

Stakeholder Dialogue

Stakeholders are defined as entities or individuals that can reasonably be expected to be significantly affected by the operations of the Piraeus Financial Holdings Group (PFH Group) and whose actions can reasonably be expected to affect the Group's ability to successfully implement its strategies and achieve its objectives.

As part of its activities and operations, the Group has set up appropriate channels to encourage constructive dialogue with each of its stakeholders –the frequency of communication is determined by the nature of the relationship with each stakeholder. Systematic stakeholder engagement enables the Group to identify changes in the environment and to better manage the stakeholders' expectations.

The PFH Group was involved in the formulation and adoption of the global Principles for Responsible Banking and treats each and every dialogue with stakeholder as important. Thus, it has been through dialogue that the Group continued also in 2023, as well as 2022, to recognise as the most material topics for stakeholders the following: data protection, new technologies in customer service, providing equal access to banking services, responsible banking, respect for the environment (through financing energy transition of businesses and households), culture (through PIOP and by highlighting the development potential of the country's cultural reserve, as well as by supporting and promoting creative economy in Greece), promoting human rights and combating unconscious biases and stereotypes in the workplace as pillars for sustainable development, supporting the new generation, gender equality, as well as the creation of value in society.

Customers

How do we interact?

Branch network

Specialists in the Branch network [e.g. Personal Banking Personal Advisors, Business Advisors (Advisors for Small Businesses and Professionals, Development Banking Advisors), Loan Restructuring Advisors, etc.]

Private Banking Centres

Private Bankers and Wealth Solution Experts in the Private Banking Centres

Digital service channels (ATMs, APSs, e-banking, mobile banking)

24hour Customer Call Centre and Special Call Centre for Personal Banking Customers

e-branches

Website (Bank site)

Mobile applications (winbank, winbank Business, Yellowday, "Check in Class")

Hellenic Ombudsman for Banking Investment Services (HOBIS)

Design and implementation of online events

Customer Satisfaction Survey

Social media

Newsletters

What are their expectations?

24/7 accessible and easy banking

Innovative products and services

Transparency in banking transactions – fair and transparent fees and charges

Data Protection for Customers and Companies

Tailor-made service and advisory

Swift and immediate service

Group economic viability

Strong Corporate Governance

Socially responsible NPE management

Financial inclusion

Support business growth initiatives in competitive markets

Improve environmental and energy performance/Reduce the Group's environmental and carbon footprint/Group response to major environmental and energy challenges (climate change and loss of biodiversity)

Transaction security

What is our response?

Branch network

Regular dialogue between specialist and certified advisors and customers for personalised service

High-quality banking experience for Private Banking customers

Information on funding and grants for businesses, through Development Funds

Digital banking services (e-banking, mobile banking)

Remote insurance and investment purchase service via video conferencing, with e-signature

Automated service

Electronic updates (e-statement, e-mail, alert, notification)

Digital services for companies (easypay point, Dias Debit, IRIS online payments, MasterPass Wallet, etc.)

e-branches

Call centre

Dissemination of responsible information and provision of products and services respecting the code of ethics and transactional ethics

Loyalty reward schemes

Continuous upgrade of anti-fraud systems

Code of Conduct

Privacy Policy

Customer Segmentation (e.g. Personal Banking, Small Business and Professionals Banking, Private Banking, etc.)

Complaint handling

Regular Customer Satisfaction surveys

"Voice of Customer": analytics for collection and analysis of systematic and structured customer feedback on their experience with the Bank's products and services

Improved banking and financial literacy of customers (e.g. training in the use of digital channels, Personal Financial Management tool in winbank)

Publication of Financial Results, Sustainability & Business Report

Automated application process, by accepting application online or by e-mail

Automated loan application process (e.g. automated approval of loan application), reducing response time

Online distribution channel through winbank for banking products (e.g. e-loan, insurance and investment plans, etc.)

Continuous improvement of corporate governance system

Banking for people with disabilities. Framework for servicing people with specialised banking needs.

Data Governance

winbank ISO 9001:2015 Certification

360funding.gr platform for development programmes for SMEs (NSRF)

Specialised products for specific customer segments (e.g. Contract Farming and Livestock, Farmer's Card, Energy Saving at Home, "Check in Class" for students, etc.)

