

**CrediaBank: The first New Experience branch in Crete opens its doors in Heraklion**

*The Bank supports the local community with its new branch concept, which prioritizes personalized customer needs and upgraded service, while also enhancing its digital services through a strategic partnership with the Foundation for Research and Technology – Hellas (FORTH).*

CrediaBank has inaugurated its first New Experience Banking Branch in Crete, located at 94 25th August Street in Heraklion, introducing a new concept of personalized service with a human-centered approach and the use of technology.

The branch, designed following the model of the Skoufa branch in Kolonaki, evolves into a welcoming collaborative space marked by respect, empathy, and a focus on human connection. Every customer enjoys personalized service—from the warm welcome by the Welcome Manager to the completion of their transactions.

In the new branch, technology is used to upgrade the customer service experience, accelerating and simplifying transactions. Open collaboration areas and cashier stations that eliminate the traditional counter—placing staff and customers at the same eye level—are combined with technological innovations such as TCR machines, customer identification via bank card upon entry, and remote transaction assistance points through the innovative CrediaConnect service.

Furthermore, the Heraklion branch is the first to implement an innovative virtual reality system that offers an interactive experience for exploring products and services on screen, through the projection of physical objects. The system was developed in collaboration with the Institute of Computer Science of FORTH, with which a Memorandum of Cooperation was signed between CrediaBank CEO Ms. Eleni Vrettou and FORTH President Mr. Vassilis Harmandaris. The agreement aims to provide scientific consulting on areas of interest to CrediaBank and to highlight the Institute's research. It includes training actions for Bank staff, funding of scholarships and loans for prospective students/researchers of the Institute for research or postgraduate programs, as well as the Bank's use of advanced technology and IT systems.

The new branch has been designed to facilitate accessibility: It offers sign language interpretation services for people with hearing disabilities, special infrastructure to support individuals with neurodivergence and mobility disabilities, and the ability for visually impaired individuals to access essential documents in Braille.

In line with the Bank's commitment to sustainable development, the branch operates with the goal of reducing its carbon footprint, using energy-efficient equipment, modern energy-saving systems, eco-friendly materials, and consuming electricity exclusively from renewable sources through its energy provider.

On the occasion of the opening of the first New Experience branch in Crete, CrediaBank Chairman Mr. Konstantinos Herodotou stated:

*"We inaugurate the first CrediaBank New Experience branch in Crete, a place with which we share strong ties and a longstanding relationship of trust. Our consistent presence here is a tangible demonstration of our commitment to the local community for upgraded service and creative collaboration with all key stakeholders in Crete."*

CrediaBank CEO Ms. Eleni Vrettou added:

*"We proudly introduce the New Experience branch concept to Crete as well, offering a personalized relationship with customers through technology, the contribution of our people, and our strategic partners such as the Institute of Computer Science of FORTH, which we are committed to supporting in its pursuit of research excellence. Having navigated the challenges of the recent operational integration, we move forward by strengthening our support for the local community, prioritizing human interaction, direct communication, and relationships of trust."*

During the ceremony, CrediaBank General Manager of Retail Banking and Wealth Management Mr. Stylianos Iliadis spoke about the Bank's decision to create products tailored to the needs of Crete—both for businesses and individuals—such as financing for photovoltaic parks that will support the region's green transition.

Among those attending the inauguration of CrediaBank's Heraklion branch were His Eminence Archbishop of Crete Eugenios, the Regional Governor of Crete Mr. Stavros Arnaoutakis, FORTH President Mr. Vassilis Harmandaris, President of the Heraklion Chamber of Commerce Mr. Evangelos Karkanakis, and others.