

**ANNOUNCEMENT REGARDING THE DESIGNATED TARGET MARKET FOR THE NEW ORDINARY REGISTERED VOTING SHARES ISSUED BY ALPHA SERVICES AND HOLDINGS S.A. (THE “NEW SHARES”) TO BE ADMITTED TO TRADING ON THE MAIN MARKET OF THE REGULATED SECURITIES MARKET OF THE ATHENS EXCHANGE [25.06.2021]**

In accordance with article 16 para. 3 of Law 4514/2018, regarding the product approval process, and article 8 of the Act 147/27.07.2018 issued by the Executive Committee of the Bank of Greece, as well as article 9 of the Decision 1/808/7.2.2018 of the Board of Directors of the Hellenic Capital Market Commission, the Lead Underwriter “Alpha Bank S.A.” announces that, in cooperation with ALPHA SERVICES AND HOLDINGS S.A. (the “Issuer”), they have completed the assessment of the potential target market of the New Shares, which will result from the share capital increase of the Issuer to be made through payment in cash and the abolition of the preemption rights of any existing shareholder, as approved pursuant to the resolution of the Extraordinary General Meeting of the Issuer’s Shareholders held on 15 June 2021, as follows:

- (i) The designated target market for the New Shares includes: eligible counterparties, professional clients and retail clients, as defined in Law 4514/2018 as in force, who have at least a basic knowledge of and experience in investment products and services and at least moderate risk tolerance irrespective of the investment time horizon and with investment purpose of capital development or hedging.
- (ii) All channels of distribution of the New Shares (i.e. provision of investment services regarding investment advice, portfolio management, reception/transmission of transaction order and execution of transaction order) are considered appropriate for the clients of the designated target market.