



INVITATION TO THE ORDINARY GENERAL MEETING OF SHAREHOLDERS

In accordance with law 4548/2018 "*Reform of the Law of Sociétés Anonymes*" and article 20 par. 3 of the Articles of Incorporation (as in force) as well as by virtue of the resolution of the Board of Directors dated 30.6.2021, the holders of common, nominal, dematerialized shares with voting rights issued by "Alpha Services and Holdings S.A." (the "Company") are invited to participate remotely in real time via teleconference in the **Ordinary General Meeting on Thursday, July 22, 2021 at 10:00.**

Taking into account the measures and instructions of the Greek State against the spread of Covid-19 and in accordance with the provisions of the Articles of Incorporation of the Company, the Ordinary General Meeting and any Iterative Meeting will take place remotely, in real time via teleconference and by the use of electronic means, under the conditions stipulated by the current legislation and the specific provisions of the present Invitation.

In addition, in accordance with the provisions of article 20 par. 4 of the Articles of Incorporation of the Company, the Shareholders are provided with the option to participate remotely by mail vote in the voting on the items of the Ordinary General Meeting and any Iterative Meeting, that needs to be sent before the General Meeting, under the conditions stipulated by the current legislation and the specific provisions of the present Invitation.

AGENDA

1. Approval of the Annual and Consolidated Financial Statements of the financial year 2020 (1.1.2020 - 31.12.2020), together with the relevant reports of the Board of Directors and the Statutory Certified Auditors.
2. Approval, as per article 108 of law 4548/2018, of the overall management for the financial year 2020 (1.1.2020 - 31.12.2020) and discharge of the Statutory Certified Auditors for the financial year 2020, in accordance with article 117 of law 4548/2018.
3. Election of Statutory Certified Auditors for the financial year 2021 (1.1.2021 - 31.12.2021) and approval of their remuneration.
4. Submission of the Activity Report of the Audit Committee for the year 2020, in accordance with article 44 of law 4449/2017 (non-voting item).
5. Approval of the Members of the Board of Directors' remuneration for the financial year 2020 (1.1.2020 - 31.12.2020).
6. Approval, in accordance with article 109 of law 4548/2018, of the advance payment of remuneration to the Members of the Board of Directors for the financial year 2021 (1.1.2021 - 31.12.2021).
7. Deliberation and advisory vote on the Remuneration Report for the year 2020, in accordance with article 112 of law 4548/2018.
8. Approval of the Remuneration Policy of the Members of the Board of Directors as per the provisions of law 4548/2018.

9. Submission of the Report of the Non-Executive Independent Members, as per the provisions of law 4706/2020 (non-voting item).
10. Approval of the Suitability and Nomination Policy for the Members of the Board of Directors.
11. Granting of authority, in accordance with article 98 of law 4548/2018, to Members of the Board of Directors and the General Management as well as to Managers to participate in the boards of directors or in the management of companies having purposes similar to those of the Company.

In case the requisite quorum to deliberate on the items of the Agenda is not achieved in the initial (as above) Ordinary General Meeting, an Iterative General Meeting will be convened remotely in real time via teleconference on **Thursday, July 29, 2021 at 10:00**.

No further invitation for the Iterative General Meeting shall be published.

In accordance with articles 121 and 124 of law 4548/2018, the Company appraises the Shareholders of the following:

A. Right to Participate in and Vote at the Ordinary General Meeting

Entitled to participate in and vote at the Ordinary General Meeting or at the Iterative General Meeting is any natural person or legal entity that has the shareholder capacity on the record date ("Record Date"), i.e. on **Saturday, July 17, 2021**, i.e. at the beginning of the fifth (5th) day prior to the date of the (initial) Ordinary General Meeting.

