

SOCIAL REPORT

Social accountability is pursued and applied through the values, aims and actions comprising the Bank's governance. People, and respect for human values, have always been at the top of the Bank's priorities. Along with productive management of economic resources and the ongoing modernisation of technological capabilities, this principle forms the basis of our relationships with personnel, customers, and shareholders, and the basis of our success. Alpha Bank, in the context of its responsibility towards society, cares for nature conservation, and for the social and cultural life of our country.

Our aim is to strengthen further the action plans we apply in the field of Corporate Social Accountability and extend them to all the companies of the Group in Greece and abroad.

Personnel

Alpha Bank utilises skilled personnel and new technologies, adapting job positions to the requirements of the market on an ongoing basis. On 31.12.2006 the Group's employees numbered 12,069, up from 11,484 last year, increasing by 585 persons or 5%. The increase was limited to our operations abroad, where 770 persons were recruited to cover the requirements arising from our fast growth in these markets. In contrast, personnel in Greece were reduced by 187 persons, to 8,017 employees. This was the result of our policy to economise on personnel via further automation of transactions and to centralise part of the management of operations.

Of the above workforce, 7,184 persons are employed at the Bank. As to age, approximately 68% of total personnel are within the 26-40 range and the average age is 40.8 years; the entry of new, specialised employees has rejuvenated the workforce and brought the average age to an excellent level. As to gender, the proportion of women is increasing steadily, and has now grown to 60% of the total.

The retention rate of new and dynamic employees is high, since the salaries, promotion possibilities, and working conditions offered are very competitive. On the criterion of rights of signature, the ratio of Employees to Officers now stands at 3.1:1, and the average age of managerial-level Officers is 48 years. The number of women who are Officers increased

at a rate of 29.5% (21.6% in 2002), so that conditions are now in place for their future appointment to senior positions of responsibility.

The academic level of the workforce is constantly improving: high school graduates dropped by 13% in the last decade, in favour of university and post-graduate degree holders, who increased by 12% and account for 62% of the Group's total employees. The geographical allocation of personnel employed by the Bank has remained more or less stable in the last five years (Attica 64%, North Greece 13.6%, elsewhere in Greece 22.4%) and contributes to the development of local economies in the context of Corporate Social Accountability.

In the last five years the main body of the workforce is employed at the Network, in view of the nature of the Bank's activities, though their number is being reduced as similar operations are merged and activities are centralised.

Personnel Renewal

The personnel turnover index in 2006 in the last five years has stabilised at approximately 4% annually - a result of an increase in the number of both recruitments and departures, in the context of the Bank's operational restructuring plan.

In 2006, 227 persons were recruited by the Bank. Indicatively, approximately 18,000 CVs were submitted via the Bank's website by candidates, 80% of whom held university or post-graduate degrees.

The policy of equal opportunity applied by the Bank is confirmed by the fact that 51.1% of new recruits were women.

Internal Communication

Special emphasis is given to interactive inter-departmental communication and to encouraging personnel to participate in social and cultural activities. Information is disseminated via the constantly upgraded internal website (Alpha Bank Intranet), e-mail, and the publication of the "MAZI" bulletin. In addition, personal contacts with employees are maintained, to resolve work, personal or family problems when necessary.

Recognising the value of its human capital as one of its main competitive advantages, the

Bank applies innovative workforce advancement schemes:

- **Internal selection for filling vacant posts**
In order to offer better advancement opportunities to our personnel, we applied once again successfully in 2006 the process of issuing internal "classified ads" to fill vacant posts.
- **Job description**
The listing of detailed job descriptions by specialised central services has commenced; it is the first step in determining their final ranking of job positions as to salary level, and in posting high-level officers to the appropriate positions.
- **Personnel Evaluation**
The evaluation of employee performance is effected on the basis of model workplace practices. Employees and supervisors decide jointly regarding the actions required for the employee's further development.

Training

Providing opportunities for employees to achieve personal development is a priority for Alpha Bank. Training plays a major role in the Bank's efforts to modernise, restructure its activities, and introduce new business capabilities, by focusing on procedures, products, and sales and managerial skills.

