out that the amount invested in the Green Focus Portfolio stands at Euro 300,000,

with a total of Euro 3,660,000 placed in investment products related to clean energy, water management and pollution and waste management.

Finally, it should be pointed out that the Bank's Alpha e-statements service, by allowing Alpha Web Banking subscribers to instantly display and archive copies of their bank account statements without having to wait for a hard copy to arrive through the Post, achieved savings that amounted to about 690,000 envelopes and corresponding paper documents. In addition, by using a single envelope for mailing all statements of the same customer, a saving of more than 770,000 envelopes was achieved.



## 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) in the organisation of environmental events. More specifically, during 2012 the following were organised: **two reforestation activities**, on 11 March 2012 and 4 November 2012, respectively; **one forest road cleaning event**, on Sunday 29 April 2012; and the **Olive Picking event**, on Sunday 2 December 2012. A total of 148 volunteers from the Bank's Personnel together with members of their families participated in these events. In addition, three Sunday **visits to the Botanical Path** maintained by Philodassiki within the Kessariani Aesthetic Forest were organised. The visits also included guided tours to the Kessariani Monastery and educational presentations to children about the tree-planting process.

Additionally, in the context of its collaboration with Philodassiki Enossi Athinon, the Bank has "adopted" a part of the Botanical Garden maintained by Philodassiki Enossi Athinon.

More specifically:

- 14 new plant species were introduced in the Garden. Another 4 plant species were re-introduced to compensate for losses during the summer.
- Seeds of 40 plant species were gathered and Philodassiki's Seed Bank began its operation.
- 11 species of the Allium genus have been installed in the Garden. These are in their majority rare endemic species in urgent need of protection, while they are also wildlife "relatives" of cultivated species and can be used in programmes for the latter's improvement.

Finally, at 20.30 hours of Sunday, 31 March 2012, Alpha Bank participated in the **"Earth Hour"** initiative for the fourth consecutive year by switching off all lights at its Corporate Headquarters Building for one hour.

## Reduction of our environmental footprint - Energy and Water Savings

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 2012 accounted for 45% of the total number of Personnel participations in training courses.

As far as energy savings are concerned, the measured consumption of electricity per square meter in the Bank Network in 2012 (161.2 KWh/m<sup>2</sup>) dropped relative to 2011 (178 KWh/m<sup>2</sup>), while substitution of oil by natural gas for heating

purposes in the Bank's buildings continued, leading to savings in resources and to benefits for the natural environment. The measured consumption of natural gas in 2012 rose to 207,484 cubic meters compared to 173,008 cubic meters in 2011.

## Recycling of materials - "Green" supplies

Alpha Bank takes care to ensure that its environmental policy is communicated in writing or verbally to its suppliers, so that their majority may gradually obtain an environmental certification. It should be noted here that some of the suppliers of the Bank's Procurement Division are already certified in accordance with the ISO-14001 International Standard.

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

True to the "Reduce, Reuse, Recycle" environmental practice, in 2012 the Bank's Procurement Division continued its collaboration with external recycling contractors, as follows: with the **"European Recycling Centre"**, for the recycling of paper, plastic and aluminium; with **"Photocycling S.A."**, for the recycling of light bulbs; with **"Device Recycling S.A."**, for the recycling of electronic equipment; and with **"AFIS S.A."**, for the recycling of batteries.

In line with the above, the Bank during 2012 carried out the following recycling and reuse activities:

- Collected 139,100 Kg of paper and archives for pulping, compared to 168,600 Kg in 2011. The reduction in quantity compared to the previous year is due to the extension of the lifetime of the active archive, in view of the large number of searches.
- Collected 8,839 toner and ink cartridges for recycling out of a total of nearly 20,000 units purchased, compared to 7,650 units recycled in 2011.
- Sent out for recycling 4,122 pieces of obsolete electronic equipment (servers, PCs, monitors, printers) and 95 pieces of office equipment.
- Sent out 22,419 tokens to private Customers and 6,413 tokens to Corporate Customers, in order to promote the use of transactions via the Alpha Web Banking service.
- Collected and recycled 4,260.70 Kg of batteries.
- The Procurement Division proposed that slowly circulating documents be posted on the Bank's Intranet, to save on paper consumption.

- Replaced the recycled A4 copier paper in use with another type (low energy consumption, 75gr "eco-efficient" paper), achieving annual savings of around 21% on the corresponding expense.
- Achieved an additional 9,4% reduction in the consumption of copier paper.
- Completed the replacement of all monochrome consumables in new printers with compatible refurbished products of comparable quality (Lexmark E360 printers).
- Is continuing the provision of information and the efforts to persuade the major suppliers of the Procurement Division to obtain ISO 14001 certification and, in the case of equipment suppliers, to also participate in alternative waste management programmes.
- The project for electronic ordering of consumables and printed material by the Bank's high-efficiency Units is continuing for the sixth consecutive year.

## New MPS (Managed Print Services) Project at the Navarinou Building

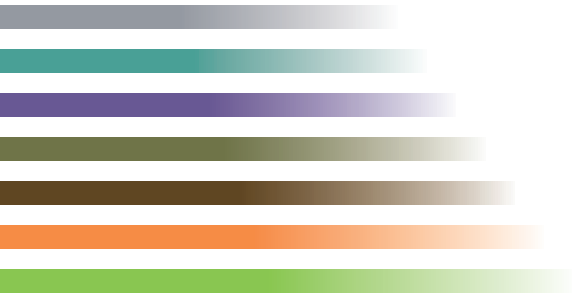
The installation of central multi-function machines (copier / printer /fax) was completed, and their operation was launched with very satisfactory results, which included:

- The withdrawal of 88 printers that were used to meet the needs of the Branch Network of Branches (reduction of investments).
  - The reduction of the number of pages printed by most Divisions, together with the introduction of duplex printing.
- The project is expected to expand to more Buildings of the Bank during 2013.

Targets set in the CSR Report 2011	Major achievements in 2012	Targets set in the CSR Report 2012
To develop and offer to the markets in which the Bank operates investment products with reduced environmental and social risk, within the next five years.	The Bank continued to offer its specialised Green Focus Portfolio product. This specialised portfolio invests in companies active in renewable energy sources, water resources, pollutant and waste management etc., and in the respective Mutual Funds and Exchange Traded Funds (ETFs) or in the individual products offered by large international Brokers involved in the development of the "Green" market.	To develop and offer to the markets in which the Bank operates investment products with reduced environmental and social risk, within the next five years.
To expand the use of recycled paper to 10% of the Bank's total paper needs.	The recycled A4 paper was replaced with another paper type (low energy consumption, 75gr "eco-efficient"), achieving annual savings of around 21% on the corresponding expense. Paper consumption was 268,060 reams of 500 sheets. This figure does not include the special paper used in Teller transactions, which is not recyclable. Calculation of the exact amount of paper which corresponds to the Bank's aggregate needs for its operation is technically difficult.	To expand the use of recycled paper to 10% of the Bank's total paper needs for internal use.

To bring the consumption of paper for printing and mailing account activity statements down 20% by 2014.	Efforts are already under way to reduce printing by raising employee awareness, so that only files which are absolutely necessary are printed. In parallel, efforts are also made to promote the replacement of hardcopy account activity statements with electronic ones sent via e-mail, after a prior agreement with each individual Customer.	To bring the consumption of paper for printing and mailed account activity statements down 20% by 2014.
To continue to participate in and support the "Earth Hour" initiative.	Five main Alpha Bank Buildings switched off lights on 31 March 2012, in observance of the "Earth Hour".	To continue to participate in and support the "Earth Hour" initiative.
To increase by 30% the participation in distance learning (e-learning) programmes as a share of the total number of Personnel participations in training programmes, within the next two years.	Distance learning (e-learning) accounted for 45% of all participations in training programmes (including web training) in 2012, posting a growth of 60.7%.	<b>Target achieved</b> An equally high participation in e-learning programmes is also expected in 2013.
To continue to offer "green" banking products such as "Alpha Energy", and to increase, within the next five years, the share of financing allocated to eco-friendly investments and activities.	<ul style="list-style-type: none"> <li>• The Bank continued to promote the "green banking products" of the "Alpha Green Solutions" line to businesses and households.</li> <li>• Launch of the Alpha e-statements service.</li> <li>• Alpha Bank's Investment Banking Division examined 11 investment proposals for projects utilising Renewable Energy Sources, and financed 3 projects in total.</li> <li>• The Bank continued to finance investments by businesses involving the installation of higher-output photovoltaic systems (max. 150 kW) for electricity production, with the Bank's total portfolio reaching Euro 10 million.</li> </ul>	To continue to offer "green" banking products and to increase, within the next five years, the share of financing allocated to eco-friendly investments and activities.
To reduce by 2% the annual electricity consumption per m <sup>2</sup> of office space.	The achievement of reductions in electricity consumption is linked to the increase in the percentage of Bank buildings where electricity consumption -and the impact of the measures to reduce it- are measured.	The target is temporarily suspended. Nevertheless, efforts to reduce consumption are continuing.
To reduce by 3% the annual water consumption per Employee.	Work towards this target has been temporarily suspended due to the lack of comparable data caused by constant changes in the number of Employees and in the number of buildings in which water consumption is measured.	The target is temporarily suspended. Nevertheless, efforts to reduce consumption are continuing.

