

## PRESS RELEASE

### Eurobank | “Best Consumer Digital Bank in Western Europe” for 2024

Eurobank has been named **Best Consumer Digital Bank in Western Europe** for 2024 **achieving this award for the fifth (5th) consecutive year** by the internationally renowned Global Finance magazine.

The Bank also received eleven additional important distinctions for individuals and businesses across country categories in key fields for digital banking. Specifically, it was named **The Best Consumer Digital Bank in Greece** for 2024 and **The Best Corporate/Institutional Digital Bank in Greece** for 2024.

In the category **Best Consumer Digital Services in Western Europe**, it also emerged in individual rankings as:

- **Best Online Product Offerings in Greece** for 2024,
- **Best User Experience (UX) Design in Greece** for 2024,
- **Best Mobile Banking App in Greece** for 2024,
- **Best Social Media Marketing and Services in Greece** for 2024,
- **Best Open Banking APIs in Greece** for 2024,
- **Best in Innovation** in Greece for 2024,
- **Best in Transformation in Greece** for 2024.

In the category **Best Digital Services for Businesses in Western Europe**, Eurobank was distinguished as:

- **The Best Corporate / Institutional Digital Bank for Trade Finance Services in Greece** for 2024 and
- **The Best Corporate / Institutional Mobile Banking App in Greece** for 2024.

The awarded banks in the context of the Best Digital Awards of Global Finance are distinguished for their potential to set new quality standards in digital banking, their upgraded strategies for attracting customers as well as their online customer service, the wide range of products and services offered and their commitment to continuously invest in innovation. Eurobank is **the Greek systemic bank** that has received **twelve (12) distinctions this year throughout the overall evaluation process conducted by the editors of Global Finance, underlining the Bank's commitment to providing** modern, operational, and secure digital services to its customers.

Strongly committed to promoting innovation and providing optimal digital services to its customers, Eurobank has developed a holistic approach and a coherent digital work structure, through its **Digital Factory**, which is the hub of cooperation among all the Bank's units with a commonly shared goal to constantly improving its digital services, a course that has secured important international distinctions. This digital, fully agile, Factory is central to the Bank's digital ecosystem, consisting of executives who share different skills and cooperate to configure an operational "Omnichannel design". Their goal is to offer a unified image (branding / awareness), high levels of interoperability through different digital channels, upgraded customer experience and faster service to all Eurobank's customers.

More about Eurobank Group's distinctions [here](#).