The Bank supports its Employees and Officers who wish to undertake post-graduate and professional certification courses. Thereby ensuring that positions requiring specialised skills are filled by individuals with the requisite expertise and knowledge. This in turn broadens the career prospects of the Officers concerned. The Bank aims to foster a work environment which promotes creativity, continuous development of its Employees and Officers, leading to the attainment of high professional standards.

One of the first important projects to be completed in 2006 was a study on the training requirements of the Branch Networks. This led to the creation of a training program geared specifically towards the banking skills required, thereby permitting the development of a uniform service and sales philosophy.

The Bank's training activity in 2006 also covered the requirements of our subsidiaries, offering training to Officers and Managers throughout Greece. Information on the International Accounting Standards and their impact on banking practices was made widely available. In the context of applying the new employee assessment form, special programs were organised covering the entire subject of setting

targets and assessing personnel performance. The training programs concerning the operation of the Commercial Centres were in the same spirit; the Centres are part of a new administrative structure, instituted in the context of reorganising the Bank's credit operations.

In the case of the highly specialised requirements of Officers handling cutting-edge financial products, the Bank organised very successful, specially designed training seminars with leading foreign experts, in association with internationally recognised educational institutions.

The participation of our Personnel in educational programs outside the Bank, in Greece and abroad, grew by 18.5%, and the number of employees attending such programs rose to 924. In this way the Bank obtains access to the knowledge and practical information that is considered essential in its drive for internationalisation and assumption of business risks. The same aim drives our support for employees wishing to learn foreign languages, and especially those that will be crucial in the Bank's further penetration of markets abroad, particularly in Southeastern Europe.

A new benefit provided to our Personnel in 2006 was the financing of courses to acquire computer skills certificates. The Personnel responded very favourably to this initiative, confirming their readiness to improve their skills and achieve personal growth and progress.

As of 2005, the Group has encompassed the company "Evremathia Training and Research S.A.". The company was certified as a Professional Training Centre in 1995, and since then it has been re-certified and highly rated. It specialises in research and innovation in professional education and workforce development. It applies modern training methods (e.g. e-learning) and organises special events such as conferences, seminars, etc.

Social Responsibility

● Health and Safety

A group insurance life and health program has been applied in the context of our policy of care for the health of our staff. The program provides high-quality insurance cover and health services, despite the considerable cost that is entailed.

The Program provides:

- life and accident insurance;
- hospitalisation cover;
- additional health-care service cover, beyond the one provided under the Employee Health Insurance Fund; and
- preventive health checkups for officers.

- Hygiene and safety at the Workplace**
 We have developed a network of medical and safety experts throughout Greece, who offer services to all personnel. We apply a preventive health policy, involving confidential personal health dossiers, professional health risk reports for the Bank's Units, and systematic notification to employees of matters pertaining to hygiene and safety at the workplace. In addition, the Bank is developing a system to manage hygiene and security at the workplace and plans to have it certified on the basis of the OHSAS 18001 Standard.
- Personal Support**
 Employees dealing with personal or professional problems have access to specially trained social workers.
- Blood Bank**
 A blood donation program has been instituted and operates, enabling an immediate response in the event of an employee urgently needing a blood transfusion.
- Family Life**
 Special benefits have been instituted for employees' families, such as wedding benefits, child-care provision, support for employees facing extraordinary financial problems, personal and housing loans granted at favourable terms, and awards to employees' children for top-level performance at school.
- Social Solidarity**
 By virtue of Law 2643/98, banks must recruit each year a number of persons with disabilities. Such appointments represented 7.5% of the workforce in 2006.

Customers

The Bank attaches particular significance to offering high-quality products and services to its customers, and to ensuring that their expectations are fulfilled. The department responsible is the Quality Assurance Unit, which in 2006 streamlined further the parameters that define quality and Key Performance Indicators at all points of contact with the customer, including Call Centre services. Our website (at www.alpha.gr) was modified to facilitate the submission of customer requests, complaints, or positive comments, and a new remark/complaint form was designed.