A person registered as a Shareholder of the Company on the Record Date at the Dematerialized Securities System (the "DSS") of the "HELLENIC CENTRAL SECURITIES DEPOSITORY S.A." or identified as such, on the Record Date, via registered intermediaries or other intermediaries in compliance with the provisions of laws 4548/2018, 4569/2019, 4706/2020, of Regulation (EU) 2018/1212 and of the Operation Regulation of the Hellenic Central Securities Depository (Governmental Gazette B/1007/16.3.2021) is considered as Shareholder vis-à-vis the Company and is entitled to participate in and vote at the Ordinary General Meeting or at the Iterative General Meeting.

The proof of the shareholder capacity can be made by any legal means and, in any case, according to the information that the Company receives from the Hellenic Central Securities Depository or through the participants and registered intermediaries in the central securities depository, in the case that the shares are kept in an omnibus account. A Shareholder may participate in the Ordinary General Meeting or in the Iterative General Meeting according to confirmations or notices, under articles 5 and 6 of Regulation (EU) 2018/1212, which are provided by the intermediary, unless the Meeting refuses this participation for a serious cause justifying its refusal in accordance with the applicable provisions (article 19 par. 1 law 4569/2018, article 124 par. 5 law 4548/2018).

It is noted that the exercise of the above rights (participation and voting) does not entail pledging of shares or any other similar process that restricts the ability to sell or transfer the shares during the period between the Record Date and the date of the Ordinary General Meeting.

Each common, dematerialized share with voting rights entitles to one (1) vote.

B. Procedure for Remote Participation and Voting in real time via teleconference

In order for the Shareholders to participate in and vote at the Ordinary General Meeting on **Thursday, July 22, 2021** or at the Iterative General Meeting which will take place remotely, in real time via teleconference and by the use of electronic means, without their physical

presence, they or their proxies must create and use an electronic shareholder account at the internet platform that has been developed by the Athens Exchange Group to provide remote general meeting services, in real time via teleconference to listed companies on the website <https://axia.athexgroup.gr/en/home>.

The internet platform is provided by the company “Hellenic Central Securities Depository S.A.”, while the WEBEX tool/service team provided by Cisco Hellas S.A. is used for the teleconference.

In order to access the internet platform, a personal computer, a smartphone or a tablet with an installed browser and internet access is required.

In order for a Shareholder or his/her proxy to create an account on the internet platform above, a valid electronic mail (e-mail) account and a mobile telephone number of the Shareholder or his/her proxy are required.

If, upon accessing the internet platform, the above information entered by the Shareholder does not match the data registered in the Dematerialized Securities System (DSS) or the identification information that has been provided to the Company by the Hellenic Central Securities Depository or through intermediaries, as part of its services to facilitate shareholder identification for remote general meetings which are provided to listed companies, in accordance with Part 3 of Resolution No 8 of the Board of Directors of the Hellenic Central Securities Depository, “Technical terms and procedures for the provision of the Registry, Corporate and Other Related Actions Service”, as well as the document “Terms and Conditions for the remote General Meeting of Shareholders”, Shareholders must provide or update the information above, in order to create the account.

For this purpose, and in order to avoid dysfunctions, Shareholders are requested to contact without delay the Participant of the Securities Account in the DSS or any other intermediary acting as custodian through which their shares are kept, in order to notify or to update their valid e-mail address and mobile telephone number for identification.

Further instructions for participating in the Ordinary General Meeting or in the Iterative General Meeting via teleconference will be posted on the website of the Company (www.alphaholdings.gr) and will be sent by the Company via e-mail to Shareholders who will complete the above procedure and are eligible to participate in the initial Ordinary General Meeting or in any Iterative General Meeting.

For any questions and for information, Shareholders may contact the Company’s Shareholders’ Department, by e-mail at ShareholdersDepartment@alphaholdings.gr or by telephone at +30 210 343 6721 and 210 343 6754.

Furthermore, starting with the publication of the present and until the end of the Ordinary General Meeting or of the Iterative General Meeting, a help desk will operate that will provide information and support to Shareholders and their representatives at +30 210 336 6120 or by e-mail at AXIAeShareholdersMeeting@athexgroup.gr.

