

Panagiotis Vlasiadis, generalni direktor

## ALPHA BANKA INVESTIRALA U SRBIJU 152 MILIONA EVRA

*ALPHA Bank has invested in Serbia € 152 million*

Panagiotis Vlasiadis, General Manager



ALPHA banka prilagođava svoju ponudu potrebama privrede i stanovništva

Poseban program za prezadužene porodice

ALPHA banka veruje u značajne mogućnosti privrede Srbije

Trka za akcijama prestižne srpske Jubanke, posle raspisivanja tendera, završila je pobedom ALPHA banke iz Grčke. Poznati bankarski sistem, koji se razgranao gotovo u svim državama Zapadnog Balkana, očigledno nije žalio novac i za 152 miliona evra preuzeo je veoma dobru poziciju na tržištu Srbije koju je imala Jubanka. ALPHA sistem sada sprema dodatne poslovne poteze kojima će svog novog člana Jubanku učiniti "bankom izbora" za privredu i stanovništvo.

**U kojim državama Zapadnog Balkana je prisutna Alpha Bank Group?**

- ALPHA banka iz Grčke je relativno rano shvatila da je njeno prisustvo na Balkanu vrlo bitno za njenu poslovnu strategiju i krenula je da zauzima ključne pozicije na finansijskim tržištima Rumunije, Bugarske, Kipra, Albanije, Bivše Jugoslovenske Republike Makedonije, i sada Srbije. Imajući mogućnosti koje su nam bile na raspolaganju u Srbiji, učestvovali smo na tenderu za kupovinu akcija Jubanke, znajući da ćemo kupovinom ove banke zauzeti značajan deo na tržištu Srbije, kao početnu fazu svog prisustva, što će nam pomoći da krenemo dalje sa svojom strategijom da postanemo banka izbora za privredu i stanovništvo.

ALPHA bank is adjusting its offer to the corporate and retail needs

Special programme for heavily indebted families

ALPHA Bank believes in significant potential of the Serbian economy

After announcing the tender, the race for the shares of Jubanka, the prestigious Serbian, ended with a victory by ALPHA Bank from Greece. The renowned banking system, which has branches almost in all Western Balkans countries, obviously did not spare money and for € 152 million took hold of a very good market positioning which Jubanka had had in Serbia. ALPHA Group is now preparing additional business moves to make its new member, Jubanka, the "bank of choice" for both corporate and individual clients.

**In which countries in the Western Balkans is the ALPHA Bank Group present?**

- ALPHA Bank from Greece realized quite early that the presence in the Balkans was absolutely important in its business strategy and moved on to play key positions in the financial markets of Romania, Bulgaria, Cyprus, Albania, the Former Yugoslav Republic of Macedonia and as of February of this year Serbia. Given the opportunities that were available to us in Serbia we participated in the tender for the shares of Jubanka knowing that by the acquisition of Jubanka we could attain the good market share in Serbia as a beginning stage which would allow us to progress with our business strategy to become one of the banks of choice for corporate and retail customers.



**Da li ste zadovoljni vašom investicijom?**

- Poslovanje Jubanka smo detaljno ispitivali u periodu koji je prethodio našoj ponudi za kupovinu akcija, ali je jedno ono što vidite iz samih brojki, a drugo je ono što vidite kada krenete da vodite banku i dodete u neposredan kontakt sa ljudima. Prijatno smo iznenađeni mnogim stvarima na koje smo naišli vodeći banku za ovo kratko vreme, naročito kvalitetom naših saradnika ovde u Srbiji. To ne znači da ne moramo da izvršimo određene promene, a one će biti napravljene na takav način da neće biti nikakvog prekida u pružanju usluga našim klijentima.

**Kakva će biti strategija ALPHA banke u Srbiji?**

- To je relativno agresivna poslovna strategija, jer da bi jedna banka postala banka izbora za privredu i stanovništvo u Srbiji, potrebno je da se značajno unaprede naše operacije poslovanja i da se raširi naša mreža filijala.

Još važnije je da treba da dođe do potpune promene poslovne filozofije naših ljudi i saradnika u Srbiji, koji su sada deo veće porodice ALPHA banke. Cilj je da se promeni reaktivni pristup prema klijentu, pristup po kojem klijent dolazi u banku i izražava svoje zahteve u meri u kojoj on misli da je to najbolje rešenje za njega. Odnosi između klijenata i banke treba da postanu proaktivni i banka treba da predlaže klijentu rešenja za finansijska pitanja, što je u našoj poslovnoj strategiji isto što i uspeh.

**Zašto ste odabrali Srbiju kao vašu investicionu destinaciju i šta očekujete ovde?**

- ALPHA banku bih opisao kao odgovornog investitora, koji prepoznaje određene karakteristike Srbije, stanje njene privrede. Najveća odgovornost banaka je da promovišu programe i usluge koju su dobri za privredu i državu na srednji rok, a da pri tom imaju i profit. Naše očekivanje jeste da postanemo prepoznatljiva banka, ali to želimo da uradimo na odgovoran način. Za nas je to izuzetno važno i zbog toga što sa Srbima delimo i kulturno i versko poreklo, a i poslovne ciljeve. Jednom rečju, želimo da budemo bankari sa srcem.