To inform, within the next two years, 100% of the Bank's Suppliers about the Bank's environmental policy, and to verify compliance for at least 10% of Suppliers.	The Bank has informed 100% of the suppliers working with the Procurement Division about its environmental policy. Part of the suppliers of the Procurement Division are certified in accordance with the ISO-14001 International Standard for environmental management.	To inform, within the next two years, 100% of the Bank's Suppliers about the Bank's environmental policy, and to verify compliance for at least 10% of Suppliers.
To enhance coverage of sustainable development and corporate responsibility as subjects in all induction training programmes for newly-recruited Employees.	One induction training programme for newly-recruited Employees was carried out during 2012, in which corporate social responsibility was covered.	To enhance coverage of sustainable development and corporate responsibility as subjects in all induction training programmes for newly-recruited Employees.



## Together for the Society



"Helping Hand" programme in Megara



The Corporate Social Responsibility policy of Alpha Bank is developed and applied having as a guide the system of values, objectives and actions on which the Bank's governance is founded. Amid the continuing adverse global economic juncture, the Bank's primary objective for 2012, in addition to providing reliable and responsible banking and financial products and to ensuring transparent transactions, was to also support initiatives aimed at promoting social contribution.

## Social Contribution

With the voluntary participation of members of the Bank's Personnel, the following activities were organised during 2012:

- In April 2012, Employees of the Bank offered **clothing and long-life food supplies** to people in need. Selection and sorting of the goods was carried out by 68 volunteers from the



Bank's Personnel. Thanks to their participation in large numbers, a total of **300 cartons of food supplies** and **150 cartons of clothes and toys** were offered. These

were divided equally and delivered to local Parishes in Attica suggested by the Holy Archdiocese of Athens.

- In May 2012, as part of the "Alpha Bank Group Volunteer Day", social contribution events were held in the cities of **Piraeus, Thessaloniki, Larisa, Patras and Chania**, with the participation of **146 Bank volunteers**. The purpose of the events in all the cities was to collect food supplies and offer them to families in need, through **meal services** and **social grocery stores**. A total of 380 cartons of supplies weighing some **3.5 tons** were collected and distributed.

- In October 2012, a social contribution event was held to **support large families in the Region of Attica**, during which Employees gathered and **offered baby and children utensils, together with food and personal care products for children up to 5 years old**. Collection, sorting and packaging of the supplies for dispatch were carried out by Bank Volunteers.



A total of **300 cartons** were collected, distributed equally to large families in the Region of Attica.

From **November to the end of 2012**, the "Helping Hand" programme was organised – a **new Corporate Social Responsibility initiative** that forms part of the Bank's social contribution actions. "Helping Hand" is about offering food supplies in areas of the Regions of Thessaloniki and Attica,



and in surrounding areas. More specifically, **4,000 carts** containing food supplies such as pasta, rice, legumes, canned food, flour, olive oil and biscuits, supplied by Greek

businesses which are Customers of the Bank, were delivered to Parishes in the local districts of **Evosmos and Polichni (Thessaloniki)**, to **Megara, Elefsina, Aspropyrgos, Salamina** and to another **44 local Parishes of the Diocese of Ilion, Acharnes and Petroupolis in Attica**. The Bank intends for this programme to continue during next year.

In addition, in line with its annual practice, the Bank shipped **336 books** and **54 PCs** to schools and other foundations all over Greece.

During the year, the Bank's Library donated a significant number of books to School and Academic Libraries, as well as to Libraries belonging to Foundations (Falani Lower Secondary School, Piraeus University Library, Athens University Library, Hellenic Maritime Museum, Lukas and Evangelos Belonias Foundation).





Finally, during the **Christmas and New Year's Eve festive period**, the Bank provided financial assistance and/or donated food supplies to the following Foundations:

- AGAPAN
- THE SMILE OF THE CHILD
- LYREION CHILDREN'S VILLAGE
- LAMIA ORPHANAGE
- VARI SOS CHILDREN'S VILLAGES
- SOCIAL GROCERY STORE OF RETHYMNO

In addition to its social contribution activities, the Bank during 2012 continued provide financial assistance and support to the following Foundations, Associations and Entities:

Life Line Hellas, Medics Du Monde, Medics Sans Frontieres, Hellenic Heart Foundation, Hellenic Society of Mastology, Cerebral Palsy Greece, Therapy Centre for Dependent Individuals (KETHEA), Together for Children, Vari SOS Children's Villages, "Argo" Association of Seamen Parents of Children with Disabilities, Association of Social Paediatrics' Friends, The Smile of the Child, Hatzikyriakio Child Care Institution, UNICEF, leading Universities and educational institutions (providing financial assistance for the organisation of conferences or for research work), the Safer Internet Initiative (promotion of information on safe internet browsing for children and adults), the Society for the Promotion of Education and Learning ("FILEKPAIDFTIKI"), the Hellenic Mathematical Society, the Mediterranean SOS Network etc.

## Culture - Exhibitions

In the cultural domain, in addition to the **restoration of the Library of the Athens Academy** and the sponsorship of the **exhibition of the Antikythera Mechanism** in the National Archaeological Museum, the Bank's activities included the following:

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

The **"Digitals"** exhibition was organised by the Bank's Art Collection Section in the Exhibition Area of the Main Building of Alpha Bank from 24 January to 22 June 2012. The aim of the exhibition was to present engraving techniques and their particularly distinctive and interesting viewpoint, through twelve works by contemporary Greek artists who experiment exclusively with new media, and, in particular, digital printing. From 1 to 26 October 2012, the **"Digitals"** exhibition was transferred to the Hatzikyriakos-Gkikas Hall of the Hellenic-American Union in Athens, where it was hosted as part of the 2<sup>nd</sup> Athens PrintFest 2012.



The **"Athenian Owls"** exhibition was hosted in the same venue in the Bank's Main Building from 25 June 2012 to 1 February 2013 and was organised by the Bank's Numismatic Collection. The exhibition's centrepiece was antiquity's best-known coin – the "Athenian Owl", the Tetradrachm minted by the City of Athens, which featured the head of goddess Athena on the obverse and the city's symbol, the owl, on the reverse. The Athenian Owl reached global currency status in antiquity, circulating widely in all the known markets of that time. As part of the "Athenian Owls" exhibition, eight (8) guided tours were organised for school pupils and members of cultural organisations.

### Alpha Bank Cultural Centre – Nafplio

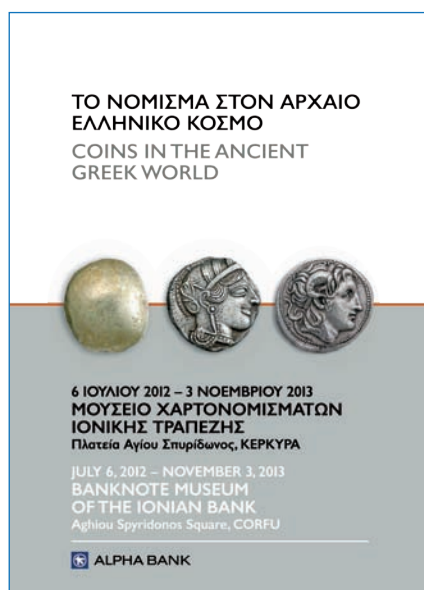


The educational exhibitions **“Printmaking and its Techniques”** and **“Learning about Coins”**, intended for pupils from primary and secondary schools of the Peloponnese, continued to run during 2012 at the Alpha Bank Cultural Centre in Nafplio (from February to May 2012 and from October to December 2012, respectively). The two exhibitions were visited by a total of 1,706 pupils and accompanying teachers.

### Banknote Museum of the Ionian Bank – Corfu

During 2012 the Museum had a total of 9,222 visitors, of which 3,626 were pupils (from 80 schools), 2,907 were Greek visitors and 2,689 were foreign visitors.

The exhibition **“Coins in the Ancient Greek World”** was inaugurated on 6 July 2012 in the Exhibition Area of the Banknote Museum of the Ionian Bank in Corfu, and is scheduled to run until 30 November 2013. The exhibition showcases a total of 97 coins, accompanied by maps, schematic representations and rich explanatory texts.



The photographic exhibition **“Fred Boissonnas – Images of Greece”**, jointly organised by Alpha Bank, the Embassy of Switzerland in Greece and the Rizarios Foundation, was transferred to the same venue. The exhibition showcases 75 photographs by Swiss photographer Fred Boissonnas (1858–1946), the most famous member of the family that created a “dynasty of photographers” in Geneva, taken during his three trips to Greece, starting from Corfu in 1903. From January to May 2012, the exhibition was visited by 3,711 people.

The Museum also hosts educational programmes for children aged 5–12. From 6 July to 31 December 2012, the exhibition and the Museum’s educational programmes attracted 4,667 visitors.

### Educational Programmes of the Herakleidon Museum:

For the seventh consecutive year the Bank sponsored the educational programmes of the Herakleidon Museum, in which a total of **12,715** pupils participated during 2012.

## Other Cultural Activities

### NEW PUBLICATION BY THE ALPHA BANK HISTORICAL ARCHIVES

**“The Great Depression in Europe: Economic Thought and Policy in a National Context”**, edited by M. Psalidopoulos, Professor at the University of Athens and holder of the Constantine G. Karamanlis Chair at the Fletcher School, Tufts University, USA.

