



FOR IMMEDIATE RELEASE

AXIA Ventures Group acted as Financial Advisor to Nexi for the formation of a strategic partnership with Alpha Bank to pave the new era of digital payments in Greece

Athens, Greece, July 6th, 2022 – Nexi Spa (“Nexi”) and Alpha Services and Holdings S.A. (“Alpha Bank”) announced on July 4th that they have joined forces to transform merchant solutions in Greece and pave the way for a new era of digital payments in the country. The two Groups announced the creation of a new company, Nexi Payments Greece, which will provide innovative merchant solutions and payment acceptance products and services to the Greek market. **AXIA Ventures Group** (“AXIA”) acted as **Financial Advisor** to Nexi in relation to the transaction.

The closing of the transaction between Nexi and Alpha Bank that marked the initiation of Nexi Payments Greece occurred on June 30th 2022. Nexi holds a 51% stake in the new entity, while, through the execution of a long-term marketing and distribution agreement by the parties, Alpha Bank remains committed to the payments sector and will be the exclusive distributor for products and services in the Greek market through its widespread Branch Network across Greece.

Digital payments acceptance will be drastically upgraded to become faster, easier and more secure for merchants and businesses, through the provision of ready-to-use tools that will allow them to develop and manage their customers’ payments more easily. At the same time, end consumers will enjoy a new, simplified and cashless shopping experience. Nexi Payments Greece aspires to bring Greece a step closer to digital transformation and a cashless payments culture, by boosting payments digitalization, simplifying transactions and empowering merchants and consumers for a new era of payments.

Mr. Marco Figus, Managing Director & Head of Italy of AXIA Ventures Group stated: *“AXIA is honored and privileged to have represented Nexi in this landmark cross-border transaction which will transform the digital payment landscape for Greece going forward. Our teams in Milan and Athens worked seamlessly with the Nexi teams to help deliver this deal, one that is a testament to Nexi’s long term commitment to Alpha Bank, its clients and the market development in Greece”.*

About AXIA Ventures Group Ltd

AXIA Ventures Group Ltd (“AXIA”), is a leading regional privately-owned investment banking group providing financial advisory and capital market-related services to corporates, governments and institutional clients. AXIA is headquartered in Nicosia, Cyprus, regulated by the Cyprus Securities and Exchange Commission (License No: 086/07) and fully licensed to provide financial advisory services in many financial markets around the world. AXIA also operates in the US under AXIA Capital Markets LLC (“ACM”), a wholly owned registered broker-dealer and member of FINRA. For more information on AXIA and its services, you can visit the AXIA website at <http://www.axiavg.com>.

Contact:

Vaia Dotsia
Vice President
AXIA Ventures Group Ltd
Athens, Greece
Tel: +30 210 7414430
Email: vaia.dotsia@axiavg.com

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Supervised by the Cyprus Securities and Exchange commission (license number 086/7)
4 Vas. Sofias, 3rd Floor, 10674 Athens, Greece
Tel +30 210 7414400, Fax +30 210 7414449
www.axiavg.com