In Alpha Bank, each complaint, recommendation or proposal on the part of our customers is a motive and an opportunity for improvement. The

Bank's Customer Service is responsible for the central administration of customer complaints, to ensure that timely and uniform responses are given to each one.

In 2007 the Quality Assurance Unit will extend its activities to apply an internal communication program regarding quality-related messaging, and to analyse complaints so as to identify areas where difficulties and/or service problems have been noted, and plan, in collaboration with the competent Divisions, appropriate corrective actions. A uniform strategy on quality issues is being applied in all sectors and in all countries where the Group is active.

Cultural Activity

The Bank and the companies of the Group participate actively in cultural life and support many activities, mainly in the context of disseminating the heritage of Greece.

Collections

- Works of Art**
 The Bank's collection comprises of paintings, engravings and sculptures by leading artists, and is constantly being enriched with new items. Many adorn our headquarter offices and Branches, and the Bank provides information and photographs in articles and magazines and also for use in monographs. In 2006, the Art Collections Department organised exhibitions in Nafplion, Thessaloniki, and Athens, and participated in conferences in Lisbon and Thessaloniki. In addition, it loaned specific works to the exhibition "Eulogy for the Olive Tree", which was organised by the Academy of Athens at the Panthessaliko Stadium in Volos, and to the "Athens - Paris" exhibition, which was organised by the National Art Gallery. The Collection of Engravings and Graphic Art comprises mainly of engravings (wood carvings, lithography, bronze) by 19th and 20th century Greek artists.

- Banknote Museum**
 The Bank owns the only Greek Banknote Museum, one of the most comprehensive of its kind. It is housed in the old headquarter building of the Ionian Bank, in Corfu. The exhibits are presented in four halls and cover almost all issues of Greek banknotes, from 1822 to 2002. The collection also includes important historical and archive material. The Museum is now open daily throughout the year, and admission for the

public is free of charge. In 2006 the Museum had more than 4,000 Greek and foreign visitors, and hosted several school visits. On June 8 and 9, the Banknote Museum in Corfu hosted (for the fifth time) the International Conference on Economic History.

- Ancient Coins**
 The Bank owns a significant collection of more than ten thousand coins from the ancient Greek world, which it constantly enriches; its aim is to have at least one representative coin from each coin mint of the age. In 2006 the collection was studied by Greek and foreign researchers and students of Numismatics. In addition, lectures were given in greater Athens and various regional cities, presenting the history of coins and focusing on the coins of the region visited each time. Exhibitions were organised in Nafplion, Volos and Nicosia, and the collection was part of the "Eulogy for the Olive Tree" exhibition and the conference on "Coins in the Aegean Islands". The following books were issued: "History of Coins", "The Ancient Coins of Peloponnesus", "The Ancient Coins of Cyprus", and "History of Coins - Thessaly".

Cultural Activities

- Sponsorships**
 Alpha Bank has always shown its interest in Art and Culture in practice, participating actively in our country's cultural life. In 2006 it sponsored the "Great Orchestras - Great Conductors" Cycle (organised by the Athens Concert Hall, January - April 2006), and the opera "Cozi Fan Tutte" by Wolfgang Amadeus Mozart at the Thessaloniki Concert Hall (November 2006). In addition, the Bank sponsored the theatre "TOPOS ALLOU" for the October 2005 - May 2006 season (with the side-benefit of free entry to the shows for Bank personnel).

Alpha Bank, Alpha Bank Ltd. and the J. F. Costopoulos Foundation sponsored the exhibition "The Theft of History" in the context of the European Union's CULTURE 2000 program, which aims at preserving and disseminating the European cultural heritage. The exhibition was organised in collaboration with the Ministry of Culture, the Cypriot Department of Antiquities, Cambridge University, and the University of the Aegean, and was displayed in Nicosia (Archaeological Museum of Cyprus), in Athens (Benakis Museum), and in Nemea (Archaeological Museum of Nemea).