Shareholders that will participate in the Ordinary General Meeting or in the Iterative General Meeting in real time via teleconference are taken into consideration for the formation of the quorum and the majority and will be able to exercise their rights effectively during the General Meeting.

Shareholders who are successfully connected to the internet platform will be able to participate in the Ordinary General Meeting or in the Iterative General Meeting in real time via teleconference through a link that will either be sent to them via e-mail or will be available on the online platform.

By activating the Cisco Webex application through the link at the beginning of the Ordinary General Meeting or of the Iterative General Meeting, the Shareholders will have the ability to:

- i) follow the proceedings of the General Meeting by using electronic or audio-visual means,
- ii) be given the floor and address the General Meeting orally during the General Meeting and

at the same time, through the internet platform they will have the ability to:

- iii) vote in real time during the Ordinary General Meeting on the items of the Agenda,
- iv) receive information about the recording of their vote.

C. Procedure for Remotely Participating in the Voting before the General Meeting (Mail Vote)

I. In addition, Shareholders have the option to participate remotely, **in person or by proxy**, in the voting on the items of the Ordinary General Meeting that will take place **before the General Meeting**.

Specifically, Shareholders that wish to participate in and vote remotely on the items of the Ordinary General Meeting that will take place before the General Meeting can make use of the following options:

a) Either exercise the right to vote before the Ordinary General Meeting through the internet platform <https://axia.athexgroup.gr/en/home>, in which they have previously created an account and have successfully registered as described in B. above, during the time period until twenty-four (24) hours before the date of the Ordinary General Meeting (i.e. by 10:00 on Wednesday, July 21, 2021 at the latest).

b) Or fill in the "Mail Vote Form" with the signature authenticated and submit it to the Shareholders' Department, 103 Athinon Avenue, Athens, or send it digitally signed by using a recognized digital signature (qualified certificate) by the proxy or the Shareholder, via e-mail at ShareholdersDepartment@alphaholdings.gr at least twenty-four (24) hours before the date of the Ordinary General Meeting (i.e. by 10:00 on Wednesday, July 21, 2021 at the latest).

c) Or participate based on confirmations or notifications, under articles 5 and 6 of Regulation (EU) 2018/1212, which are provided by intermediaries.

The Mail Vote Form is available to Shareholders in hard copy at the Shareholders' Department, 103 Athinon Avenue, Athens (tel. +30 210 343 6721 and 210 343 6754) and in electronic form on the Company's website (www.alphaholdings.gr).

Shareholders that will vote as above before the Ordinary General Meeting are taken into consideration for the formation of the quorum and the majority, provided that the votes in question have been received by the Company by 10:00 on Wednesday, July 21, 2021 at the latest.

II. It is noted that Shareholders who wish to appoint proxies to participate remotely in the voting on the items of the Ordinary General Meeting which will take place before the General Meeting can appoint up to one (1) proxy; the appointment must be made forty-eight (48) hours before the date of the Ordinary General Meeting at the latest (i.e. by 10:00 on Tuesday, July 20, 2021 at the latest) as specifically described below in D. II. Following

the expiry of this deadline, it will not be possible to participate by proxy in the voting that will take place before the Ordinary General Meeting.

III. If the quorum, as required by the Law and the Articles of Incorporation in order to resolve on the items of the Agenda, is not obtained during the meeting of Thursday, July 22, 2021, at the Iterative General Meeting which will take place on Thursday, July 29, 2021 at 10:00, the Shareholders must exercise again the right to vote remotely by mail vote, in a voting that will take place before the Iterative General Meeting, in the following ways:

a) Either by exercising again the right to vote before the General Meeting through the internet platform <https://axia.athexgroup.gr/en/home> in which they have previously created an account and have successfully registered as described in B. above, during the time period until twenty-four (24) hours before the date of the Iterative General Meeting (i.e. by 10:00 on Wednesday, July 28, 2021 at the latest).