A new publication of papers in the series of Conference Proceedings of the Alpha Bank Historical Archives, in which the authors invited to an international conference organised by the Historical Archives present the impact of the economic crisis of 1929 on economic and political thought in countries of smaller economic importance, such as Austria, Belgium, Bulgaria, Ireland, Spain, Italy, Romania, Serbia, Sweden, Turkey, Finland, and Greece.

## LECTURE “HISTORY OF COINS - FTHIOTIS”



Alpha Bank's Numismatic Collection Section organised a lecture with the title "The History of Coins - Fthiotis", given in Lamia on Monday 3 December 2012. The lecture was attended by a total of 180 people.

### Unveiling of the Bust of Nicolae Titulescu (1882-1941)

The Bank sponsored the installation of the bust of Romanian diplomat and politician **Nicolae Titulescu** (1882-1941) in Rizari Park. Titulescu served as Minister of Foreign Affairs of Romania and President of the General Assembly of the League of Nations. He was instrumental in the conclusion of the Balkan Pact Treaty (1934) and a staunch supporter of Greece.

The work of Romanian sculptor Darie Dup, the bust was donated by the Titulescu European Foundation to the Municipality of Athens.

In collaboration with the Property Management and Security Division and the Romanian Embassy in Athens, Alpha Bank's Art Collection Section coordinated the activities for maintenance and installation of the bust and of the accompanying commemorative plaque.

## Cultural Info Points

### ALPHABANK - CULTURE STORE



"ALPHA BANK - CULTURE STORE" is a dedicated area at the ground floor of Alpha Bank's Main Building at 40 Stadiou Street, Athens, in operation since the beginning of 2011.

In this area, visitors can obtain information about the Bank's cultural activities (exhibitions, conferences, guided tours, etc.), and can also buy the publications of the Bank and of the J.F. Costopoulos Foundation. The same area also serves as a presentation space for all the activities of Bank's Sections involved in cultural work, such as the Numismatic Collection, the Art Collection, the Library and the Historical Archives, and as a promotional space for the Banknote Museum of the Ionian Bank in Corfu and the Alpha Bank Cultural Centre in Nafplio. During 2012, the "ALPHA BANK - CULTURE STORE" had around 1,500 visitors who obtained information about the Bank's cultural activities, with some of them also purchasing several of the Bank's publications.

- **[www.alphapolitismos.gr](http://www.alphapolitismos.gr)**

This is a website with news about the activities of all of the Bank's Sections involved in cultural work, and was visited **6,576** times.

- **[www.alphanumismatics.gr](http://www.alphanumismatics.gr)**

The website was visited **10,251** times.

- An electronic newsletter with the latest news and activities of the Numismatic Collection was launched in December 2012.

- The Bank's Library was enriched with 98 book titles donated by the Curator of the Numismatic Collection, Dr D. Tsangari.

## Various other activities

- After the fire of 12 February 2012 which totally destroyed nine works of art of the Bank's Collection, a detailed inventory of damages was drawn up for all the works (originals and screen prints) housed in the Buildings on 41 and 45 Panepistimiou Street, as well as for one work at the Athinas Street Branch. The restoration of nine out of twelve damaged works was completed during 2012.
- A proposal was submitted by the Bank for financing the conservation of sculptures in downtown Athens (October 2012). The proposal covers conservation work for sculptures at Syntagma Square, the Old Parliament, the City of Athens Cultural Centre and the National Garden, over a period of 2 years (2013-2014).
- Five new works of art were purchased and one work was selected from the Art Collection, for installation in the new Administration Building of Alpha Bank - Bulgaria in Sofia (October - November 2012), in collaboration with the Bank's Property Management and Security Division and Alpha Bank - Bulgaria.
- The shipment of works of art belonging to the Bank's Art Collection to the Ag. Stefanos building complex was completed in November 2012.

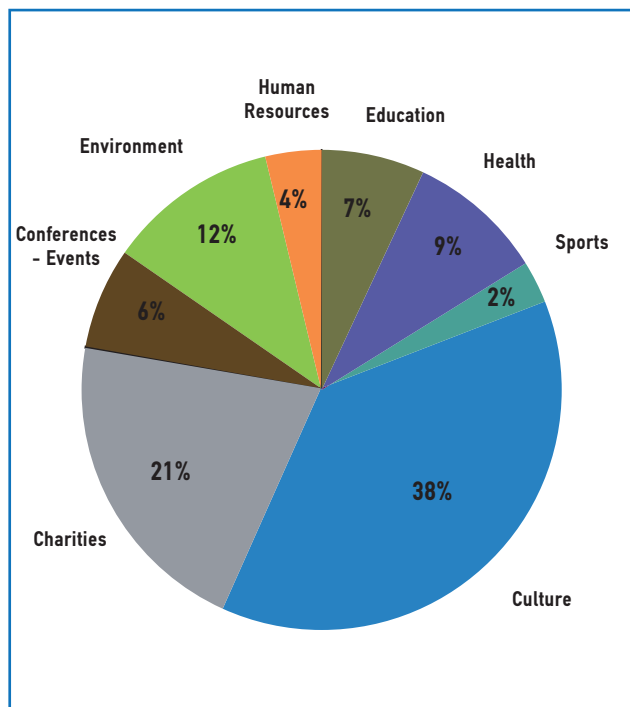
## Works Of Art On Loan

- In collaboration with Ionian Hotel Enterprises S.A., the model of the facade of the Athens Hilton Hotel, a work by Yannis Moralis belonging to Emporiki Bank's Art Collection, was given to the Hotel on permanent loan. After conservation work was carried out, the work was placed inside a protective plexiglass case and put on a special display pedestal at the entrance of the hotel's Atrium café (January 2012). An architectural study regarding the installation of 24 reliefs by Yannis Moralis was also carried out for the same area, in collaboration with Ionian Hotel Enterprises S.A. and A. N. Tombazis & Associates Architects. After conservation, the reliefs were installed in the café's four niches (July 2012).
- The work "Untitled" by G. Kounellis was loaned to the "Méditerranée" exhibition, organised in Limassol from 8.9.2012 to 30.10.2012 by the Lanitis Foundation on the occasion of the Cypriot Presidency of the Council of the European Union.
- Three sculptures were loaned to the exhibition "**Costas Koulentianos. The last of the Modern Acrobats**", organised from 26.9.2012 to 13.1.2013 by the Benaki Museum.
- Seven engravings by the artist were loaned to the exhibition "**Markos Zavitzianos: Works and Texts**", organised from 2 to 28.10.2012 by the Cultural Foundation of the National Bank of Greece. The exhibition will be transferred to Thessaloniki in February 2013.

- The work "Allegory of Painting" was loaned to the exhibition "**Nikolaos Gyzis: The Great Painter**", organised from 22.11.2012 to 3.2.2013 by the B & M Theocharakis Foundation for The Fine Arts and Music.

## Sponsorships

Under its sponsorship programme, coupled with initiatives that rely on the voluntary participation of its Human Resources the Bank in 2012 allocated Euro 755,408.30 in total as financial assistance to various organisations. This amount is substantially reduced compared to 2011, as given the adverse economic conditions the decision was made to focus on social contribution programmes which are implemented with the voluntary contribution of Bank Employees. The composition of the Bank's sponsorship programme during 2012 is shown below:



## Transparency of Social Contribution

In order to ensure efficiency and transparency in the Bank's social investments, in 2012 Alpha Bank continued with the application of an innovative internal system to evaluate, select and approve requests for collaboration, based on objective performance criteria (economic, social and environmental). During 2012, a total of 551 requests for sponsorships were received from Greece. Of these, after evaluation in accordance with the above and taking also into account the Bank's financial capability, 123 were eventually granted.

## Volunteerism

In the framework of its social contribution programme, Alpha Bank encourages its Employees to participate in a broad range of organised actions through voluntary work and collective participation. Seven such events took place during 2012 attracting a total of 391 participations, of which 243 in social contribution events and 148 in environmental events.

