

PRESS RELEASE

Eurobank | 25 Years of Digital Banking

Empowering Over 2 Million Customers with Innovative Digital Solutions

Eurobank proudly marks 25 years of leadership in digital banking, having served more than **two (2) million customers** through its advanced digital ecosystem. With continuous investment and a steadfast commitment to customer-centric innovation, the Bank is laying the groundwork for **the next generation of digital financial services**.

In an era where security and innovation are essential for both individuals and businesses, Eurobank remains at the forefront of digital transformation, expanding its suite of digital products and services across multiple channels. Since 2000, the Bank has been pioneering new solutions designed to enhance everyday banking—available **24/7**, seamlessly, securely, and intuitively:

- **[Eurobank Mobile App](#)** and **[Eurobank Business app](#)** – Empowering individuals and businesses with banking on the go,
- **e-Banking** – Comprehensive online banking channel for individuals and businesses,
- **v-Banking** – A personalised experience where customers can connect with their Eurobank advisor via video call.
- **Digital SafeBox** – Enabling digital signatures for seamless product and services' acquisition.
- **Open Banking** – Offering secure, integrated solutions for individuals and businesses.

Digital innovation is a key pillar of Eurobank's growth strategy, with substantial investments enhancing its services both in Greece and internationally. The Bank continuously integrates cutting-edge technologies, including Artificial Intelligence (AI), to elevate customer experience.

Indicatively, at Eurobank:

- An average of **2,000 digital transactions** are processed every minute.
- Customers can perform over **3,000 types of transactions** via digital channels.
- **96% of money transactions** (excluding cash) are completed digitally.

Between 2023 and 2024, the Bank recorded:

- **44% growth in money transactions via the Eurobank Mobile App.**
- **75% increase** in active users of **Eurobank Business App.**

Award-Winning Digital Excellence

Eurobank's digital platforms continue to receive top ratings from users (individuals and businesses in Greece) across app stores (App Store, Google Play). Its excellence has been recognized internationally, including:

- **Best Digital Bank for Retail in Western Europe (2024)** – awarded by *Global Finance* for the fifth consecutive year.
- **11 additional awards in 2024** for outstanding digital services in the Greek market.

As part of the **"Eurobank 2030"** strategic growth plan, the Bank is shaping the future of digital banking with a streamlined, customer-first approach. Through personalised solutions, next-generation digital products, and AI-powered innovations—including virtual assistants and financial management tools—Eurobank remains committed to redefining the digital banking experience._