b) Or by filling in the "Mail Vote Form" with the signature authenticated and submitting it to the Shareholders' Department, 103 Athinon Avenue, Athens or sending it digitally signed by using a recognized digital signature (qualified certificate) by the proxy or the Shareholder, via e-mail at ShareholdersDepartment@alphaholdings.gr at least twenty-four (24) hours before the date of the Iterative General Meeting (i.e. by 10:00 on Wednesday, July 28, 2021 at the latest).

c) Or by participating based on confirmations or notifications, under articles 5 and 6 of Regulation (EU) 2018/1212, which are provided by intermediaries.

Shareholders that vote as above before the Iterative General Meeting are taken into consideration for the formation of the quorum and the majority, provided that the votes in question are received by the Company by 10:00 on Wednesday, July 28, 2021 at the latest.

IV. For the potential Iterative General Meeting on Thursday, July 29, 2021, Shareholders that had not appointed a proxy for the initial Ordinary General Meeting, or who wish to replace the proxy that had been appointed, in order to participate remotely in the voting that will take place before the Iterative General Meeting, can appoint up to one (1) proxy, whose appointment must be made at least forty-eight (48) hours before the date of the Iterative General Meeting (i.e. by 10:00 on Tuesday, July 27, 2021 at the latest), as specifically mentioned below in D. II.

After that date, it will not be possible to participate by proxy in the voting that will take place before the Iterative General Meeting.

For any questions and for instructions, Shareholders may contact the Shareholders' Department of the Company, by e-mail at ShareholdersDepartment@alphaholdings.gr or by telephone at +30 210 343 6721 and 210 343 6754.

In addition, Shareholders are asked to confirm that the "Mail Vote Form" is successfully sent to and received by the Company, and, for this purpose, they can call the Shareholders' Department at +30 210 343 6721 and 210 343 6754.

D. Procedure for Exercising Voting Rights by Proxy

I. Each entitled Shareholder may participate in the Ordinary General Meeting or in the Iterative General Meeting and vote either in person or by proxy(-ies), according to the following stipulations. Each Shareholder, natural person or legal entity, may appoint up to three (3) individuals as their proxies. A holder of shares issued by the Company, which appear in more than one security accounts, may appoint different proxies for the shares held in each security account. A proxy who acts for more than one Shareholder may vote differently for each Shareholder. A Shareholder may appoint a proxy for one or more

General Meetings and for a specific time period. The proxy shall vote according to the Shareholder's instructions, if any. Non-compliance with the instructions received by the Shareholder shall not affect the validity of the resolutions of the General Meeting, even if the proxy's vote was the decisive one for the achievement of the majority. The Shareholder's proxy shall archive the voting instructions for at least one (1) year, starting from the date of the General Meeting or, in case of postponement, from the date of the last Iterative Meeting in which the proxy right was exercised.

The same procedure (as above) shall be followed in case of revocation and/or replacement of the proxy.

The appointment and the revocation or replacement of a Shareholder's proxy are submitted to the Company, in writing or by electronic means, as per the above, at least forty-eight (48) hours prior to the set date of the General Meeting. The notification of the appointment and of the revocation or replacement of the proxy by electronic means is effected by electronic mail at the e-mail address indicated above or, in case of Shareholders that are identified through intermediaries, through confirmations or notifications, under articles 5 and 6 of Regulation (EU) 2018/1212, which are provided by intermediaries.

Shareholders who do not comply with the 48-hour deadline shall participate in the General Meeting, unless the Ordinary General Meeting or the Iterative General Meeting refuses their participation for a material reason which justifies this refusal.

Each person holding a shareholder proxy, who may exercise at his discretion the shares rights of the person represented by him/her, is required to disclose to the Company, before the Ordinary General Meeting or the Iterative General Meeting commences, any specific circumstance of relevance to the Shareholders, so they can assess the risk that such a person might pursue interests other than those of the represented Shareholder.