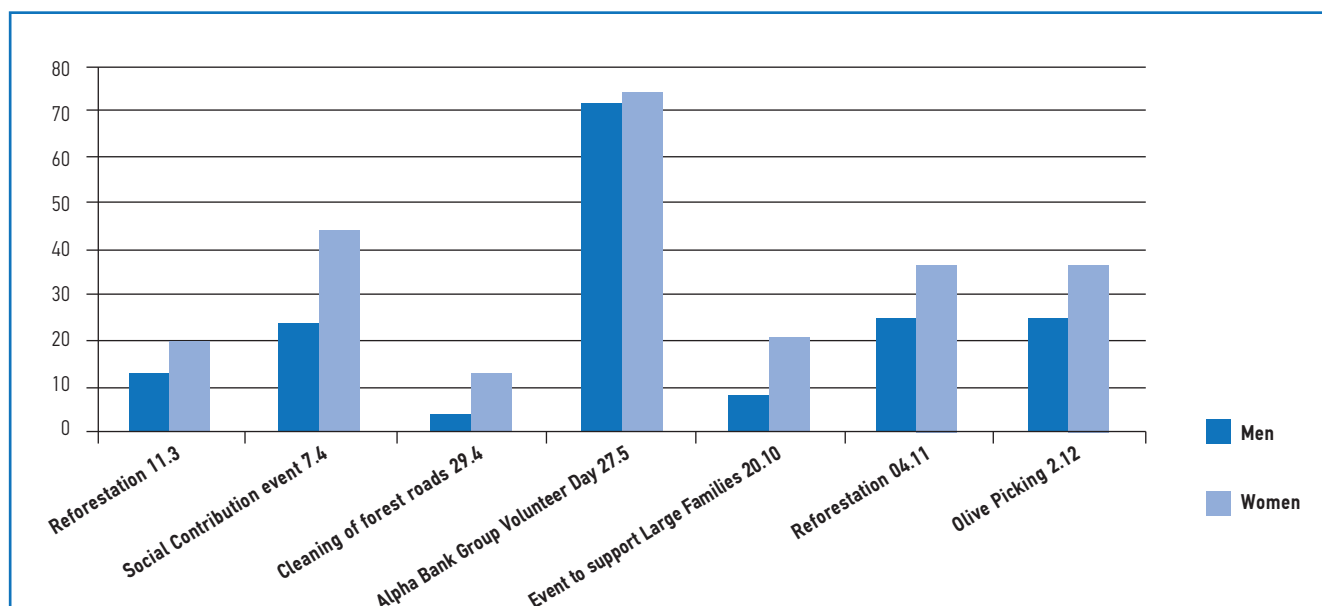
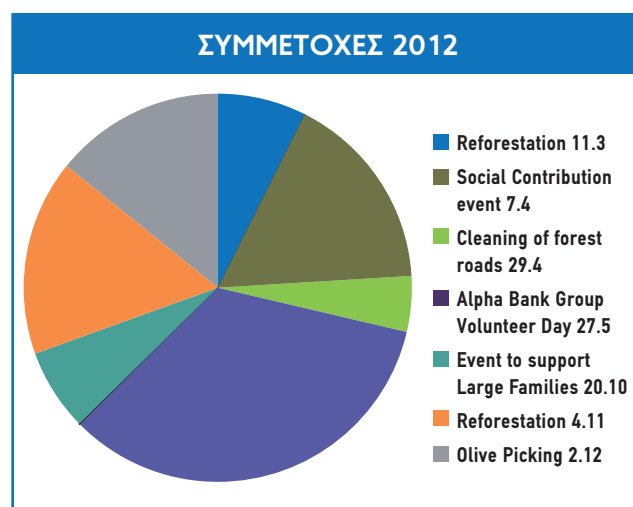
In November 2012, on the anniversary of 6 years of voluntary actions, the Bank decided to praise the Employees with the most consistent participation in voluntary work. Out of a total of **1,300** volunteers, **517** volunteers (approximately

40%) who participated in at least two actions were praised. These volunteers received a congratulation letter signed by the Chairman and the Managing Director – CEO of the Bank, together with a commemorative gift.

The table below shows in detail the participations of Employees in voluntary actions during 2012:

ACTION	NUMBER OF VOLUNTEERS
Reforestation	33
Social contribution event	68
Cleaning of forest roads	17
Alpha Bank Group Volunteer Day*	146
Event to support Large Families	30
Reforestation	62
Olive Picking	35

\* Concerns the Employees that participated in Alpha Bank Group Volunteer Day in Greece.





## A BANK GROUP VOLUNTEER DAY

27 May 2012, Alpha Bank Group Volunteer Day

**8 Countries, 960 volunteers together, transform the vision into action!**

In order to further raising awareness on the people of the Alpha Bank Group on social and environmental issues and as part of the Bank's Corporate Social Responsibility policy, the last Sunday of May has been established since 2009 as the annual **"ALPHA BANK GROUP VOLUNTEER DAY"**. This year, **on 27 May 2012**, 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, Ukraine, Albania and F.Y.R.O.M., thus promoting teamwork and cooperation.

**In Greece, 146** volunteers participated in social contribution events which took place in Piraeus, Thessaloniki, Larissa, Patra and Chania. The aim of the events in all the cities was to collect food supplies and offer them to families in need, through soup kitchens and "social grocery stores". A total of 380 boxes, weighing approximately 3.5 tons, were collected and delivered to the parish church of Aghios Nikolaos in Piraeus and to the Social Grocery Stores of Thessaloniki, Larissa and Chania, as well as to the Municipal Care Office of the Social Organisation of the Municipality of Patra.

**In Cyprus, 30** volunteers offered food supplies and other indispensable articles to destitute families of women suffering from breast cancer and to large families with severe financial and other problems. In particular, the Volunteers of the Bank and members of their families distributed food and other supplies collected, in order to support the "EUROPA DONNA Homes" Cyprus, which operate as shelters for women suffering from breast cancer, in the districts of Nicosia, Limassol and Larnaca.

**In Romania, 130** volunteers from the Bank Personnel and members of their families along with children from the Social Centre Sinaia participated in the embellishment of the surrounding area of the "Village Museum" in Bucharest. In addition, the children wrote essays and painted the "house of their dreams". Their creations became part of the Museum exhibits. Finally, with the aid of prominent artists, the children made pottery which will be used to decorate the educational centre of the Museum.

**In Bulgaria, 200** volunteers participated in the Volunteer Day with actions in Sofia, Varna and Plovdiv. Specifically, in Sofia, a group of volunteers undertook the cleaning of the Borissova Gradina Park, which is located in the centre of the city. In Varna, volunteers participated in the embellishment of the Odessos area and in Plovdiv groups

of volunteers undertook the cleaning of the area situated at the Bunarjik Hill.

**In Serbia, 200** volunteers of Alpha Bank Srbija, who firmly believe in such actions, spent an evening with children deprived of parental care. In particular, they played with them while, at the same time, offering clothes, toys and books.

**In Ukraine, 160** volunteers participated and collected medicines, stationary and other staple commodities which they offered to the St. Martin Orphanage.

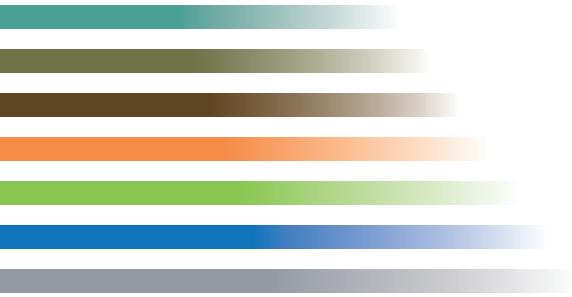
**In Albania**, in the context of the "Tirana Municipality Project" of the Tirana Municipality, which is sponsored for six months by the Bank, **13** volunteers, collected food supplies, which were then offered to 150 families accommodated in three social centres at Tirana.

**In F.Y.R.O.M.**, given the adverse financial circumstances, **81** volunteers of Alpha Bank a.d. Skopje offered food supplies to families in need, in particular areas where Alpha Bank a.d. Skopje has a presence. It is worth mentioning that a speech on the importance of volunteerism and humanitarian actions took place before the voluntary event. Then, the volunteers of Alpha Bank a.d. Skopje undertook the distribution of food supplies (in a form corresponding to the standards set by the Red Cross) in the aforementioned areas, separated in two different teams, in order to acquaint themselves and converse with the families. It is noted that the food supplies appropriated for senior persons or persons with special needs were delivered directly to their homes.

The active participation of all constitutes a valuable contribution to Alpha Bank's effort for a better world. It reflects the social responsibility policy implemented by the Group while also promoting teamwork and cooperation.

Targets set in the CSR Report 2011	Major Achievements in 2012	Targets set in the CSR Report 2012
To continue to allocate part of the Bank's profits for social contributions.	Alpha Bank allocated Euro 755,408.30 for social contributions.	To continue to allocate part of the Bank's profits for social contributions.
To continue to expand our support of culture, highlighting the historical and cultural identity of the country, and promoting the dissemination of Greek culture.	<ul style="list-style-type: none"> <li>• In line with the Bank's Corporate Social Responsibility programme, Euro 204,089 were allocated to cultural actions and to societies, associations and local authorities for supporting cultural initiatives and events.</li> <li>• The Bank organised exhibitions, lectures and related educational events for pupils in Athens, Nafplio, Corfu and Lamia. Approximately 23,823 people visited the exhibitions and attended the events organised.</li> <li>• Dedicated websites with news and information about the Bank's cultural activities: <ul style="list-style-type: none"> <li>- <a href="http://www.alphapolitismos.gr">www.alphapolitismos.gr</a></li> <li>- <a href="http://www.alphanumismatics.gr">www.alphanumismatics.gr</a></li> </ul> </li> </ul>	To continue to expand our support of culture, highlighting the historical and cultural identity of the country, and promoting the dissemination of Greek culture.
To launch within 2014 a new website about Alpha Bank's corporate responsibility and sustainable development.	The special "Social Responsibility" section has already been developed within the Bank's website. The contents of this section have been expanded to include all information available on the Bank's social, environmental and Corporate Governance performance.	To launch within 2014 a new website about Alpha Bank's corporate responsibility and sustainable development.
To introduce a comprehensive standardised system to record the Bank's key CSR issues and to monitor all non-financial impacts of the Bank's operations in Greece and in the International Network using specific Key Performance Indicators (KPIs).	A study is under way to identify suitable indicators for measuring social and environmental impact in accordance with internationally recognised standards and methodologies. The Board of Directors is kept informed of the progress made.	To introduce a comprehensive standardised system to record the Bank's key CSR issues and to monitor all non-financial impacts of the Bank's operations in Greece and in the International Network using specific Key Performance Indicators (KPIs).
To increase the number of Bank Employees who participate in the Alpha Bank Group Volunteer Day.	The Alpha Bank Group Volunteer Day was held on 27 May 2012 in eight countries with the participation of <b>960</b> volunteers.	To increase the number of Bank Employees who participate in the Alpha Bank Group Volunteer Day.