We also participated in the "Business Panorama of Central Greece" exhibition (Larissa, May 11-

16), and in the "2nd Business Panorama of Thessaloniki's West Quarter" exhibition (Thessaloniki, April 1-9) as sponsors.

- Exhibitions**
 In the context of its activities in the field of culture and art, and desiring to bring the public closer to its collections of works of art and coins, Alpha Bank decided to establish permanent exhibition premises. Thus, after the renovation and the regular operation of the Banknote Museum in Corfu, the Bank obtained similar premises in Nafplion. The inauguration of the Bank's building in Nafplion was also the occasion for opening an exhibition of engravings by artists from the Peloponnesus, and an exhibition from the Bank's Numismatic Collection, entitled "Coins of the Peloponnesus".

During 2006 the Numismatics Collection also organised the exhibitions "History of Coins - Cyprus" in Nicosia and "History of Coins - Thessaly" in Volos.

In Thessaloniki a plastic arts exhibition, "The Alpha Bank Collection - Greek Art from 1920 to Today", was organised in collaboration with the Macedonian Museum of Modern Art, and presented 180 important works.

On the occasion of the "Poseidonia 2006", the exhibition "New and Modern Works from the Alpha Bank Collection" opened on May 31, 2006 at the Goulandris Museum of Natural History.

Educational and Cultural Programs for the Young

Via the Alpha 1 | 2 | 3 product series for children, teenagers and young adults, the Bank focused on developing multiple associations with leading institutions and the academic community. Thus, it supported once again the educational programs under the aegis of the Heraclides Museum. In this context, the Bank and the J. F. Costopoulos Foundation in collaboration with the Heraclides Museum organised a Painting Exhibition-Competition for school and university students, entitled "Gazing At Infinity".

It also offered prizes to students of the 12th Lyceum of Larisa who won distinctions in the Pan-Hellenic Student Competition held under the aegis of the Ministries for Development and Education.

The Alpha 1|2|3 Series sponsored the Ranch Skouras S.A. camp for summer season 2006, the issue of the "Commemorative Album - Year Book" for the students of the sixth grade of the Friends

of Education Society, and the Environment Program of the Serres Elementary School.

Conferences

Alpha Bank was the Founding Sponsor of the International Conference "5th International Banking Forum - Greece and South-eastern Europe: Economic Reform and Banking Prospects. Are Prosperous Times Ahead?". The conference was held in December 2006 at the Athens Hilton Hotel and was organised by Economist Conferences.

In June 2006 Alpha Finance organised a very successful two-day Investment Conference in the hotel Grande Bretagne. At the conference, some of the major listed companies were presented to institutional investors from Europe, the US, and Greece.

For the second consecutive year, Alpha Bank Cyprus sponsored the RICS Conference on Real Estate Development (October 2006, Limassol). The subjects discussed at the conference included growth opportunities in Cyprus, Greece, the Balkans and elsewhere, and new investment sectors.

Sports

• Alpha Bank Sports Panorama

A unique showcase event of sports, educational and recreational content, which introduces popular sports to the public, provides related information, and showcases the Bank's social contribution.

In 2006 the Sports Panorama toured 21 cities in Greece, delighting thousands of visitors who participated in various sports activities, met with Olympic silver-medallist Nikos Kaklamanakis, won original prizes at competitions, and were given information about the Bank's products and services at a special kiosk.

• Classic Athens Marathon

For the sixth consecutive year, the Bank was the exclusive sponsor of the Classic Athens Marathon race, the only one conducted on the original route from Marathon to the Panathinaikou Stadium. The 10,000 and 5,000 metre events were also held at the same time. The races were very successful, and ceremonies were attended by the President of the Republic, Mr. Karolos Papoulias, who honoured the event by awarding the medals to the first three winners of the men's and women's races. At the opening

ceremony, SEGAS (Federation of Gymnastics & Athletics Associations) presented an award to Alpha Bank for its contribution to sports activities in Greece overtime.

