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Announcement of the Publication of the Prospectus of Alpha Services and Holdings S.A.

Alpha Services and Holdings S.A. (the “Company”) announces that, as of 25.06.2021, makes available to investors the Prospectus, as approved by the Board of Directors of the Hellenic Capital Market Commission (“HCMC”) at its meeting held on 25.06.2021, which was drafted in English and includes a Greek translation of the Summary (ΠΕΡΙΛΗΠΤΙΚΟ ΣΗΜΕΙΩΜΑ) thereof, in accordance with Regulation (EU) 2017/1129, the delegated Regulations (EU) 2019/979 and 2019/980, articles 57-68 of Greek Law 4706/2020, as in force, and Resolution 1/892/13.10.2020 of the HCMC (the “Prospectus”), in relation to the public offering in Greece of new common registered voting shares of the Company, each having a nominal value of €0.30 and offered at a maximum price of €1.20 (the “Public Offering”), which will be issued pursuant to the share capital increase through payment in cash and with an abolition of the preemption rights of its existing shareholders (the “New Shares”) and the admission to trading of the New Shares on the Main Market of the Regulated Securities Market of the Athens Exchange (the “ATHEX”), as approved pursuant to the resolution of the Extraordinary General Meeting of the Company’s shareholders held on 15 June 2021, in conjunction with the resolution of the Board of Directors of the Company made on 24 June 2021 (the “Share Capital Increase»).

Additional information regarding the Company, the New Shares and the Public Offering (including, indicatively, but not limited to, the process that investors need to follow in order to participate in the Public Offering of the New Shares and the terms and conditions of the offering and allocation of the New Shares) is set out in the Prospectus, and more specifically under section 18 «TERMS AND CONDITIONS OF THE SHARE CAPITAL INCREASE AND THE PUBLIC OFFERING».

Set out below is the expected timetable for the Share Capital Increase:

| Date | Event |
|-------------|--|
| 25.6.2021 | HCMC approval of the Prospectus. |
| 25.6.2021 | Publication of the Prospectus on the Issuer’s, Lead Underwriter’s, HCMC’s and ATHEX’s website. |
| 25.6.2021 | Publication of announcement regarding the availability of the Prospectus in the Daily Statistical Bulletin of the ATHEX and on the Issuer’s website. |
| 25.6.2021 | Publication of the announcement for the invitation of the investors and the commencement of the Public Offering. |
| 28.6.2021 | Commencement of the Public Offering. |
| 30.6.2021 | End of the Public Offering. |
| 1.7.2021 | Publication of the announcement regarding the final offering price in the Daily Statistical Bulletin of the ATHEX and on the Issuer’s website. |

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| 6.7.2021 | Publication of a detailed announcement concerning the outcome of the Public Offering in the Daily Statistical Bulletin of the ATHEX and on the Issuer's website. |
| 9.7.2021 | ATHEX approval regarding the admission of the New Shares to trading.* |
| 9.7.2021 | Publication of the announcement stating the trading commencement date of the New Shares in the Daily Statistical Bulletin of the ATHEX and on the Issuer's website. |
| 13.7.2021 | Commencement of trading of the New Shares. |

It is noted that the abovementioned timetable is dependent upon a number of unforeseeable factors and, therefore, is subject to change. In any case, investors will be informed through a relevant announcement of the Company.

This Prospectus will be made available to investors in electronic form as of 25 June 2021 on the following websites:

- Alpha Services and Holdings S.A.: (<https://www.alphaholdings.gr/en/investor-relations/share-information/capital-increase>)
- ATHEX: (<https://www.athexgroup.gr/web/guest/companies-information-memorandum-informative-material>)
- HCMC: (http://www.hcmc.gr/el_GR/web/portal/elib/deltia)
- Alpha Bank S.A.: (<https://www.alpha.gr/el/idiotes/ependuseis/xrimatistiriakes-upiresies/enimerotika-deltia>)

In addition, if requested, printed copies of this Prospectus will be made available to investors at no additional cost, at the premises of Alpha Services and Holdings S.A. (40 Stadiou Street, 10252, Athens, Greece) and of Alpha Bank S.A. (40 Stadiou Street, 10252, Athens, Greece), as well as at the branch network of Alpha Bank in Greece, until the end date of the Public Offering.

For further information, interested investors may contact the Shareholders' Service Department of the Company +30 210 34 36 721.

Athens, 25 June 2021

Alpha Services and Holdings S.A.

¹ *Subject to the competent ATHEX committee meeting on that date.*