

CrediaBank has opened its first New Experience branch in Thessaloniki

Located at 8 Tsimiski Street, the branch has been transformed into a collaborative space that transcends traditional banking, blending technology with human interaction.

After its branches on Skoufa Street in Athens and in Heraklion, Crete, CrediaBank inaugurated its first New Experience branch in Thessaloniki, at 8 Tsimiski Street in the heart of the city, unveiling a new service model that returns to the core of the customer-bank relationship: **personalized solutions and services for everyone.**

CrediaBank boldly presents a branch concept that **breaks away from traditional banking norms: a warm, collaborative environment focusing on empathy and human interaction.** From the personalized welcome by the Welcome Manager to the **open transaction and collaboration areas that replace the conventional teller counter**, customers enjoy seamless and immediate service. This new concept enhances CrediaBank's **appointment-free service model — a first in Greece —** ensuring customers have access to their bank whenever they need it.

At the new branch, **advanced technology enhances the customer service experience by streamlining and accelerating transactions.** Upon entry, customers are **identified via their bank card**, while cash transactions are completed more efficiently through the use of TCR machines. The branch also features **VTS, enabling customers to connect with CrediaBank representatives through the innovative CrediaConnect service for a wide range of transactions.** In addition, customers can explore CrediaBank's products and services through an **interactive experience, using natural object movements in front of a dedicated screen powered by the branch's virtual reality system**—technology developed in collaboration with the Institute of Computer Science of the Foundation for Research and Technology – Hellas (FORTH).

Within CrediaBank's New Experience model, **banking services are accessible to everyone.** Branches offer sign language interpretation services for customers with hearing impairments, specialized infrastructure to support individuals with neurodiversity and mobility disabilities, as well as access to key documents in Braille for customers with visual impairments. At the same time, the branch operates with a strong focus on sustainability, utilizing energy-efficient equipment, modern energy-saving systems, environmentally friendly materials, and renewable energy sources, aiming for a **sustainable operating model.**

On the occasion of the inauguration of the New Experience store in Thessaloniki, **CrediaBank Chairman Mr. Constantinos Herodotou** stated: *"We are particularly pleased that the New Experience branch concept has now reached Thessaloniki—a city with strong entrepreneurial activity that represents the 'heart' of Northern Greece. We are confident that the new service experience we are introducing will transform our customers' everyday banking, enhancing both the efficiency and the quality of their transactions."*

CrediaBank's General Manager of Retail Banking and Wealth Management, Mr. Stylianos Iliadis, commented: *"Our new branches are a reflection of who we are—a bank that stands by its customers. The Tsimiski branch—like all our branches over time—is evolving into a collaborative space where technology and people join forces to deliver the best possible experience for everyone, from the simplest everyday transaction of an individual customer to the most complex business transaction."*

Among those attending the inauguration ceremony of CrediaBank's Tsimiski branch were His Reverence Archimandrite Father Dionysios; the Deputy Minister of Interior Responsible for Macedonia - Thrace, Mr. Konstantinos Gioulekas; the Head of the Prime Minister's Office in Macedonia, Mr. Giannis Papageorgiou; the Deputy Regional Governor of Central Macedonia, Mr. Paris Billias, among others.

About CrediaBank

CrediaBank was established through the merger of Attica Bank and the former Pancretan Bank and is the fifth-largest bank in Greece in terms of total assets. It is a modern banking institution with a network of 65 branches and five business centers across Greece, serving approximately 300,000 individuals and businesses. CrediaBank offers a broad portfolio of deposit, investment, and insurance products, mutual funds, loans, and brokerage services. Customer service is a top priority for CrediaBank. It is the only bank in Greece that welcomes customers both with and without appointments, operates teller services throughout the day, and provides extended service hours through the CrediaConnect service. CrediaBank operates as a credit institution supervised by the Bank of Greece, strictly adhering to the European and national regulatory framework governing banking operations.