

STAKEHOLDER DIALOGUE

Piraeus Financial Holdings Group (hereinafter “the Group”) defines the main stakeholders as entities or individuals whose reasonable expectations and interests will be significantly affected by its operation, but also those whose actions are reasonably considered to affect the Group’s ability to successfully implement its strategies and achieve its objectives.

In the framework 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 expectations of the stakeholders. The Group participated in the formulation of the global Principles for Responsible Banking. By adopting them, it places emphases in the importance of each separate stakeholder dialogue. In 2020 the Group engaged in a dialogue with its Stakeholders and the following issues were recognised as material: compliance with the regulatory framework, data protection, response to Covid-19, service innovation, sustainable banking, environment and cultural heritage as pillars of sustainable development, support youth entrepreneurship, community engagement and value creation. Corporate governance and commitment to the UN Principles for Responsible Banking were also recognised as material topics.

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 (ATM, APS, e-banking, mobile banking)
- 24hour Customer Call Centre & Special Call Centre for Personal Banking Customers
- e-branches
- Website (Bank site, microsite)
- 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 Performance/Reduce the Group’s carbon footprint/Group response to major environmental challenges (Climate Change and Loss of Biodiversity)
- Transaction security
- Customer support in response to Covid-19

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

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| <ul style="list-style-type: none"> • 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 & 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 | <ul style="list-style-type: none"> 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 • <i>360funding.gr</i> 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 and ISO 14001 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 • Adoption of measures to contain the spread of Covid-19 pandemic (personal protection equipment, increased cleaning and sanitisation procedures, implementation of teleworking for social distancing) |
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HUMAN RESOURCES

HOW DO WE INTERACT?

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| <ul style="list-style-type: none"> • Pulse checks-surveys and analysis of the results • Become & Share: A stable channel of communication and dialogue between employees and the Group’s CEO | <ul style="list-style-type: none"> and members of the Executive Committee • Holistic HR management through the institution of HR Business Partners |
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STAKEHOLDER DIALOGUE

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| <ul style="list-style-type: none"> • Organisation of events, speeches, meetings, and interviews • Interdepartmental workshops and feedback sessions • Internal communication channels (Intranet, HR portal, Connected) and systems • Teleconferences and presentations, e-mail campaigns, targeted publications | <ul style="list-style-type: none"> • Training and development programmes • Become & Achieve Performance Management System • Code of Conduct and Ethics, Whistleblowing Policy and other formal policies for a smooth workflow • Regular dialogue with employee representatives and unions |
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WHAT ARE THEIR EXPECTATIONS?

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| <ul style="list-style-type: none"> • 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 corporate responsibility and developing links with society, the environment and culture, along with support actions for vulnerable social groups and environmental problems | <ul style="list-style-type: none"> • Health, wellbeing, 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 & Inclusion |
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WHAT IS OUR RESPONSE?

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| <ul style="list-style-type: none"> • Code of Ethics & Human Rights Policy • Policies, practices, and initiatives regarding Health & Safety in the workplace • Employee Assistance Programmes for employees and their families • Academies and training programmes • Social insurance benefits | <ul style="list-style-type: none"> • 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.) • CSR initiatives and volunteering with the active participation of employees and their families |
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INVESTMENT COMMUNITY

HOW DO WE INTERACT?

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| <ul style="list-style-type: none"> • Disclosure of quarterly financial results (presentations, press releases, teleconferences, website) • Corporate announcements (press releases, website) | <ul style="list-style-type: none"> • Communication with management and Investor Relations Unit (presentations, meetings, teleconferences, corporate roadshows, conferences) |
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<ul style="list-style-type: none"> • Contact with the Shareholder Registry • Daily interaction through e-mails or teleconferences • Satisfaction survey on the services provided to analysts by Investor Relations Unit 	<ul style="list-style-type: none"> • Sustainability & Business Report • General Meetings of Shareholders
<p>WHAT ARE THEIR EXPECTATIONS?</p>	
<ul style="list-style-type: none"> • Profitability and growth • Solid, sustainable financial performance • Strong corporate reputation • Strong Corporate Governance • Symmetrical and transparent communication • Compliance with laws and regulations 	<ul style="list-style-type: none"> • 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
<p>WHAT IS OUR RESPONSE?</p>	
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
<p style="text-align: center;">SUPERVISORY AND REGULATORY AUTHORITIES</p>	
<p>HOW DO WE INTERACT?</p>	
<ul style="list-style-type: none"> • Regular and ad hoc communication with supervisory authorities • Data provision, report compilation, meetings, participation in consultations 	<ul style="list-style-type: none"> • Letters and e-mails • Meetings and on-site visits • Regular reporting

