

# ELENI VRETTOU

## OVERVIEW

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Senior Banker with more than 25 years of experience in the Banking sector, having led both growth but also restructuring and transformation projects for Banks both in Greece and internationally. Most recently executed a highly challenging restructuring project in Greece as CEO, having completed in less than two years the full revamp of Attica Bank through a project that involved restructuring, transformation, cleanup, merger, recapitalization and privatization, raising the Bank into the 5<sup>th</sup> largest Bank in Greece.

Holding significant board experience also as NED across industries and participation in various industry bodies.

## WORK EXPERIENCE

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### ATTICA BANK S.A, Chief Executive Officer

Athens, Greece  
Sept 2022 - present

- Overall responsibility for the strategy, business plan and implementation of a historic Bank in Greece (>100yrs in operation) but under severe distress at the time of the role.
- Successfully recruited and assembled a team of high caliber senior C-Suite professionals of diverse background, with whom we led the Bank through significant change and transformation. Executed a significant reorganization of the Bank, cost-cutting program, as well as established a number of new business lines to support the growth of the Bank.
- Led the cleanup of the Bank from NPE >70% to less than 3%, as well as two successful recapitalizations of the Bank of EUR 473m and subsequently EUR 735m, having also sourced private capital leading to the privatization of the Bank.
- Turned the Bank into profitability after only 2 quarters in the role, after the Bank had posted losses for several consecutive years. The Bank is currently reporting > EUR 50 pre provision income from > 250m losses before assuming the role.
- Grew the Bank's market share from a historic 1.5% to a rate of c. 11% of market growth across both deposits and lending.
- Conceived and designed the plan and led the Bank through its merger with the 6<sup>th</sup> largest Bank in Greece, creating the 5<sup>th</sup> largest Bank in Greece with the Bank doubling its size across its key metrics (deposits, assets, footprint, profitability). The Bank is expected to grow to more than EUR 250m Pre Provision Income by 2027.
- Main senior contact person and with excellent relationships with the regulators, namely Bank of Greece, Hellenic Capital Markets Commission, Athens Stock Exchange, as well as relevant Government agencies and Authorities.
- Chair of the Executive Committee (EXCO), Asset and Liability Committee (ALCO), and Provisioning Committee and Executive Member of the Board of Directors.

### Current Board and Industry Positions:

- Member of the Board of Directors of Hellenic Banks Association
- Member of the Board of Directors of Hellenic Association of Greek Listed Companies
- Member of the General Council for the Hellenic Federation of Enterprises
- Non Executive Director (Independent), Starbulk Carriers (NYSE: SBLK)
- Non Executive Director (Independent), Motodynamics (ASE: MOTO)
- Chairman of the Board of Directors Attica Bank Assurance Insurance Brokerage Services

**Lamda Development S.A.****Chief of Strategy and Investor Relations****Athens, Greece**  
**May 2022 – Sept 2022**

- Overall responsibility for Lamda Development financial and management strategy and investor relations (equity and debt), reporting to the Group CEO. Lamda Development is the largest diversified real estate company in Greece, which owns inter alia the Ellinikon project, the largest private investment in Greece at EUR 8Bn budget, as well as the 3 largest shopping malls in Greece.
- Working closely with the CIO and key members of the EXCO for new investments of the group in order to enhance value for the shareholders.
- Member of the Group Executive Management Committee and the Investment Committee.
- Successfully led as project leader and executed a 7yr Greek listed bond issuance of EUR 230m, achieving >3x oversubscription and wide retail participation

**Piraeus Bank Group****Executive General Manager****Athens, Greece**  
**April 2019 – April 2022****Group Chief of Corporate and Investment Banking**