## International Network



Alpha Bank Group Volunteer Day in Romania

## Cyprus

### Social Contribution

In line with the Group's social policy, Alpha Bank Cyprus Ltd continued to provide financial assistance and support to charities, hospitals and other organisations, which included the following:

- Assistance to the Cyprus Kidney Association's week-long awareness programme called "Information and Prevention Week", through the participation of the Bank's Personnel in activities to raise money on behalf of the Association.
- Voluntary Blood Donation Day, organised every six months by the Personnel of Alpha Bank Cyprus Ltd in collaboration with the Ministry of Health, in order to assist the Cyprus Blood Bank.
- Sponsorship of the annual Christmas Bazaar, organised by the Cypriot Red Cross in order to raise money for families facing financial difficulties.
- Support of the "European Night without Accidents" annual awareness event, organised in the framework of the Bank's participation in the European Road Safety Charter.
- Collaboration and financial assistance to charities and organisations such as:

Europa Donna Cyprus, the Cyprus Autistic Association, the "One dream, one Wish" Association, the Cyprus Paraplegic Association, the Archbishop Makarios III Hospital of Nicosia (Paediatric Endocrinology and Paediatric Oncology Clinics), the Cypriot Red Cross.

### Culture

Alpha Bank Cyprus Ltd is actively participating in the country's cultural life and is expressing its interest in arts by supporting initiatives aimed at preserving and disseminating the country's cultural heritage.

In particular, during 2012 Alpha Bank Cyprus Ltd provided financial assistance to the Children's Museum and the SOFIA Foundation, the University of Cyprus, artist Stelios Pissis, and the Cyprus Union of Greek Teachers.

In addition, Alpha Bank Cyprus Ltd organised events and exhibitions, invested in works of art by Cypriot artists in support of local art production, and expanded its library.

### Environment

Acknowledging that the active protection of the environment and the conservation of natural resources is a responsibility shared by all, Alpha Bank Cyprus Ltd follows a well-defined, comprehensive policy on issues that include the conservation of energy, paper consumption, recycling and waste management and seeks to communicate its policy to its business associates, suppliers and the society at large.

In line with the Bank's environmental policy, Alpha Bank Cyprus Ltd sponsors every year a series of environmental events and participates in a variety of educational programmes aimed at raising environmental awareness. More specifically, the Bank has placed recycling bins for batteries at all Branches,

and recycling bins for plastic materials at both its Branches and Central Services. To ensure the proper management of waste and the recycling of paper and plastic, Alpha Bank Cyprus Ltd works closely with Green Dot, the central company for waste management and recycling. Finally, it should be mentioned here that in 2012 the Bank donated sanitation machines to the Nicosia Municipality.

## Romania

During 2012 Alpha Bank Romania continued to aid financially major programmes aimed at supporting society, art, education and the protection of the environment, which included the following:

- **Creative Workshop at the "Dimitrie Gusti" National Village in Bucharest:** Alpha Bank Romania sponsored the creative workshop of the "Dimitrie Gusti" National Village Museum, providing participating children with the opportunity to discover their roots and traditions in a picturesque setting.
- **Art Exhibitions in the Botanical Garden:** Alpha Bank Romania continued in 2012 its collaboration with the Botanical Garden in the framework of its Alpha Green programmes for the protection of the environment.
- **Contributions during the Christmas and Easter festive periods:** During Christmas and Easter 2012, Alpha Bank Romania participated in social events organised to support the children sheltered at the Sinaia Social Centre and the "Mia" Children's Foundation.

In addition, Alpha Bank Romania sponsored the 51<sup>st</sup> "Tomis Trophy" regatta, which was organised to remind people of the value of sports in daily life.

## Bulgaria

During 2012, Alpha Bank Bulgaria continued its efforts to harmonise its Corporate Social Responsibility policies regarding a healthy workplace and the provision to its Personnel of equal opportunities for personal development, together with healthcare and medical insurance coverage. At the same time, the Bank also continued to sponsor programmes for society, art, education and the protection of the environment.

Some of the events that were sponsored in 2012 are listed below:

- **Museum Gallery for Modern Art:** Alpha Bank Bulgaria was the main sponsor of the Modern Art Gallery, which hosted exhibitions of Bulgarian and foreign artists, including the exhibition by Damien Hurst.
- **European Contemporary Dance Festival:** Alpha Bank Bulgaria sponsored the European Contemporary Dance Festival, which initiated the Sofia public into the greatness of European dance.

- **Sofia Day Concert:** The Bank sponsored the concert organised on Sofia Day, celebrated on 17 September each year, by Mladost Municipality, one of Sofia's biggest municipalities.

- **New Symphony Orchestra:** Alpha Bank Bulgaria was one of the donors to the Annual Fund of the New Symphony Orchestra, an orchestra with considerable activity in Bulgaria over the past 20 years.

- **"Te Deum Adoramus" Chamber Ensemble:** Alpha Bank Bulgaria sponsored the Christmas concert of the "Te Deum Adoramus" Female Chamber Ensemble, who has a rich history of performances in Bulgaria and abroad and has received many distinctions.

- **"Safe Internet Navigation" Educational Programme:** Alpha Bank Bulgaria sponsored the educational programme for Safe Internet Navigation, which is organised by the BGSite Foundation and aims to educate parents and children aged 6-12 on the safe use of the Internet. The programme's activities included open classes held at Sofia schools, creation of information leaflets which were distributed in the schools, and a related Press Conference.

- **Larry Cohen Lecture at Playful Parenting:** Alpha Bank Bulgaria sponsored a lecture by psychologist Larry Cohen on how to tackle the problems that parents are facing with their children.

- **Educational exercise on banking, commerce and finance:** Alpha Bank Bulgaria sponsored an educational exercise on banking, commerce and finance, held every year at secondary schools all over the country. Through their participation in the exercise, pupils have the opportunity to learn how a bank works and are evaluated for their performance in product presentation and customer service.

- In addition, Alpha Bank Bulgaria sponsored the following organisations and initiatives:

**The Society of Greeks in Bulgaria -DOME.**

**The "Khan Asparouh" Sport Union of Persons with a Disability.**

The national Bulgarian **Christmas Charity Campaign**. The money raised was distributed to children with neurological diseases.

Participation in the **"Earth Hour"** Initiative.

**Donation of clothes and Christmas gifts** by the Bank's Personnel to the children housed at the Doganovo Orphanage.

Participation of Bank Personnel in voluntary **Blood Donation** days.

## Serbia

In 2012 the operation of Alpha Bank Srbija a.d. came under considerable pressure from the financial crisis. The beginning of the year saw the entry into force of the "New Law for the Protection of Consumers of Financial Products and Services" which aims to maximise transparency in financial services, which the Bank adopted in restructuring its products and operations in general. Alpha Bank Srbija a.d. maintained its ranking as one of Serbia's top 10 banks and is a member of the Foreign Investors Council (FIC), the Association of Srbija a.d. Banks and the Hellenic Business Association of Serbia.

Alpha Bank Srbija a.d. continued its sponsoring activities and the implementation of Corporate Social Responsibility programmes, with a key focus on health and education. Furthermore, the Bank continued to aid programmes that promote cultural heritage and Hellenic-Serbian relations, as well as programmes for the Employees of Alpha Bank Srbija a.d., the local community and the protection of the environment.

In particular, Alpha Bank Srbija a.d.:

- Continued the donations through the **MasterCard "Hvala"** programme, which aim to inform the public about the importance of preventive health checks.

- Provided financial assistance to the **National Library** for the reconstruction of its piano concert hall and for furnishing the children's library.

- Was the main sponsor of **"Museum Night"**, one of Serbia's major cultural events. On that particular night, more than 400,000 people visited over 300 cultural sites all over Serbia.

- Aided **UNICEF** and other international organisations involved in supporting human rights.

- Sponsored the exhibition organised on the occasion of the 50<sup>th</sup> anniversary of the passing of **Georgios Papanikolaou**, one of the greatest Greek physicians.

- Sponsored athlete **Milica Strainović** for the second consecutive year.

- Donated equipment to the Niš **Neurological Clinic**, which operates in collaboration with the Ministry of Health, for the treatment of emergency cases.

## Albania

During 2012 Alpha Bank Albania SHA carried out and supported the following programmes and events, in line with its social and environmental policy:

- **Voluntary Blood Donation for the Red Cross**

On 22 June 2012, 50 Employees of the Bank participated in a voluntary blood donation event organised in collaboration with the Albanian Red Cross, in order to support children suffering from thalassaemia.

- **International Tirana Marathon**

The International Tirana Marathon was held on 21 October 2012 with the support of Alpha Bank Albania SHA, with the participation - for the first time ever - of three thousand runners.

- **Design Overview Competition**

Alpha Bank Albania SHA sponsored the design overview competition held on 31 October 2012 with the participation of well-known design firms from all over Europe.

- **Sponsorship of Arsakio School**

On 26 November 2012, Alpha Bank Albania SHA offered scholarships to two Arsakio School pupils who were distinguished for their performance in school and for their personality and character.

- **Concert for the 100th Anniversary of the Independence of Albania**

Alpha Bank Albania SHA was among the sponsors of the events organised by the Albanian Ministry of Culture to celebrate the 100th Anniversary of the Independence of Albania.