Systematic support for green entrepreneurship through green products and services

Environmental and Social Management System for loans (ESMS)

EMAS, ISO 14001 and 50001 Certification

Adoption of Principles for Responsible Banking

Assessment of the positive and negative impact of the Bank's portfolio on the country's sustainable development

Economic valuation of the business exposure to climate change

Human Resources

How do we interact?

Biannual Climate Surveys, tactical pulse checks-surveys and analysis of the results

HR Business Partnership Model

Organisation of events, speeches, meetings, and interviews

Interdepartmental workshops and feedback sessions

Internal communication channels (Yello, Intranet, HR portal)

Teleconferences and presentations, e-mail campaigns

Training and development programmes

Become and Achieve Performance Management System

Become and Grow Talent Management Program

Code of Conduct and Ethics, Whistleblowing Policy, Violence and Harassment Policy and Procedure

Regular dialogue with employee representatives and unions

Ef Zin health and wellness programme

Equal in our Workplace programme

What are their expectations?

Application of the principles of Human Rights and equal opportunities at work

Development of a positive work environment with emphasis on the Group's corporate values

Strengthening ESG culture and developing links with society, the environment and culture, along with support actions for vulnerable social groups and environmental problems

Health, well-being, and safety in the workplace

Employability and continuous employee training and development

Open, two-way communication with management, and clear strategic direction for all employees

Recognition and evolution

Diversity and Inclusion

What is our response?

Code of Ethics, Human Rights Policy, Violence and Harassment Policy and Procedure

Policies, practices, and initiatives regarding Health and Safety in the workplace

Employee Assistance Programmes for employees and their families

Academies and training programmes

Social insurance benefits

Strengthen employability and contribute to reducing brain drain through systematic support of the youth

Best practices for managing and developing HR (performance management, job families etc.)

ESG initiatives with the active participation of employees and their families

Investment Community

How do we interact?

Disclosure of quarterly financial results (presentations, press releases, teleconferences, website)
 Corporate announcements (press releases, website)
 Communication with management and Investor Relations Unit (presentations, meetings, teleconferences, corporate roadshows, conferences)
 Contact with the Shareholder Registry
 Daily interaction through e-mails or teleconferences
 Satisfaction survey on the services provided to analysts by Investor Relations Unit
 Sustainability & Business Report
 General Meetings of Shareholders

What are their expectations?

Profitability and growth
 Solid, sustainable financial performance
 Strong corporate reputation
 Strong Corporate Governance
 Symmetrical and transparent communication
 Compliance with laws and regulations
 Effective risk management system and controls
 Full and fair disclosure about Group course (financial and other) and strategy
 Information on changes in the supervisory and regulatory framework
 Strengthening sustainable banking

What is our response?

Continuous improvement of Corporate Governance system
 Enhancement of risk management systems, identifying and assessing climate risk
 Creation and publication of strategic plan
 Information regarding the Group's course and strategy, to decide on investment in Piraeus Bank's equity or debt securities (financial and non-financial information)
 Assessment of the environmental and social risks of its borrowers, stemming from business operations (ESMS)
 Participation in global sustainability indices and assessments for informed investment decisions
 Participation in Principles and Initiatives that strengthen the Bank's commitment to responsible banking

Supervisory and Regulatory Authorities

How do we interact?

Regular and ad hoc communication with supervisory authorities
 Data provision, report compilation, meetings, participation in consultations
 Letters and e-mails
 Meetings and on-site visits
 Regular reporting

What are their expectations?

Compliance with policies and regulations
 Compliance with commitments
 Optimised business processes
 Compliance with institutional framework to the benefit of investors/customers/employees
 Ensure the Group's financial sustainability

What is our response?

Group Regulatory Compliance, up-to-date policies, processes, mechanisms and KPI monitoring
 Detailed compliance reports
 Regular performance reports

Improve corporate governance practices
 Compliance with Environmental Legislation/EMAS, ISO 14001 and 50001 Certification
 Continuous monitoring of European and international sustainability initiatives for timely adaptation to new requirements or regulatory framework

Society, Culture, Environment and International Organisations

How do we interact?