- Overall responsibility for Piraeus Bank Corporate and Investment Banking Division, reporting to the CEO. Piraeus Bank is the leading systemic Bank in Greece by assets.
- Total assets under management of c. EUR 16Bn (core Bank excluding non-performing portfolio), c. 600 FTES, 10,000 corporate customers as well as 700,000 retail agricultural customers. Management responsibility over the following distinct segments and products, organized under different Units:
  - Customer segments managed include SMEs (> EUR 2.5m turnover), Shipping, Large Corporate, Hotel and Tourism, Real Estate, Energy and Infrastructure, Greek and International Private Equity, Agricultural-Food, and International Banks relations.
  - Products under management include Investment Banking (DCM, ECM, M&A), Leveraged and Acquisition Financing, Structured Financing, Transaction Banking (Payments and Cash management, Trade Finance, Leasing and Factoring), Sustainability Financing and Green products, Development Programs and Subsidy financing through EIB, EBRD and other development bank programs.
- Voting member of the Bank's key committees including Executive Committee, Risk Committee. Business Planning Committee, Assets and Liabilities Committee, Impairments Committee. Digital Transformation, Operational Risk, Restructuring Committee, Organic and Inorganic Transactions Committee, Ethics Committee, and Senior Credit Committees.
- Executive Management responsibility over the core subsidiaries of the Bank including Piraeus Leasing, Piraeus Factors, Piraeus Brokerage and Securities, ETVA Industrial Development zones, as well as Frankfurt Branch (Germany).
- Bank's representative in Greece National Tourism Association, Greek Shipping Finance, and key international Chambers of Commerce.
- Executive Sponsor and Mentor for Diversity and Inclusion Bank culture Program to be launched in 2022

**BOARD EXPERIENCE**

- Starbulk Carriers Corp, (NASDAQ 'SBLK") —Independent non Executive Member of BoD (May 2020 — present)  
Activity: Drybulk Shipping company (largest listed globally in its segment)
- Piraeus Factors SA, Chairman of the Board of Directors (April 2019 — April 2022)
- Chairman of the Board of Directors, Piraeus Leasing SA, Piraeus Leases SA and CPB Leasing S.A. (April 2019 — April 2022)
- ETVA VIPE Industrial Development zones company, Independent non Executive Member of BoD (June 2020 — April 2022)

**HSBC Bank Plc**  
**Managing Director, Head of Wholesale Banking**

**Athens, Greece**  
**May 2012 – March 2019**

- Responsible for Coverage of HSBC's Greek portfolio across Public Sector, Financial Institutions, Greek Shipping, Multinationals and Greek Corporates. Product responsibility for Payments and Cash Management services, Global Trade and Receivables Finance, and Advisory. Reporting directly to the Regional Head of Banking in Europe.
- Management responsibility for Investment Banking origination and execution for Greece in coordination with Product and Sector teams in US and France. Products include DCM, ECM, M&A, LAF, and PEF across all customer segments.
- Global Centre of Excellence for Shipping Finance, based in Athens Greece providing sector expertise to all sites globally.
- Geographic Country Responsibility for Cyprus for Public Sector, Financial Institutions, and Corporates.
- Ultimately responsible for the Wholesale strategy and risk appetite for Greece (across Credit, Financial, Regulatory, Legal, and Operational risk) as directed by the global HSBC strategy
- Responsible for department's annual budget, managing of financial resources, resourcing/HR, and main business risk owner for financial Crime and regulatory compliance risks
- Main Sponsor for Sustainability Finance initiatives in Greece
- Voting member of local Bank's committees including Executive Committee, Assets and Liabilities Committee, Financial Crime Risk Management Committee, Risk Committee, and IT Steering Committee.
- Voting member of regional EXCO and Risk Committees for the respective business lines.
- Total asset book under responsibility ranging between c. USD 5-6Bn. Less than 0.5% non performing ratio over the years, despite Greek and Shipping cases over this period.
- Turnaround of local P&L to profitability since 2012 with record year achieved in FY2017 (Wholesale Banking accounting for 97% of country PBT). Cost Income ratio below 30% consistently (European record levels) and HSBC increasing both market share (in the reference customers) and league table position across investment banking products.
- Country Senior Sponsor for cross business referrals (Private Banking, Asset Management, and cross country referrals)
- Senior coverage person at client C-Suite level and principals/ owners' level across the portfolio.
- Ongoing senior mentoring and sponsor for senior talent population across HSBC Group.