- **6th Hellenic-Albanian Business Forum**

Alpha Bank Albania SHA sponsored for the sixth consecutive year the Hellenic-Albanian Business Forum, organised by the Embassy of Greece and the Hellenic Business Association of Albania. The Forum's theme for this year was "Many ideas - One voice".

- **"Tirana through the camera lens"**

Alpha Bank Albania SHA sponsored the publication of the book "Tirana through the camera lens", with exquisite photographs of various locations in Tirana and of many historical sites in the vicinity of the city.

- **Holiday season contribution**

Donation of equipment to the Fier Nursing Home for the Elderly and the Permet Day Nursery for covering their heating needs.

## Ukraine

In 2012 JSC Astra Bank continued its social contribution initiatives by participating in activities and events, as follows:

- **Donation to children in need of tickets** for the show "Magical Fair of Fairy Tales", which was organised by the International Charitable Organisation "Help to Chernobyl Children".

- Sponsorship of the **"Dynamiada 2012"** athletic event held in Ukrainian cities from 15 to 17 May 2012.

- Financial aid to the **Association of Amputated Football Players of Ukraine**, to support their participation in international events.

## F.Y.R.o.M.

In line with the Group's Corporate Social Responsibility policy, Alpha Bank a.d. Skopje organised in 2012 the "Alpha Bank Group Volunteer Day" with particular success.

On that day, 350 cartons of food supplies were distributed to families facing financial problems in 13 of the country's cities in which the Bank is present.

For this initiative, Alpha Bank a.d. Skopje was presented for second year in a row with the award in the **"Investing in the Community"** category, which is awarded to companies that invest in actions of particular significance for society.

The award presentation event is hosted by the National Organisation for Corporate Social Responsibility, are funded by the European Union and are organised annually by the Ministry of Finance in collaboration with other distinguished Organisations and Associations.

# Independent Limited Assurance Report to Alpha Bank A.E.

We were engaged by the Board of Directors of Alpha Bank A.E. (referred to as "the Bank") to provide limited assurance on the Greek version of the sustainability report titled "Corporate Social Responsibility Report 2012" (referred to as "the Report") of the Bank for the reporting period 1 January 2012 - 31 December 2012 as well as on the Bank's self-declared Global Reporting Initiative (GRI) application level.

Management is responsible for the preparation and presentation of the Report in accordance with the Sustainability Reporting Guidelines (G3) of the Global Reporting Initiative (referred to as "GRI") as described in the Report, and the information and assertions contained within it; for determining the Bank's objectives in respect to sustainable development performance and reporting, including the identification of stakeholders and material issues; and for establishing and maintaining appropriate performance management and internal control systems from which the reported performance information is derived.

Our responsibility is to carry out a limited assurance engagement on the Report referring to the period 1 January 2012 - 31 December 2012 and to express a conclusion based on the work performed. We conducted our engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000, Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board. That Standard requires that we comply with applicable ethical requirements, including independence requirements, and that we plan and perform the engagement to obtain limited assurance about whether the Report referring to the period 1 January 2012 - 31 December 2012 is free from material misstatement.

A limited assurance engagement on a sustainability report consists of making inquiries, primarily of persons responsible for the preparation of information presented in the sustainability report, and applying analytical and other evidence gathering procedures, as appropriate. These procedures included:

- Inquiries of Management to gain an understanding of the Bank's processes for determining the material issues for its key stakeholder groups.
- Interviews with relevant managerial staff at Bank level concerning sustainability policies for material issues, and the implementation of these across the business.
- Interviews with relevant Bank staff responsible for providing the information in the Report, during which we also reviewed the systems and processes for information management, internal control and processing of the qualitative and quantitative information of the Report, at Bank level.

- Visits to the central offices of the Bank in Athens, where we reviewed the procedures of developing and managing the content of the Report, as well as the current structure of the Corporate Governance in sustainability issues.

- Comparing the information presented in the Report to corresponding information in the relevant underlying sources to determine whether all the relevant information contained in such underlying sources has been included in the Report.

- Reading the information presented in the Report to determine whether it is in line with our overall knowledge of, and experience with, the sustainability performance of the Bank.

- Checking the GRI Index provided by the Bank, to ensure consistency with the GRI application level requirements of B+.

The extent of evidence gathering procedures performed in a limited assurance engagement is less than that for a reasonable assurance engagement, and therefore a lower level of assurance is provided.

Based on the procedures performed, as described above, nothing has come to our attention that causes us to believe that the Report of Alpha Bank A.E. for the period 1 January 2012 - 31 December 2012 is not, presented fairly, in all material respects, in accordance with the Sustainability Reporting Guidelines (G3) of the Global Reporting Initiative. In addition, nothing has come to our attention to suggest that Alpha Bank A.E. self-declaration of GRI application level B+ in page 61 of the Report is not fairly stated, in all material respects, in accordance with the Sustainability Reporting Guidelines (G3) of the Global Reporting Initiative.

Our assurance report is made solely to the Bank in accordance with the terms of our engagement. Our work has been undertaken so that we might state to the Bank those matters we have been engaged to state in this assurance report and for no other purpose. We do not accept or assume responsibility to anyone other than Alpha Bank A.E. for our work, for this assurance report, or for the conclusions we have reached.

KPMG Advisors A.E.



George Raounas

Partner

Athens, 21 June 2013





# GRI Application Level Check Statement

Report Application Level		C	C+	B	B+	A	A+
Standard Disclosures	G3 Profile Disclosures OUTPUT	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15	Report Externally Assured	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17	✓	Same as requirement for Level B	Report Externally Assured
	G3 Management Approach Disclosures OUTPUT	Nor Required		Management Approach Disclosures for each Indicator Category	✓	Management Approach Disclosures for each Indicator Category	
	G3 Performance Indicators & Sector Supplement Performance Indicators OUTPUT	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.		Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Reponsibility.	✓	Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission.	

\* Sector supplement in final Version



## Statement GRI Application Level Check

GRI hereby states that **ALPHA BANK** has presented its report "CORPORATE SOCIAL RESPONSIBILITY REPORT 2012" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B+.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines. For methodology, see [www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf](http://www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf)

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 18 June 2013

Nelmara Arbex  
Deputy Chief Executive  
Global Reporting Initiative



The "+" has been added to this Application Level because ALPHA BANK has submitted (part of) this report for external assurance. GRI accepts the reporter's own criteria for choosing the relevant assurance provider.

*The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. [www.globalreporting.org](http://www.globalreporting.org)*

***Disclaimer:** Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 24 May 2013. GRI explicitly excludes the statement being applied to any later changes to such material.*




# Presentation of Sustainability Disclosures in accordance with the GRI standard

The present Report was prepared in accordance with version G3.0 of the Global Reporting Initiative (GRI) Guidelines for sustainability report publications. The Corporate Social Responsibility Report 2012 was declared by the Bank and certified by the GRI Organisation for Application Level B+. In addition to references to the present Report, the table below also contains references to Alpha Bank's Annual Financial Report 2012, to the Bank's website and to other published documents (Articles of Association, Staff Regulations, Weekly Economic Report etc.). Where no references are supplied, the corresponding indicator is not applicable to the banking sector or the relevant information is not collected and is not available in the format requested.

📄 see Alpha Bank Annual Financial Report 2012

GRI Code	Description of Indicator	Location of the relevant information, additional comments
1.1	Statement from the most senior decision-maker of the organisation.	<b>Letter from the Chairman</b>
1.2	Description of key impacts, risks and opportunities.	<b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities - Corporate Governance. Objectives of each individual Section. Letter from the Chairman. 📄 p.: 16, 215, 232
2.1	Name of the organisation.	<b>Alpha Bank A.E.</b>
2.2	Primary products and/or services.	<b>Banking Operations</b> , 📄 p.: 103-107, 213-215 <b>CSR Report Methodology</b> <b>Together for the Economy</b> - Support of Businesses <b>Together for the Market</b> - Responsible Marketing-Communication and provision of information to our Customers
2.3	Operational structure of the organisation.	<b>Corporate Governance</b> <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=120">http://www.alpha.gr/page/default.asp?la=2&amp;id=120</a> 📄 p.: 17-18, 100-101
2.4	Location of organisation's headquarters.	<b>40 Stadiou Street, GR-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>
2.5	Number of countries where the organisation operates.	<b>International Network</b> 📄 p.: 103, 194, 214 <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>
2.6	Nature of ownership and legal form.	<b>Société Anonyme</b>
2.7	Markets served.	<b>International Network</b> 📄 p.: 103, 194, 214 <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>
2.8	Scale of the reporting organisation.	<b>Together with our People</b> - Quantitative data on Human Resources: <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>