• Other sports sponsorships

Alpha Bank has retained its presence in Athletics, as the Official Sponsor of SEGAS and the National Athletics Teams over the 2005-2008 seasons. In 2006 the most significant Athletics events were the Bruno Zauli European Cup in Thessaloniki and the Athletics World Cup in Athens.

In sailing, the Bank continues to support the Olympics medallist Nikos Kaklamanakis, and in 2006 it also sponsored sailors Afrodite Kyranakou and Angeliki Skarlatou.

In 2006 we also sponsored the participation of One Design 25 yachts in the Greek Championship and in the Greek Yacht Association 25.

The Bank was also a sponsor in automotive sports, and supported world-famous Car Rallies: it sponsored the 53rd Rally Acropolis, which was organised by ELPA (Greek Tour and Car Society), and the 4th Historical Rally Acropolis, which "signposts" the history and culture of Greece, starting at the Acropolis and passing by many historical sites before covering 1,400 kilometres in total. In November 2006 we also sponsored the 27th Palladium Rally in Lavrion.

Alpha Private Bank undertook the National Sponsorship of the Greek Horse Riding Federation for the year 2006. In this context, it supported the European Juniors' Horse Riding Championship and the "ALPHA PRIVATE BANK Show Jumping World Cup" at the Olympic Horse Riding Centre in Markopoulo, which was very successful both as to organisation and as to athletic performance. It also supported the Balkan Show Jumping Championship, held at the Porto Carras hotel complex in Chalkidiki.

In Cyprus, the Alpha Bank Shooting Association organised for the sixth consecutive year successful Inter-Bank Shooting Competitions in the context of the Inter-Bank Championship of 2006, at the Olympic Shooting Range in Limassol.

Lastly, an important development in the field of sports sponsoring was the agreement concluded between the Bank and Euroleague Basketball, designating Alpha Bank the Official Bank of the League in Greece for the Final Four Games of the 2006-07 season (to be held in Athens, May 4-6, 2007).

Periodical Publications

Four volumes of the quarterly magazine "With the Shareholders" were issued in 2006; it provides full, updated information to the Shareholders who support the Group's growth.

Four issues of the quarterly magazine "Economic Bulletin" were issued during the year; the magazine focuses on current issues pertaining to the Greek and global economy. It is read with great interest by businessmen, researchers and journalists, and is often the source for articles appearing in the press.

There continued the publication of the "Weekly Economic and Financial Bulletin" on domestic and international economic developments, and of the bi-monthly magazine "Greece and South-eastern Europe Economic and Financial Outlook", which serves as a forum to showcase Greek economic issues abroad.

There were four issues of "Mazi", an internal communication newsletter that has been successfully published for years and covers all of the Bank's activities including its subsidiaries. The successful shopping guide "Together in the Market" is also published twice annually and is distributed free of charge to holders of the Bank's cards.

The company Alpha Astika Akinita publishes twice annually the magazine "Akinita" (Real Estate), providing information concerning the real estate market.

History Archive

A History Archive has been established, to collect and preserve the Group's historical records. Activities in 2006 included the sorting, classification and indexing of unedited archive material, and obtaining appropriate infrastructure to manage and display the archive. During the year we also designed and installed an advanced Electronic Document Management system, which along with the electronic index system enables instant retrieval of digital data.

In addition, the premises in which the archive collections are stored were fully renovated. The original files are now stored in ideal conditions, with constant temperature levels and fire-detection and fire-protection systems.

The History Archive also organised a conference on "The Economic Development of Southeastern Europe in the 19th century" in Corfu (June 10 and 11, 2006).

Library

The Library is located in the Bank's Central Building and includes more than 20,000 volumes on finance, history, literature, law and subjects of general interest, plus dictionaries and encyclopaedias. The Library also has a comprehensive collection, unique in Greece, of history and geography maps dating from Antiquity and the Middle Ages. They were acquired from the Cartographic Centre of the University of Tuebingen. In 2006 the Library was enriched with many new books (mainly general interest and dictionaries).

