

PRESS RELEASE

ALPHA FINANCE PARTNERS WITH KEPLER CHEUVREUX TO DISTRIBUTE EQUITY RESEARCH

Athens, 18 November 2024

Alpha Finance and Kepler Cheuvreux are pleased to announce a new strategic partnership to expand Equity Research distribution across their respective markets. This partnership will take effect starting on 18 November 2024.

Under the agreement, Kepler Cheuvreux will distribute Alpha Finance's Greek Equity Research to investors in Europe, the United Kingdom, the United States, and the Middle East. On its side, Alpha Finance will offer Kepler Cheuvreux's extensive European Equity Research to domestic Greek institutions and Family Offices. This collaboration significantly broadens the reach of both firms.

Kepler Cheuvreux provides comprehensive Research coverage of more than 1,000 European stocks, making it the largest independent Research provider in Continental Europe covering more than 90% of the market. Its coverage spans 34 sectors, with a dedicated team of 110 equity analysts working from 11 Research offices in major European financial hubs.

Alpha Finance Equity Research provides extensive coverage of the major Greek listed large cap companies and selected medium cap names, while it continuously enhances its coverage in order to meet growing investor demand. Having one of the largest Greek Equity Research teams on the ground, it is able to provide unique and valuable insights to investors focusing on key sectors such as Banking, Energy, Retail, Industrials, and Real Estate.

Dimitrios Kostopoulos, CEO of Alpha Finance, stated: *"In the past three years, the Athens Exchange has demonstrated remarkable performance, supported by a strong economic recovery and an increase in market activity. As we look forward to its transition to developed market status, our partnership with Kepler Cheuvreux amplifies Research coverage and corporate access, allowing us to deliver a commitment to excellence in service for our clientele."*

Laurent Quirin, Chairman of the Supervisory Board at Kepler Cheuvreux, commented: *"Partnering with Alpha Finance enhances our commitment to delivering unparalleled insights in the growing Greek Equity market while strengthening our leading European Research platform."*

About Alpha Finance

Alpha Finance is a leading Greek investment services firm and the brokerage arm of Alpha Bank Group, one of the top financial institutions in Greece. The company provides trading, custody, and investment

advisory services along with Research and corporate access services and is a direct member of the Athens Exchange Group (stocks and derivatives markets) and the Cyprus Stock Exchange. The company actively contributes to market liquidity by acting as a market maker for the ATHEX stock and derivatives markets.

About Kepler Cheuvreux

Kepler Cheuvreux is a leading independent European financial services company that specialises in Research, Execution, Fixed Income and Credit, Structured Solutions, Corporate Finance, and Asset Management.

The group employs around 600 people and is present in 14 major financial centres in Europe, the US, and the Middle East: Amsterdam, Brussels, Dubai (DIFC), Frankfurt, Geneva, London, Madrid, Milan, New York, Oslo, Paris, Stockholm, Vienna, and Zurich.

Group key figures:

- 1st independent European equity broker.
 - +EUR1.5bn of equities traded on average daily.
 - 1st Equity Research coverage in Continental Europe.
 - 1st Country Broker and Research (Extel 2024).
 - 14 major financial centres in Europe, the US, and the Middle East.
 - 600 employees.
 - 1,300 institutional clients.
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