**Kakva će biti vaša poslovna politika prema stanovništvu i prema privredi?**

- Mi ćemo poboljšavati određene aktivnosti banke, kako bismo postali moderniji u našem pristupu klijentima, i spremni da nudimo proizvode koji zaista odgovaraju pravim zahtevima tržišta. Ovi proizvodi nisu usmereni isključivo na podizanje profitabilnosti banke, jer bi to na srednji rok išlo na štetu porodica i privrede u Srbiji. Mi smo ovde da bismo napravili uspeh kroz uspeh privrede Srbije, da bismo sačuvali prihod koji imaju srpske porodice, a ne da proizvodima koji su nepotrebni ili skupi uništimo srpsku porodicu.

**Da li ćete ići sa nekom novom uslugom ili nekim novim programom koji će vašu banku izdvojiti na tržištu?**

- Naša poslovna strategija za Srbiju je da budemo prisutni u svim segmentima privrede, u velikim, malim i srednjim preduzećima i kod stanovništva, i da budemo uspešni u svim ovim segmentima. Obučavamo naše ljude da budu u stanju da prepoznaju različite potrebe svake kompanije, da kreiraju i prilagođavaju proizvode koji će zadovoljiti te specifične potrebe. Po našem mišljenju, ključ za uspeh sastoji se u odnosu klijenta i banke, pri čemu obe strane razumeju zahteve i potrebe one druge strane na potpuno transparentan način.

**Are you satisfied with your investment?**

- We analysed Jubanka rather extensively in the course of due diligence and in the period that was prior to our offer for the acquisition of shares. But of course, there are different things that you see from the numbers themselves and different things when you start running the operations. We are pleasantly surprised with the things that we found during running the Bank, especially with the average quality of our associates here in Serbia. This does not mean that we do not have to execute certain changes, and they will be effected in such a way that there will be no disruption at all to the service that we are offering to our esteemed clients.

**What will be the strategy of ALPHA Bank in Serbia?**

- It is a relatively aggressive business strategy, because to become a bank of choice in Serbia it requires significant improvements in our operations and expansion of our network of branches. More important is a total change in the philosophy of our people, our associates here in Serbia who now are a part of the larger family of ALPHA Bank. The objective is to come from reactive stance which means expecting the client to seek things from the bank, to become proactive and propose to the clients solutions to financial issues which in our business strategy is equal to real success.

**Why did you choose Serbia as your investment destination and what are your expectations here?**

- I would describe ALPHA Bank as a responsible investor, who acknowledges the particular characteristics of Serbia and the particular state of its economy. The greatest responsibility of the banks is to promote the products and services which are good for the country and economy for the medium term and not to chase short term profit. Our expectations are to become a bank of reference, and we want to do this in a responsible way. It is extremely important to us. We are sharing with the Serbian population cultural as well as religious backgrounds and business objectives and, in one word, I can say that what we want to do here is "banking with a heart".

**What will your business policies for corporates and retail be?**

- We will be improving certain activities of the Bank to become more modern in our approaches to the clients and to offer products that really meet the true requirements of the market and are not solely geared to increasing the profitability of the Bank. We are here to seek our success through the success of the economy of Serbia, and through the preservation of the net worth and the disposable income of the Serbian family and not to destroy the average Serbian family with the products that are unnecessary or very expensive.

**Will you offer some new service or programme which will distinguish your Bank from the other banks in the market?**

- Our business strategy for Serbia is to be a bank which will be present in all segments of the economy - the large corporates, the small and medium enterprises and the retail market, and to be successful in all of these segments. We are training our people to be in a position to define different requirements of each company, to design and apply products which meet those particular requirements. In our opinion, that is the key to success, a very close relationship between the bank and the client, where both sides understand the requirements and the needs of each other in a fully transparent way.

Za stanovništvo smo napravili proizvode koji su usmereni na osnovne potrebe prosečne srpske porodice, da bi se poboljšao njihov životni standard, ali na način da nijedna porodica ne bude preopterećena dugovima. Taj proizvod je osmišljen tako da porodice koje sada imaju dugove koji značajno pogoršavaju njihov životni standard, jer moraju da ih redovno servisiraju, dođu u bolju poziciju.

Uveli smo proizvod koji se zove "Sve odjednom", što u ovom slučaju znači da smo spremni da refinansiramo dugove koje naši klijenti imaju kod drugih banaka, tako što će imati pozajmice na duži vremenski rok od 5,5 godina, i po mnogo nižoj kamatnoj stopi od one koju su plaćali svojim drugim bankama. Ali, čak i ako neka banka u budućnosti uvede nižu kamatnu stopu od ove, biću srećan zbog toga što je Jubanka lider u kreiranju proizvoda u Srbiji, jer verujem vas da ćemo do tada imati bar još jedan proizvod koji će biti podjednako dobar i usmeren ka zadovoljenju osnovnih zahteva i potreba privrede i potrošača na odgovoran i transparentan način.