On November 24, 2006 it participated in an event organised with the libraries of the Bank of Greece, the National Bank, and Agrotiki Bank and presented as "Libraries of Greek Banks: Possible collaborations with other Institutions" at the central building of the Bank of Greece.

In 2006 the Library published "The Development of the Greek Economy in the 19th Century (1830-1914)", edited by K. Kostis and S. Petmezas, and the "Alpha Bank Collection - Greek Art from 1920 to today".

Social Support Initiatives

Each year we plan and implement sponsorship programs in support of a variety of organisations, for the undertaking of important cultural and associated events.

Priority is given to supporting regional initiatives or groups and entities active on the local level. We also support groups engaged in sports activities to promote employment for the young, and centres for drug rehabilitation. Our contribution is not only financial - we also deliver books, equipment, etc. to schools, libraries and societies throughout Greece. Beneficiaries receiving such aid from the Bank include schools and other educational institutions, municipal authorities, hospitals, religious organisations, medical associations and entities involved in health care provision and in cultural activities. We also support individuals, societies, professional federations and associations, conservation societies, local scout and guide groups, and various other non-government organisations.

The Bank donated for these purposes Euro 2.7 million in 2006 and more than Euro 17 million during the five-year period 2002-2006.

Most elevators in Bank Units are equipped with a

Braille system to facilitate use by persons with poor sight, and with telephone appliances enabling inter-communication in the event of malfunctions. The Central Buildings and renovated Branches are equipped with wheelchair accessible ramps.

Foundations

J. F. Costopoulos Foundation

The J. F. Costopoulos Foundation was established in 1979 through a donation of the then Chairman of Credit Bank Spiros J. Costopoulos and his wife Eurydice, on the occasion of the hundredth anniversary of the Bank. The aim of the Foundation is to promote culture and direct its charitable donations to education, art and research in Greece and abroad.

In the context of realising the above objectives, the Foundation supported a wide range of actions and initiatives in 2006. Indicatively, we note its activities in archaeology and in upgrading archaeological monuments, and the exclusive sponsorship of the program for the restoration of the eastern frieze of the monument of Thrasyllus on the Southern Incline of the Acropolis, in order to enhance the display of the surviving architectural elements of one of the country's most important monuments. The Foundation also supported the Plastic Arts, by organising with the Thessaloniki Centre of Modern Art an exhibition by the English artist Eve Sussman at the Thessaloniki State Museum.

Eustathia J. Costopoulos Foundation

The Eustathia J. Costopoulos Foundation was established in 1989, as a contribution to the rebuilding of Kalamata after the earthquake that struck the city in that year.

The Bank undertook the building and outfitting of a child-care station on a site that was donated by Mr. Yannis S. Costopoulos and Mrs. Anastasia S. Costopoulou. Operating expenses are covered by the Bank, the J. F. Costopoulos Foundation, and members of the Costopoulos Family. In this model child-care station, ten dedicated specialists provide care for the children and support for their families. It extends its hospitality, free of charge, to the children of 85 families of limited economic means, and provides breakfast and lunch to facilitate working mothers. There are also premises intended for the children's' parents, serving a dual function as a meeting place and as an opportunity to practice various crafts with the aim of acquiring creative skills and employment prospects.

Environmental Protection

Environmental Policy

The Bank applies a clear and comprehensive policy as to the protection of the environment, in line with its shareholders' expectations. It recognises that the growth of the economy is inextricably linked with the viability of the planet's ecosystem, and that it bears a responsibility to contribute actively to the protection of the environment and the preservation of natural resources. To this end, it has developed a series of initiatives in line with international regulations and practice. The Bank has resolved to address the direct and indirect impact of its operations on the environment, sets specific targets, and monitors their attainment throughout the year in all the Companies of the Group.

Our environment policy touches upon all of our activities. Examples include the selection of suppliers meeting environmental protection standards, information to the personnel and strengthening of their ecological awareness, a no-smoking policy as of 2002, reduction of emissions, recycling of materials, and energy preservation. Indicative of the importance we attach to energy preservation is that when leasing or purchasing buildings, we prefer those that best meet the Bank's criteria as to conserving energy.

