

## PRESS RELEASE

### **Global Finance Awards | Eurobank: «Best Private Bank 2023» in Greece and Cyprus**

**Eurobank was named «Best Private Bank 2023», in Greece and Cyprus.** This is an important distinction awarded by the internationally renowned American **Global Finance** magazine, that proves the Bank's consistently high standard Private Banking services in the Greek and Cypriot market.

Eurobank has received this top distinction for the **eighth (8<sup>th</sup>)** consecutive time for its Private Banking services in **Greece**, being constantly a winner since Global Finance instituted the awards. It also won this award for the **fourth (4<sup>th</sup>)** consecutive year for its services in the **Cypriot market**.

**It is worth mentioning that the Bank has been rewarded eighteen (18) times in total for its services in Private Banking in Greece and ten (10) times for the corresponding services in Cyprus, by internationally recognized bodies, the Global Finance magazine being among them.**

This year's new distinction by the Global Finance magazine also reflects the positive impact the **Group's upgraded Private Banking strategy has in the market**. Eurobank is **the only Greek financial institution** offering a wide range of products and services from four geographical areas, **Luxembourg, the United Kingdom, Greece, and Cyprus** to all its Private Banking customers, regardless of where they are.

**Eurobank's "New Generation" Private Banking model is based on business simplification, alignment of products, processes, and IT systems, aiming to ensure optimal services and a common experience to all Private Banking customers, regardless of the country where they choose to keep their investment funds.**

The **Global Finance Awards** bring out the banks, around the global market, that have effectively responded to their Private Banking customers' needs, presenting strong quality features that made them stand out in their customers' preferences and develop strong ties with them.

The Global Finance nomination committee selected the winners, taking into consideration recommendations from executives and sector specialists as well as key financial matters, such as return on investment, profits and market penetration. Within the framework of an independent international research, assessments of Private Banking customers were also considered as well as the quality of services provided, the overall customer service, competitiveness, and the good knowledge of the market and the regulations governing its operation.

This year's Global Finance evaluations were based on performance from July 1, 2021, until June 30, 2022. Final results constituted a combination of the international independent research and data submitted by banks. The Global Finance awards were officially announced on 19.10.2022 and will be published in the Global Finance's December issue. The winners will be honored at a special event in New York in early March 2023.\_