#### O ALPHA BANCI

Banka je osnovana 1879. godine.

Danas je to najveća privatna banka u Grčkoj i druga najveća finansijska institucija u zemlji.

Bilans stanja 31. decembra 2004. godine iznosio je 32,9 milijardi evra.

Na Atinskoj berzi je registrovana od 1925. godine.

Grupacija ima oko 11.500 zaposlenih.

Njena rasprostranjena mreža za rad sa stanovništvom sastoji se od 450 filijala, 750 bankomata, 34.000 POS terminala.

Lider je na tržištu kreditiranja velikih i malih i srednjih preduzeća.

Ubrzano širi i kreditiranje stanovništva.

Vodeći je akter u izdavanju i akvajeringu kreditnih kartica.

#### Kakva je vaša poruka stranim investitorima?

- Poruka investitorima je da treba da veruju u ovu zemlju onoliko koliko smo i mi verovali kada smo uložili ogroman iznos novca kupovinom akcija banke. Ovu investiciju dopunjavamo obučavanjem ljudi, renoviranjem postojećih filijala i ekspozitura i otvaranjem novih. Sigurni smo da će ova investicija biti vraćena. Postoje značajne mogućnosti za razvoj privrede Srbije, i dobrodošli su svi investitori koji dele naše mišljenje. Dobrodošli su da dođu i investitori koji ne dele naše mišljenje, da razgovaraju o našim iskustvima, koja su izuzetno pozitivna. U Srbiji postoji značajan privredni potencijal. Mi smo ovde da pomognemo ovom razvoju, i da žanjemo rezultate uspeha srpske privrede koji će sigurno doći. U Srbiju smo došli da bismo ostali veoma dugo.

For the retail, we are coming up with products which address the basic requirements of the average Serbian family so as to improve its standard of living, but in a conscious manner in which no family is overburdened with debts in such a way that the load of debt that a family has on it in essence ends up in a significant deterioration of its standard of living because of the servicing of the debt expenses. We have introduced the product "All in one" whereby we are ready to refinance existing obligations of retail clients in other banks for an extended period of time of 5.5 years and at a much lower interest rate than they used to pay to the other banks. Of course, at some point in time another bank may have a similar or more competitive offer, but even so I will be content with the idea that Jubanka is a product leader, because by then I can assure you that we will have at least one other product which will be equally good, because it will also address a basic requirement of the economy and consumers in a responsible and transparent way.

#### ABOUT ALPHA BANK

The Bank was founded in 1879.

Today it is the largest private bank in Greece and the second largest financial institution in the country.

Its balance sheet as of 31 December 2004 amounted to EUR 32.9 billion.

The Bank has been listed in the Athens Stock Exchange since 1925.

The Group employs circa 11,500 people.

Its extensive retail network consists of 450 branches, 750 ATMs, 34,000 POS terminals.

It is the market leader in lending to large Corporates and SME's.

The Bank is rapidly expanding in retail lending.

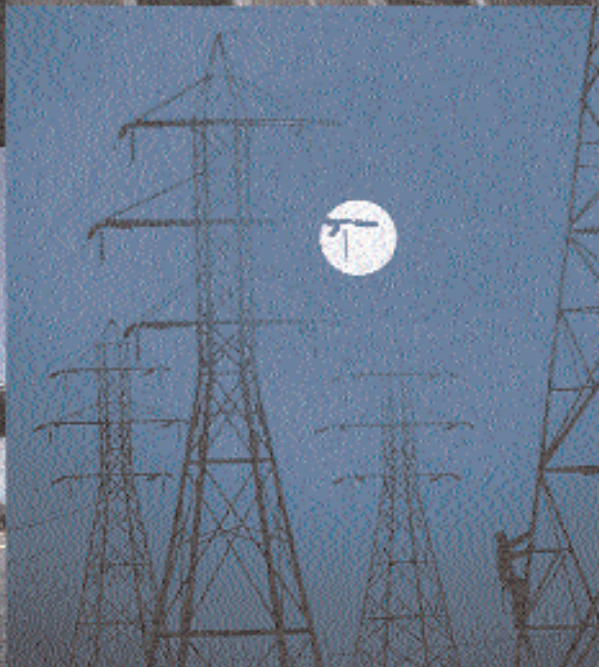
It is the leading player in issuing and acquiring of credit cards.

#### What is your message to foreign investors?

- My message to the foreign investors in Serbia is that they should believe in this country as much as we believe. We have committed a significant amount of funds into Serbia by acquiring the shares of Jubanka. We are complementing this investment by other investments in the training of our people, in the opening new branches, in the refurbishment of our existing branches. We are sure that this investment will be paid back from Serbia. There are significant development opportunities of the Serbian economy in which we firmly believe and we will welcome any investor who shares our views to come into the country. Also the investors who do not share our views are welcome to come to discuss our experience to date, which is extremely positive. Serbia has significant potential and we are here to assist with the development of this potential and to reap the benefits of an improved economy which will surely come. We are here to stay in Serbia for a long time.



## Business without boundaries



Connected in the best interest of their clients.  
JUBANKA and ALPHA BANK.