Environment Management System

The environment management system we apply, and the fields in which we undertake concrete actions include:

• **Energy Conservation**

We aim at efficient use of the materials available, regular monitoring and reduction of electricity, water, and petrol consumption, gradual substitution of natural gas for heating oil, conservation of fuel, and correct waste management (recycling or elimination) in accordance with applicable legislation and the targets set. In all new buildings, and when renovating existing buildings, particular care is taken to utilise natural light and conserve energy. Some Bank buildings are equipped with water-softening systems to pump and process available underground water.

In addition, an alternative electronic layout panel is being pilot-tested in one of the Bank's buildings, to conserve electricity. Depending on the results, we will decide whether to apply this system to the entire Network of the Bank.

• **Paper Policy**

It is the Bank's standard policy to invest in computer systems and modify procedures so as to utilise electronic communication, both within and outside the Bank, with the aim of restricting to the minimum possible paper files. Measures are applied to ensure that paper consumption per employee does not exceed minimum requirements and annual budgets for purchasing each Unit's paper supplies are applied. Employees use non-bleached paper hand-towels, a 100% recyclable product. Waste paper is collected for recycling.

• **Use of environment-friendly materials, recycling, management of pollutants**

Plastic materials are avoided in warehouse packaging and deliveries. Specialist certified firms were employed to remove power transformers using the insulating oil Clofen (PCBs) that some buildings used to deploy, and the Bank has received the certificates of their elimination, after they were safely thermo-destructed abroad. The removal of power accumulators (battery-type appliances such as UPS, H/Z, alarm systems, etc.) is also undertaken by certified companies, in the context of an effort to recycle such appliances in accordance with community and national legislation on the protection of the environment. The Bank buys air-conditioning units using the refrigerant R407

and fire extinguishers using FM200; both materials have been judged environment-friendly and harmless to humans.

• **Suppliers**

The companies from which the Bank buys cleaning materials and the firms assigned with cleaning work are contractually bound to supply and/or use materials approved by the National Chemical Laboratory. We focus on developing environment-friendly policies in other fields too, and on advancing environmental awareness among our associates, suppliers, and society in general.

• **Buildings**

Workplaces are designed so as to obtain the best possible conditions for personnel and customers, and are built and maintained using environment-friendly materials. Every 15-20 years the Branches undergo full renovation, which provides with the opportunity to use the latest systems and infrastructure. The Bank respects the architectural heritage of each locale, attaches particular significance to retaining the local character upon building or renovating its Branches, and always uses modern, environment-friendly materials. In fields in which specific targets have been set, the results attained year by year indicate the effectiveness of the system:

Table 1: Consumption of water, electricity and heating petrol

	2003	2004	2005	2006	2006/2005 Target	2006/2005 Result	2007/2006 Target
Water (m ³)	19,021	16,210	15,259	15,360	-1%	0.6%	-1%
Electricity (mwh)	12,312	12,201	12,041	13,349	-0.5%	10.8%	5%
Heating Petrol (lt)	196,361	183,918	179,939	164,593	-5%	-8.5%	-15%

Notes: - The data concerns buildings covering a total area of 70,000 m² and housing our Central Administrative Services in Attica.
- The increase in electricity consumption in 2006 as compared to the previous year was due to the expansion of the Branch Network and the large number of Branch relocations and renovations, and to the increase in electronic equipment/hardware.

Table 2: Paper Recycling

	2003	2004	2005	2006	2006/2005 Result	2007/2006 Target
Pulping (kg)	478,169	314,055	206,080*	251,398	21.99	5%

* In the years 2003/2004 the volume of pulping was unusually high because of paper consumption related to the Olympic Games. Thus the figure for 2005 appears significantly reduced.

Note: The data concerns all Central Services in Attica.