GRI Code	Description of Indicator	Location of the relevant information, additional comments
2.9	Significant changes during the reporting period regarding size, structure or ownership.	<b>Together for the Market</b> – Customer Service <b>Together for the Economy</b> – Robust capital adequacy. <b>Corporate Governance</b> – Major developments during 2012 – Distinctions 📄 p.: 138, 143, 244-245 <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>
2.10	Awards received in the reporting period.	<b>Distinctions</b>
<b>Report Parameters</b>		
3.1	Reporting period for information provided.	<b>1.1.2012 – 31.12.2012</b>
3.2	Date of most recent previous report.	<b>29.6.2012 (for the period of 1.1.2011– 31.12.2011)</b>
3.3	Reporting cycle.	<b>Annual</b>
3.4	Contact point for questions regarding the report or its contents.	<b>CSR Report Methodology.</b>
3.5	Process for defining report content.	<b>CSR Report Methodology.</b> <b>Stakeholders.</b>
3.6	Boundary of the report.	<b>CSR Report Methodology.</b>
3.7	State any specific limitations on the scope or boundary of the report.	<b>CSR Report Methodology.</b>
3.8	Basis for reporting on joint ventures and subsidiaries.	<b>CSR Report Methodology.</b>
3.9	Data measurement techniques and the bases of calculations.	<b>Tables and quantitative data</b> <b>Together for the Market</b> – Customer satisfaction questionnaire on the Bank's website (suggestions). <b>Together with our People</b> – Quantitative data on Human Resources: Personnel breakdown by geographic region (Bank). <b>Together for the Environment</b> – Environmental performance measurements.
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement.	<b>Footnotes to tables and clarifications in the running text (where applicable).</b> <b>CSR Report Methodology.</b> <b>Together for the Environment</b> – Environmental performance measurements
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied	<b>No significant changes in the scope, boundary, or measurement methods applied.</b> <b>CSR Report Methodology.</b> <b>Together for the Environment</b> – Environmental performance measurements
3.12	Table identifying the location of the Standard Disclosures in the report.	<b>GRI Disclosures Table.</b>
3.13	Policy and current practice with regard to seeking external assurance for the report.	<b>CSR Report Methodology.</b> <b>Independent Content Assurance Report.</b>

GRI Code	Description of Indicator	Location of the relevant information, additional comments
<b>Governance, Commitments and Engagement</b>		
4.1	Governance structure of the organisation.	<b>Corporate Governance</b> <a href="http://www.alpha.gr/page/default.asp?la=1&amp;id=120">http://www.alpha.gr/page/default.asp?la=1&amp;id=120</a>
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	The Chairman is an Executive Member of the Board of Directors.
4.3	Number of members of the highest governance body that are independent and/or non-executive members.	“On 31.12.2012, the Board of Directors was composed of 15 members in total, of which: 2 Non-Executive Members; 6 Independent Non-Executive Members; 1 Non-Executive Member representing the Hellenic State as per the provisions of Law 3723/2008; and 1 Non-Executive Member representing the Hellenic Financial Stability Fund, i.e. a total of 10 Independent and/or Non-Executive Members.”  p.: 27
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	<b>Stakeholders</b> – Dialogue and cooperation in action.
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives, and the organisation's performance (including social and environmental performance).	According to the Decision of the Remuneration Committee of 22.12.2009, the level of the remunerations paid to the Executive Members of the Board of Directors and to the Members of the Executive Committee has been adjusted to the level of the remunerations paid to the Governor of the Bank of Greece, for the period of time during which the Bank is subject to the provisions of art.1 and art. 2 of Law 3723/2008. <b>Human Resources</b> – Diversity and equal opportunities at Work.  p.: 26
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	<b>Corporate Governance.</b> <b>Together for the Market</b> – Transparency of banking transactions.  p.: 26 <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=120">http://www.alpha.gr/page/default.asp?la=2&amp;id=120</a>
4.7	Process for determining the qualifications and expertise of the members of the highest governance body (for guiding the organisation's strategy on economic, environmental, and social topics).	<b>Corporate Governance.</b>  p.: 22- 27 <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=120">http://www.alpha.gr/page/default.asp?la=2&amp;id=120</a>
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	<b>Corporate Governance</b> <b>Together for the Market</b> – Transparency of banking transactions. <b>Human Resources</b> – Dialogue and Labour rights.
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance.	<b>Corporate Governance.</b>

GRI Code	Description of Indicator	Location of the relevant information, additional comments
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	<b>Corporate Governance.</b> <a href="http://www.alpha.gr/page/default.asp?la=2&amp;id=120">http://www.alpha.gr/page/default.asp?la=2&amp;id=120</a> 📄 p.: 22-27
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation.	<b>Corporate Governance.</b> 📄 p.: 108, 119, 126, 215, 232
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organisation subscribes or endorses.	<b>Corporate Governance</b> - Memberships in Associations and Organisations <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities.
4.13	Memberships in associations.	<b>Corporate Governance</b> - Memberships in Associations and Organisations.
4.14	List of stakeholder groups engaged by the organisation.	<b>Stakeholders.</b>
4.15	Basis for identification and selection of stakeholders.	<b>Stakeholders.</b>
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	<b>Stakeholders</b> - Dialogue and cooperation in action. <b>Together for the Market</b> - Customer satisfaction questionnaire on the Bank's website. <b>Together with our People</b> - Dialogue and Labour rights. <b>Together for the Market</b> - Communication and dialogue with our Customers.
4.17	Key topics and concerns that have been raised through stakeholder engagement.	<b>Stakeholders</b> - Dialogue and cooperation in action. <b>Together for the Market</b> - Customer satisfaction questionnaire on the Bank's website - Communication and dialogue with our customers <b>Together with our People</b> - Summary table on the progress made in the achievement of targets.
<b>Economic</b>		
DMA EC	Disclosure on Management Approach in the economic domain.	<b>Together for the Economy</b> - Introduction, Robust capital adequacy. <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities. <b>Letter from the Chairman.</b>
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	<b>Together for the Society</b> - A broad range of social contribution activities. 📄 p.: 31-33,149-151
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change.	<b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities. <b>Together for the Market</b> - Responsible investments.
EC3	Coverage of the organisation's defined benefit plan obligations.	<b>Together with our People</b> - Caring for our Employees. 📄 p.: 150, 172, 179,198-201

GRI Code	Description of Indicator	Location of the relevant information, additional comments
EC4	Significant financial assistance received from government.	<p>📄 p.: 27, 96, 134-135, 144-145</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>
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	<p><b>Together with our People</b> – Securing employment.</p> <p><b>Together with our People</b> – Diversity and equal opportunities at Work.</p> <p>Coverage of needs for Administrative Employees is by recruitment from the local labour market, searches in the Bank's hardcopy/electronic CV archives or notices published in the local Press. Coverage of needs for Executives is by internal transfers of existing Personnel.</p>
EC9	Description of significant indirect economic impacts, including the extent of impacts.	<p><b>Together for the Economy.</b></p> <p><b>Together for the Market</b> – Customer Service-Communication and dialogue with our Customers</p>
<b>Environmental</b>		
DMA EN	Disclosure on Management Approach in the environmental domain.	<p><b>Together for the Environment</b> – Introduction.</p> <p><b>Corporate Governance</b> – Long-term Policies, Commitments and Priorities.</p>
EN1	Materials used by weight or volume.	<b>Together for the Environment</b> – Environmental performance measurements.
EN2	Percentage of materials used that are recycled input materials.	<p><b>Together for the Environment</b> – Green Supplies (and setting of related targets).</p> <p><b>Together for the Environment</b> – Environmental performance measurements.</p> <p><b>Together for the Environment</b> – Recycling of Materials – “Green” supplies.</p>
EN3	Direct energy consumption by primary energy source.	<b>Together for the Environment</b> – Environmental performance measurements – Energy and water savings.
EN4	Indirect energy consumption by primary source.	<p><b>Together for the Environment</b> – Environmental performance measurements –</p> <p>Reduction of our environmental footprint – Energy and water savings.</p>
EN5	Energy saved due to conservation and efficiency improvements.	<b>Together for the Environment</b> – Environmental performance measurements – Reduction of our environmental footprint – Energy and water savings.
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	<p><b>Together for the Environment</b> – Reduction of our environmental footprint – Energy and water savings – Recycling of materials – “Green” supplies– Environmental performance measurements.</p> <p><b>Together for the Economy</b> – Support of businesses – Summary table on the progress made in the achievement of targets.</p>
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	<b>Together for the Environment</b> – Reduction of our environmental footprint – Energy and water savings – Recycling of materials – Environmental performance measurements.

