

PRESS RELEASE

EUROBANK | “Generation Forward”

A strategic initiative for the next generation of Private Banking clients

Eurobank announces the launch of **Generation Forward**, a strategic initiative designed for the next generation of Private Banking clients, **aged 20 to 40**. The initiative is aligned with the Bank’s long-term strategic priorities and aims to support the gradual transition of younger clients towards more active involvement in wealth management and investment decision-making.

Over the coming decades, a significant intergenerational transfer of wealth is expected globally, with younger generations entering an increasingly complex and evolving investment landscape. At the same time, changing client expectations and investment preferences call for more contemporary approaches and access to trusted expertise.

Against this backdrop, **Generation Forward** supports continuity in wealth management as a natural extension of Eurobank’s long-standing client relationships.

Within the framework of the Eurobank Group’s strategy, Group Private Banking is developing initiatives that respond to the evolving needs of next-generation clients, offering an integrated ecosystem of services, tools and experiences. By leveraging modern digital capabilities and a unified investment framework, the Group offers a consistent Private Banking experience across all markets in which it operates - Greece, Cyprus, Bulgaria, Luxembourg and the United Kingdom.

Building a next-generation Private Banking community

As part of the initiative, **Eurobank’s Group Private Banking** hosted a dedicated event at the Four Seasons Astir Palace Athens, with **Mr Dhiraj Mukherjee, co-founder of Shazam and technology investor, as keynote speaker**.

During his presentation, Mr Mukherjee shared insights from his professional journey and the development of **Shazam**, linking his experience to broader trends in innovation and their impact on today’s business and investment environment.

Mr Stavros Ioannou, Deputy Chief Executive Officer of Eurobank, commented: “We are experiencing a period of profound change, where both the investment landscape and the concept of wealth management are evolving. The next generation is already shaping new perspectives and approaches, operating in an increasingly complex environment. At Eurobank, we are committed to supporting this transition by providing access to knowledge, networks and specialized expertise, enabling informed decision-making with a long-term perspective.”.

Mr Theofanis Mylonas, Head of Wealth Management at Eurobank and Chief Executive Officer of Eurobank Private Bank Luxembourg, highlighted the importance of the initiative as part of the Bank’s long-standing approach to supporting clients at all stages of wealth management and succession, with a strong focus on knowledge transfer to the next generation.

The event also featured a panel discussion with Mr Edward Ralph, **Head of AI Product Management at J.P. Morgan Asset Management**, Ms Roula Bachtalia, **Head of Venture Banking at Eurobank**, and Ms Maria Leontiou, **Head of GenAI CoE & Innovation at Eurobank**, moderated by Mr George Ertzan, **Head of Group Private Banking at Eurobank**.

Generation Forward fosters a next-generation Private Banking community, promoting connection and knowledge exchange. Participants have access to targeted insights, educational programmes and guidance, to support the development of strategic thinking and wealth management skills._