

**Athens, 03.02.2025**

**Appointment of new Chief Marketing and Corporate Communications Officer**

Attica Bank welcomes Ms. Ioanna Mingou to its management team. Ms. Mingou assumes the position of Chief Marketing and Corporate Communications Officer, with effect from 3.2.2025. Reporting directly to the CEO, she will also join as a member the Bank's Executive Committee.

In her role, Ms. Mingou will be responsible for developing and executing the Bank's marketing and corporate communications strategy. Her responsibilities include overseeing the Bank's branding initiatives, designing and implementing impactful campaigns, managing relationships with the media, planning and executing strategic sponsorships and enhancing internal communications.

**Brief CV of the new Executive of Attica Bank, Ms. Ioanna Mingou,  
Chief Marketing and Corporate Communications Officer**

Ms. Mingou has 20 years of experience in international business, with a strong focus on the banking sector, card & payment services, and mobile telecommunications. She has developed extensive expertise in brand-building and positioning strategies, significantly contributing to the enhancement of corporate image and competitiveness.

Throughout her career, Ms. Ioanna Mingou has led initiatives involving differentiated product marketing strategies, bank products positioning and messaging, and go-to-market strategies. Her professional portfolio also includes developing strategic collaborations with key clients and multi-party agreements for common marketing initiatives.

Since 2021, she held the Head of Product Marketing & Communications position at National Bank of Greece. Prior to that she held the Marketing Director position, for Greece, Cyprus, and Malta at Mastercard Greece.

Ms. Mingou holds a Master's degree in International Relations from the University of Kent and a Master's degree in Diplomatic Studies from the University of Westminster as well as a Bachelor's degree in Economics with European Economics from the University of Greenwich. Ms. Mingou is fluent in four foreign languages.

**ATTICA BANK S.A.**