**HSBC Bank Plc**  
**International Secondment**  
**Director, Global Banking Credit & Lending CEE/CIS/Med and Sub Saharan Africa**  
**Regional Head Multinationals Rest of Europe (Continental Europe ex. France, Germany and SSA)**

**London, United Kingdom**  
**Sept 2009 – April 2012**

- Senior Business Manager for Global Banking (GB") for the region. Responsible for formulation and implementation of countries GB strategy, balance sheet transactions approval, capital and liquidity management.
- Responsibility for both multinational and domestic names business development activity and oversight of client planning. Actively involved in origination and execution through coordination with local teams, and relevant sectors and products.
- Regional income increased by +70% and improved risk adjusted return by +20%. Multinationals income increased by +130% in the last 2yr period. Objectives setting, recruiting and ongoing monitoring of performance for multinationals.
- Excellent relationship with and primary point of contact for all key stakeholders for the region including Regional Management, Country Management, Product areas (Global Markets, LAF, ECM, Advisory, PEF, Trade and PCM) and all Sectors.
- Member of Steering Committee for all Strategy Plans in the region and projects regarding businesses and/or country restructuring, downsizing, disposal and acquisitions.
- Management of countries annual operating plan and financial resources planning, together with Finance and Portfolio Management.
- Ongoing management and monitoring for GB portfolio's credit standing in collaboration with local GB and credit teams.
- Member of Strategy Boards for Poland, Czech Republic, Ireland & Multinationals Global Management Committee
- Global coordinator and launch in 2010 for infra-group referral programs between Global Banking and Premier (retail banking)

**HSBC Bank Plc**  
**Global Relationship Manager - Global Banking — Corporate (CIB)**

**Athens, Greece**  
**Dec 2005 – Sept 2009**

- Responsible for Infrastructure. Real Estate, Energy and Construction portfolio in Greece. including Project Finance, representing >50% of the corporate portfolio in Greece at the time.
- Responsible for marketing, origination (including advisory, ECM. Project Finance, and DCM), execution, and monitoring of global performance for delivering the client plan managing complex client service teams
- Portfolio of US\$ 2.5Bn assets and US\$20m in global income across all product areas. Increased portfolio income by +600% during the above period.
- Member of Group and Local Talent Pool

**BANK EFG EUROBANK-ERGASIAS S.A.**  
**Senior Credit Officer -**  
**Special Clients Unit (Corporate Banking) — Risk Management General Division**

**Athens, Greece**  
**Nov 2003 - Dec 2005**

- Full account management of Large Exposures (>EUR 1mio) of corporate clients in distress, resulting in debt restructuring solutions. Total portfolio >EUR 70m. Ultimate collection of approx. 28% of the book in 24 months.
- Design and implementation of debt and equity restructuring and refinancing solutions in cooperation with Credit and Advisory team. Design of solutions for debt restructuring in compliance with the Greek bankruptcy law {Articles 44, 46 and 46a}

**CONFINE HELLAS ASSET MANAGEMENT**  
**Corporate Finance - Corporate Consulting**

**Athens, Greece**  
**March 2002 - Aug 2003**

- Planning and setup of Corporate Consulting department (later incorporated into Corporate Finance).
- Offered financial and management advice as a consultant to small and medium size companies regarding restructuring and optimization of financing solutions (Specialty: Leasing, Subsidies and Sale and Leaseback of property). Performed valuations, feasibility studies and capital budgeting of investments.

**STERN STEWART & CO., seconded to Morgan Stanley Dean Witter**  
**Financial Analyst - Large and medium capitalization companies**

**New York, NY, USA**  
**July 2001— March 2002**

- Financial analyses and valuations of American (S&P500) and European companies (FTSE 100) applying EVA<sup>®</sup> implementation. Analysis and design of compensation and reward systems based on it. Design of training material.

**EDUCATION**

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**The Wharton School, University of Pennsylvania**  
Bachelor Of Science in Economics (BSc)  
Concentrations: Management and Finance  
Minor in Germanic Languages

**Philadelphia, PA, USA**  
**1997 -2001**

**LANGUAGES AND COMPUTER SKILLS**

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English (fluent), French (Very Good), German (Very Good), Italian (Good - reading and writing), Spanish (Good — reading and writing). Greek (Native Speaker)  
Full Computer literacy (MS Office), Bloomberg, and Visual Basic modeling skills

**INTERESTS AND ASSOCIATIONS**

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The Wharton Alumni Club, Female Leadership Committee for Greek Societies Anonymes  
Interests in European History and Literature. Enjoys cinema, music and watching sports as entertainment. and participating in activities with children