Museum Network across the country
 Organise exhibitions, cultural events and training programmes for local communities
 PIOP website
 Systematic presence on social media
 Annual Sustainability & Business Reports which include environmental and energy performance data
 Group website
 Participation in international and European initiatives for the formation of sustainability policies
 Continuous contribution to the global Principles for Responsible Banking, with the Bank's representation on the Banking Board
 Active participation in international and European conferences
 Participation in European and co-financed research programmes
 Operation of the PIOP Historical Archive and Library

What are their expectations?

Economic development through investment in local communities
 Safeguard the country's tangible and intangible cultural heritage
 Utilisation of human resources and employment opportunities both locally and by supporting the youth
 Capitalise on "green" financial product and service opportunities
 Financial literacy
 Limited use of non-renewable resources (energy, water, paper)
 Improve the measures for resource consumption
 Include ESG criteria in funding, investments and the supply chain
 Strategies to improve the Group's environmental and energy performance and reduce its environmental and carbon footprint (waste, energy and emissions)
 Implement processes for managing natural and transitional/climate risk and develop risk assessment tools
 Promote Greece's sustainable development, by financing sectors that make a positive contribution to the country's economic, environmental and social progress
 Providing research support as partners in European and co-financed programmes and services to researchers

What is our response?

Support local initiatives (social, cultural, environmental)
 Charitable initiatives to support important local issues
 Advisory role to third parties (State and private bodies) on cultural development projects
 Partner with local suppliers
 Create jobs in local communities
 Environmental and Social Management System for loans
 Implement Environmental and Energy Policy with related schemes (e.g. recycling, more effective energy use and natural resources management) and by raising staff awareness about environmental issues, targeting the reduction of the Bank's environmental and carbon footprint
 Detailed reports on the Group's environmental and energy performance and its response to climate change
 Assess the impact and the opportunities arising from climate change for sectors of the Greek economy
 Assess the positive and negative impact of the Group's loans on Greece's sustainable development
 Active participation in international initiatives and in special working groups promoting sustainable banking
 Participation in initiatives exploring the possibilities of integrating biodiversity in the Group's decision-making
 Adopt and implement a Policy for Sustainable Development
 Implement Project Future to enhance the employment of young people in the labour market
 Volunteering
 Participation in research actions and serving researchers' requests

Mass Media

How do we interact?

Press releases and press conferences
 Direct communication with the Bank's Press Office
 Social Media

What are their expectations?

Timely provision of accurate and reliable information to journalists on banking sector news

What is our response?

Information, communication and promotion of the Group's business and products
 Interviews and communicating opinions on economy and finance-related issues, articles about the environment, about culture, sustainability, etc.

NGOs

How do we interact?

Conferences, meetings with NGO representatives
 Sustainability & Business Report
 Group website
 Collaboration to organise CSR-related initiatives for the environment

What are their expectations?

Reduction of environmental, energy and social impact from the Group's operations
 Innovative solutions linking business and biodiversity and strengthening the social web
 Support environmental action

What is our response?

Support environmental, cultural and social initiatives
 Volunteer schemes
 Support vulnerable groups
 Implement Environmental and Energy Policy through related schemes and by raising staff awareness about environmental and energy issues, aiming to reduce the Bank's environmental and carbon footprint

Suppliers

How do we interact?

Electronic platform for procurement and supplier management; the main channel to communicate/collaborate with the suppliers (e.g. Invitation /Participation in RFPs/ Negotiations, management of suppliers' contracts, purchase requisitions and orders, and invoices, update of suppliers database, feedback to low-ranking suppliers, etc.)

What are their expectations?

Transparency and efficiency Group governance structure and operations, and in processes for screening and selection of suppliers and service providers
 Prompt payment for services rendered

What is our response?

Ensure transparency by using the new electronic platform for procurement and supplier management. Evaluation of suppliers documentation prior to awarding
 Modus operandi transparency via the implementation of Procurement Policy and all related processes
 Proposals evaluation by using specific criteria. Gradual integration of ESG criteria into procurement processes
 Ensure suppliers' fully compliance with the Bank's rules and regulations
 Ensure suppliers' fully compliance with human rights and the labour law, ensurance of no conflict of interest, and no sentence to any penalty for any of the offences of bribery, corruption, etc.
 Procurement of environmental certified goods, where technically feasible
 Local and/or domestic suppliers, where possible