STAKEHOLDER DIALOGUE

WHAT ARE THEIR EXPECTATIONS?;	
<ul style="list-style-type: none"> • Compliance with policies and regulations • Compliance with commitments • Optimised business processes 	<ul style="list-style-type: none"> • Compliance with institutional framework to the benefit of investors/customers/employees • Ensure the Group’s financial sustainability
WHAT IS OUR RESPONSE?	
<ul style="list-style-type: none"> • Group Regulatory Compliance, up-to-date policies, processes, mechanisms and KPI monitoring • Detailed compliance reports • Regular performance reports • Improve corporate governance practices 	<ul style="list-style-type: none"> • Compliance with Environmental Legislation/EMAS and ISO 14001 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?	
<ul style="list-style-type: none"> • 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 performance data • Group website 	<ul style="list-style-type: none"> • 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
WHAT ARE THEIR EXPECTATIONS?	
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

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| <ul style="list-style-type: none"> • Include ESG criteria in funding, investments and the supply chain • Strategies to improve the Group’s environmental performance and reduce its environmental footprint (waste and emissions) | <ul style="list-style-type: none"> • 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 |
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WHAT IS OUR RESPONSE?

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| <ul style="list-style-type: none"> • 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 Policy with related schemes (e.g. recycling, more effective natural resource management) and by raising staff awareness about environmental issues, targeting the reduction of the Bank’s environmental footprint • Detailed reports on the Group’s environmental performance and its response to climate change | <ul style="list-style-type: none"> • 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 |
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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

STAKEHOLDER DIALOGUE

WHAT IS OUR RESPONSE?	
<ul style="list-style-type: none"> Information, communication and promotion of the Group's business and products Interviews and communicating opinions on economy 	<ul style="list-style-type: none"> and finance-related issues, articles about the environment, about culture, sustainability, etc.
NGOS	
HOW DO WE INTERACT?	
<ul style="list-style-type: none"> Conferences, meetings with NGO representatives Sustainability & Business Report Group website 	<ul style="list-style-type: none"> Collaboration to organise CSR-related initiatives for the environment
WHAT ARE THEIR EXPECTATIONS?	
<ul style="list-style-type: none"> Reduction of environmental and social impact from the Group's operations Innovative solutions linking business and biodiversity 	<ul style="list-style-type: none"> and strengthening the social web Support environmental action
WHAT IS OUR RESPONSE?	
<ul style="list-style-type: none"> Support environmental, cultural and social initiatives Volunteer schemes Support vulnerable groups 	<ul style="list-style-type: none"> Implement Environmental Policy through related schemes and by raising staff awareness about environmental issues, aiming to reduce the Bank's carbon footprint
SUPPLIERS/SERVICE PROVIDERS	
HOW DO WE INTERACT?	
<ul style="list-style-type: none"> Project Procurement A well-defined process which leads to an objective evaluation and selection of suppliers and service pro- 	<ul style="list-style-type: none"> viders through outsourcing Vendor management policy

WHAT ARE THEIR EXPECTATIONS?

- Transparency in Group governance structure and operations, and in processes for screening and selection of suppliers and service providers
- Supplies from local businesses
- Information on the progress of the submitted tender
- Prompt payment for services rendered

WHAT IS OUR RESPONSE?

- Maintain an up-to-date register of suppliers and service providers, with a preference for local suppliers, where possible
- Procurement Policy
- Incorporation of corporate social responsibility (CSR) and environmental responsibility (ER) requirements into supplier selection
- Protect human rights in the supply chain
- Green Procurement, support suppliers and service providers with environmental certificates
- Training suppliers and service providers on issues of sustainable development