Action for the Environment

- **"Blue Flags"**

Alpha Bank was the Sponsor of the international "Blue Flags" program -managed in Greece by the Greek Nature Conservation Society- for the sixth consecutive year. "Blue Flags" is a program for environmental awareness and protection realised each year on the international level and encompassing more than 40 countries. It is a quality rating awarded to organised coastlines and marinas meeting 29 demanding criteria. The program aims at improving coasts and beaches and rendering them safer for swimming, protecting the natural environment, and contributing to the country's economic and tourist development.

Alpha Bank, in the context of the ECOPOLIS 2006 Environmental Awareness Awards - organized for the second consecutive year by the non-profit corporation Ecocity- was honoured with the Environment Project Sponsor Award for its sponsorship of the "Blue Flags" program.

- **"Litter-Free Nature"**

The Bank supports the "Litter-Free Nature" program (organised by the Greek Nature Conservation Society), in which teams of volunteers participate from all over Greece. It aims at increasing environmental awareness among students, young people and adults, and fostering co-operation, volunteer work, communication and common action by volunteers, citizens, organisations and Government authorities. In April 2006 several teams were given awards for their volunteer work in this program.

Alpha Bank, in collaboration with the Greek Nature Conservation Society and under the aegis of the Ministry for National Education and Religion, organised in November 25, 2006 the **1st Pan-Hellenic Pupil Conference** entitled "Reduce Litter - Save Nature".

- **Appliance Recycling**

Alpha Bank always displays awareness and responsibility regarding issues affecting the environment, and has commenced an association with the only operation collecting and recycling electric and electronic appliances in Greece, the company "Appliance Recycling S.A." Henceforth, the Bank shall deliver to that company its obsolete or damaged equipment (PCs, etc.), which will then be recycled to the benefit of the environment.

- **Comprehensive Reciprocal Recycling System**

Alpha Bank, considering concern for the

environment a crucial expression of culture, assumed the sponsorship of the Comprehensive Reciprocal Recycling System organised by the Municipality of Athens and involving the placement of Recycling Centres at central locations in the city. Consumers who participate receive discount coupons which they can use when shopping at various associated outlets; alternatively, they can donate the value of the coupons in favour of a charitable cause. In the context of this association, the Bank organised the very successful ALPHA BANK Recycling Competition on December 2, 2006 at Constitution Square; it was attended by the general public, employees of the Bank, and featured the presence of volunteer teams from the Bank.

AWARDS

The superior organisation, dynamism, originality, and more importantly, the quality of the products and services provided by Alpha Bank, is confirmed by the many awards it receives each year.

In 2006, Alpha Bank achieved several distinctions:

- Alpha Bank received an award for continuous profitability and consistency in dealing with its shareholders. Specifically, during the event held on September 28, 2006 on the occasion marking a 130 years since the formation of the Athens Stock Exchange, Alpha Bank received the top award among listed companies, for its contribution to the Athens Stock Exchange institution and more importantly for its consistent record of profitability and paying a dividend to its Shareholders every year since 1948.
- Alpha Bank's Market Analysis Department won the top prize internationally in the 2006 Poll by Reuters which calls for forecasts on currency exchange rates.
- The successful participation of the Bank in the capacity of Primary Dealer in the Greek Government bonds, ranking second among the 22 Greek and foreign banks operating in this sector as determined by the Bank of Greece.

- Alpha Bank was honoured with the **Environment Project Sponsor Award** for its sponsorship of the "Blue Flags" program. This occurred under the context of the ECOPOLIS 2006 Environmental Awareness Awards, organized for the second consecutive year by the non-profit corporation Ecocity.
- The inclusion of Alpha Bank in the FTSE4Good Index confirms that the Bank not only posts excellent financial results, but also displays a high degree of social and environmental awareness. The FTSE4Good Index was designed by the international organisation FTSE to establish objective, internationally recognised criteria for evaluating large corporations as to their social accountability.
- Alpha Bank Ltd received the JP Morgan Chase Quality Recognition Award for the sixth consecutive year. The international financial institution JP Morgan Chase offers this award to its associated banks, well-known for their high-quality services in transactions involving international payments.