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PRESS RELEASE

Eurobank named “Greece’s Best Digital Bank” at the Euromoney Awards for Excellence 2026

International recognition for the Bank's approach to leveraging technology to enhance customer experience

Eurobank has been named **“Greece’s Best Digital Bank”** at the **Euromoney Awards for Excellence 2026**, the international awards presented by **Euromoney** magazine, which for more than 30 years have recognised financial institutions that stand out for their performance, innovation and the value they create for their customers. The award recognises the Bank's digital transformation strategy, the development of services that leverage technology and the measurable outcomes of its digital initiatives.

According to the **Euromoney Awards for Excellence** methodology, the evaluation is based on documented submissions, predefined assessment criteria, quantitative and qualitative evidence, as well as independent research. For the **“Greece’s Best Digital Bank”** award, the assessment covered the Bank’s **digital transformation strategy**, **investments in technology and innovation**, the development of services for **individuals and business customers**, **customer experience** and the **measurable outcomes** of these initiatives.

The strategy behind the recognition

This strategy is reflected in the continuous evolution of Eurobank’s services, leveraging technology to simplify the everyday banking experience. It includes the use of AI capabilities and advanced analytics, the expansion of Open Banking services, the development of fully digital customer servicing and product distribution processes, as well as service design focused on usability, accessibility and the overall customer experience.

Within this framework, Eurobank has developed services and products such as **EverydayInvest**, **Eurobank Teens** and the **Travellers Prepaid Card**, addressing the evolving needs of customers while contributing to a simpler everyday banking experience.

From strategy to results

The growing adoption of Eurobank’s digital services is reflected in key performance indicators. In 2026, **96%** of all transactions were carried out through digital channels, **one in three** banking products was acquired digitally, while **seven out of ten** digital customers used the **Eurobank Mobile App** for their banking transactions.

This latest international recognition follows Eurobank's corresponding distinction at the Euromoney Awards in 2024, highlighting the consistency with which the Bank continues to evolve its services and leverage technology to deliver a simpler, safer and more personalised banking experience.

More information about the Eurobank Group’s awards is available **here**.