GRI Code	Description of Indicator	Location of the relevant information, additional comments
EN8	Total water withdrawal by source.	<b>Together for the Environment</b> - Environmental performance measurements.
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	<b>Of no significance to the operation of the Bank's Branches. Nevertheless, in developing its Branch Network the Bank assesses potential impacts on Biodiversity.</b>
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	<b>Not relevant.</b>
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	<b>There are no such impacts from the Bank's operations. Nevertheless, the Bank provides financial support for programmes carried out in collaboration with the Hellenic Society for the Protection of Nature.</b>
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	<b>Not relevant.</b>
EN16	Total direct and indirect greenhouse gas emissions by weight.	<b>Together for the Environment</b> - Environmental performance measurements
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	<b>Together for the Environment</b> - Environmental performance - Reduction of our environmental footprint - Energy and water savings.
EN22	Total weight of waste by type and disposal method.	<b>Together for the Environment</b> - Environmental performance measurements (ONLY for recyclable waste) - Recycling of materials - "Green" supplies.
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	<b>Nor relevant.</b>
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	<b>Not relevant.</b>
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	<b>Together for the Economy</b> - Support of businesses. <b>Together for the Market</b> - Products and services - Responsible investments. <b>Together for the Environment</b> - Recycling of materials - "Green" supplies - Environmental actions - Reduction of our environmental footprint - Energy and water savings.
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	<b>Not relevant.</b>
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	<b>No significant such fines were imposed.</b>



GRI Code	Description of Indicator	Location of the relevant information, additional comments
<b>Labour Practices and Decent Work</b>		
DMA LA	Disclosure on Management Approach in the Labour Practices domain.	<b>Together with our People</b> - Introduction. <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities - Corporate Governance <b>Letter from the Chairman</b>
LA1	Total workforce by employment type, employment contract, and region	<b>Together with our People</b> - Securing employment - Quantitative data on Human Resources- Educational level and training.
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	<b>Together with our People</b> - Caring for our Employees.
LA4	Percentage of employees covered by collective bargaining agreements	<b>Together with our People</b> - Dialogue and Labour rights.
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	<b>Compliance with the provisions of the law and the terms and conditions of collective labour agreements.</b> <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities.
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	<b>Together with our People</b> - Quantitative data on Human Resources- Health and Safety at the Workplace.
LA10	Average hours of training per year per employee by employee category.	<b>Together with our People</b> - Quantitative data on Human Resources: Educational level and training.
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	<b>Together with our People</b> - Introduction- Educational level and training- Quantitative data on Human Resources
LA12	Percentage of employees receiving regular performance and career development reviews.	<b>Together with our People</b> - Diversity and equal opportunities at work. In 2012, it is estimated that around 90% of our Employees will have received regular performance and career development reviews. For the International Network, the Group has established the relevant framework. According to this framework, the review procedure takes place annually and evaluatees are informed about the result of their performance review, the aim of the review being to identify and highlight Personnel development and career issues.
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	<b>Together with our People</b> - Diversity and equal opportunities at work - Quantitative data on Human Resource.  <b>p.: 27</b>
LA14	Ratio of basic salary of men to women by employee category	<b>Together with our People</b> - Diversity and equal opportunities at work.  <b>p.: 26</b> As a rule, men and women receive the same base salary (1/1) in all Employee categories

GRI Code	Description of Indicator	Location of the relevant information, additional comments
<b>Society</b>		
DMA S0	Disclosure on Management Approach in the Social domain	<b>Together for the Society</b> - Introduction. <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities - Corporate Governance. <b>Letter from the Chairman.</b>
S01	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities	<b>Together for Society.</b> <b>Together for the Market</b> - Responding to customer complaints <b>Together for the Economy</b> - Support of households - Support of businesses.
S02	Percentage and total number of business units analysed for risks related to corruption	<b>Together for the Market</b> - Transparency of banking transactions.
S05	Public policy positions and participation in public policy development and lobbying	<b>Corporate Governance</b> - Membership in Associations and Organisations - Dialogue and cooperation in action (Consultations with the State and with the Regulatory Authorities) - Long-term Policies, Commitments and Priorities.
S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	<b>Together for the Market</b> - Transparency and security of banking transactions.
<b>Product Responsibility</b>		
DMA PR	Disclosure on Management Approach in the Products domain.	<b>Together for the Market</b> - Introduction - Responsible Marketing <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities - Corporate Governance. <b>Letter from the Chairman.</b>
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	<b>Not relevant.</b>
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	<b>Not relevant.</b>
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	<b>Together for the Market</b> - Transparency of banking transactions (Pre-contractual information)- Responsible Marketing - Communication and provision of information to our Customers. <a href="http://www.alpha.gr">http://www.alpha.gr</a>
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labelling, by type of outcomes.	<b>Together for the Market</b> - Responsible Marketing - Communication and dialogue with our Customers - Transparency of banking transactions.
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	<b>Together for the Market</b> - Communication and dialogue with our Customers- Responsible Marketing- Communication and provision of information to our Customers

GRI Code	Description of Indicator	Location of the relevant information, additional comments
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	<b>Together for the Market</b> - Responsible Marketing - Transparency of banking transactions.  The promotional activities for the Bank's products are based on the adherence to the Code of Ethics for Advertising Financial Products and Services of the Hellenic Bank Association.
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	<b>Together for the Market</b> - Responsible Marketing - Communication and dialogue with our Customers - Transparency of banking transactions
<b>Human Rights</b>		
DMA HR	Disclosure on Management Approach in the Human Rights domain.	<b>Together with our People</b> - Introduction. <b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities - Corporate Governance <b>Letter from the Chairman.</b>
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	<b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities. <b>Together with our People</b> - Dialogue and Labour rights. The Bank pays due respect to the provisions of Presidential Decree (P.D.) 178/2002 (Measures on the protection of workers' rights in the event of transfer of undertakings, businesses or parts of businesses) in cases of major investment agreements.
HR4	Total number of incidents of discrimination and actions taken.	<b>Letter from the Chairman.</b> <b>Together with our People</b> - Diversity and equal opportunities at work - Dialogue and Labour rights.
HR5	Operations / Units identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	<b>Together with our People</b> - Dialogue and Labour rights.
HR6	Operations / Units identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour.	<b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities. The Human Resources Division monitors compliance with the "Staff Regulations" and adherence to the labour legislation, including the Conventions of the International Labour Organisation on the elimination of child labour.
HR7	Measures to contribute to the elimination of forced or compulsory labour.	<b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities. The Bank pays due respect to the fundamental principles of the United Nations' Universal Declaration of Human Rights and of the Conventions of the International Labour Organisation.
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	<b>Not relevant.</b>

GRI Code	Description of Indicator	Location of the relevant information, additional comments
<b>Indicators specific to the Financial Services Sector</b>		
FS1	Policies with specific environmental and social components applied to business lines.	<p><b>Together for the Market</b> - Responsible Marketing- Communication and provision of information to our Customers - Responsible investments.</p> <p><b>Together for the Environment</b> - Environmental actions - Investment and Banking Products.</p> <p><b>Together for the Economy</b> - Support of households - Support of businesses.</p> <p><b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities.</p>
FS2	Procedures for assessing and screening environmental and social risks in business lines.	<p><b>Together for the Market</b> - Introduction - Responsible investments</p> <p><b>Corporate Governance</b> - Long-term Policies, Commitments and Priorities</p> <p><b>Together for the Economy</b> - Support of households - Support of businesses.</p> <p><b>Together for the Environment</b> - Investment and Banking Products.</p>
FS3	Processes for monitoring clients' implementation of and compliance with environmental and social requirements included in agreements or transactions.	<p><b>Together for the Market</b> - Responsible investments.</p> <p><b>Together for the Environment</b> - Recycling of Materials - "Green" supplies.</p> <p>📄 p.: 16, 215, 226</p>
FS4	Processes for improving staff competency to implement the environmental and social policies and procedures as applied to business lines.	<p><b>Together with our People</b> - Educational level and training.</p> <p><b>Together for the Environment</b> - Environmental actions- Summary table on the progress made in the achievement of targets.</p>
FS5	Interactions with stakeholders regarding environmental and social risks and opportunities.	<p><b>Stakeholders</b> - Dialogue and cooperation in action.</p> <p><b>Together for the Environment</b> - Introduction - Environmental actions</p> <p><b>Together with Society</b> - Introduction.</p>
FS6	Percentage of the portfolio by business line, region, business size and by sector.	📄 p.: 106-108, 213-215
FS7	Monetary value of products and services designed to deliver a specific social benefit for each business line broken down by purpose.	<p><b>Together for the Market</b> - Responsible investments - Communication and provision of information to our Customers- Summary table on the progress made in the achievement of targets.</p> <p><b>Together for the Economy</b> - Support of households - Support of businesses.</p> <p><b>Together for the Society</b> - Summary table on the progress made in the achievement of targets.</p>
FS8	Monetary value of products and services designed to deliver a specific environmental benefit for each business line broken down by purpose.	<p><b>Together for the Market</b> - Responsible investments</p> <p><b>Together for the Environment</b> - Environmental actions - Investment and Banking products - Summary table on the progress made in the achievement of targets.</p> <p><b>Together for the Economy</b> - Support of households - Support of businesses.</p>

GRI Code	Description of Indicator	Location of the relevant information, additional comments
FS13	Access points in low-populated or economically disadvantaged areas by type.	<b>Together for the Market</b> - Customers Service <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>
FS14	Initiatives to improve access to financial services for vulnerable groups of the population.	<b>Together for the Market</b> - Customer Service - Summary table on the progress made in the achievement of targets. <b>Together for the Economy</b> - Support of households - Support of businesses. <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>
FS15	Policies for the fair design and sale of financial products and services.	<b>Corporate Governance</b> - Customer Service- Long-term Policies, Commitments and Priorities - Corporate Governance. <b>Together for the Market</b> - Service of our Customers - Responsible Marketing - Responsible investments - Communication and provision of information to our Customers - Transparency of banking transactions - Summary table on the progress made in the achievement of targets. <b>Together for the Economy</b> - Support of households- Summary table on the progress made in the achievement of targets. <b>Together with our People</b> - Educational level and training. <a href="http://www.alpha.gr/page/default.asp?la=1&amp;id=9741">http://www.alpha.gr/page/default.asp?la=1&amp;id=9741</a> (Compliance).
FS16	Initiatives to enhance financial literacy by type of beneficiary.	<b>Together for the Market</b> - Transparency of banking transactions - Communication and dialogue with our Customers. <b>Together for the Economy</b> - Support of households. <b>Together with our People</b> - Educational level and training. <a href="http://www.alpha.gr">http://www.alpha.gr</a>





**ALPHA BANK**

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