Conflicts of interest may arise especially when the proxy holder is:

- a) a controlling Shareholder of the Company or a legal person or entity controlled by such Shareholder and/or
- b) a Member of the Board of Directors or generally the Management of the Company or of a controlling Shareholder of the Company or of a legal person or entity controlled by a Shareholder exercising control over the Company and/or
- c) an Employee or a Statutory Certified Auditor of the Company or of a controlling Shareholder of the Company or of a legal person or entity controlled by a Shareholder exercising control over the Company and/or
- d) the spouse or a first-degree relative of one of the individuals referred to in subparagraphs a) to c) above.

II. Specifically for shareholder participation by proxy in the Ordinary General Meeting on Thursday, July 22, 2021 (or any Iterative Meeting), remotely in real time via teleconference, or for shareholder participation by proxy in the voting on the items of the Agenda of the Ordinary General Meeting that will take place before the General Meeting, Shareholders or Participants in the Securities Accounts in the DSS or other intermediaries acting as custodians of the Shareholders through which the shares are kept can appoint up to one (1) proxy, whose appointment must be made at least forty-eight (48) hours before the date of the Ordinary General Meeting (i.e. by 10:00 on Tuesday, July 20, 2021 at the latest for the initial General Meeting and by 10:00 on Tuesday, July 27, 2021 at the latest for the Iterative General Meeting).

Upon receipt of the information above by the Company and on the basis of the e-mail

address and mobile telephone of the proxy, as declared in the proxy form, an account is created for the proxy on the internet platform; the proxy is informed by e-mail in order to activate the account so as to exercise the rights of the Shareholder in accordance with what is referred to above.

Proxy forms for the appointment of proxy(-ies) are available to the Shareholders, on first demand, in hard copy at the Shareholders' Department, 103 Athinon Avenue, Athens or may be downloaded from the Company's website (www.alphaholdings.gr) and offer the following options:

- a) To appoint a proxy to participate in the Ordinary General Meeting on Thursday, July 22, 2021 remotely in real time via teleconference; and
- b) To appoint a proxy to vote on the items of the Agenda of the Ordinary General Meeting that will take place before the Iterative General Meeting on Thursday, July 29, 2021.

The above-mentioned documents should be filled in, signed with the signature authenticity verified and submitted to the Shareholders' Department of the Company, 103 Athinon Avenue, Athens or be sent digitally signed by using a recognized digital signature (qualified certificate) by the representative or Shareholder by e-mail at ShareholdersDepartment@alphaholdings.gr at least forty eight (48) hours before the date of the General Meeting.

Shareholders are requested to confirm the successful dispatch of the proxy form and the receipt by the Company and, for this reason, they may contact the Shareholders' Department by telephone at +30 210 343 6721 and 210 343 6754.

E. Shareholder Minority Rights

Pursuant to article 141 of law 4548/2018:

- (a) Shareholders representing at least one twentieth (1/20) of the paid-in capital of the Company are entitled to request from the Board of Directors of the Company the addition of items to the Agenda of the already convened General Meeting, provided that an application to that effect is received by the Board of Directors at least fifteen (15) days prior to the General Meeting, to which a reasoning or a draft resolution for approval by the General Meeting is attached. The Board of Directors is required to include the additional items on the Agenda and post the same on the Company's website (www.alphaholdings.gr) at least thirteen (13) days prior to the General Meeting. At the same time, the revised Agenda is made available to the Shareholders on the Company's website (www.alphaholdings.gr), along with the reasoning or the draft resolution submitted by the Shareholders as foreseen in par. 4 of article 123 of law 4548/2018. If these items are not published, the applicants - Shareholders are entitled to request the postponement of the General Meeting, in accordance with par. 5 of article 141 of law 4548/2018 and to proceed with the publication themselves, as stipulated in the second indent of par. 2 of article 141 of law 4548/2018, at the Company's expense.
- (b) Shareholders representing at least one twentieth (1/20) of the paid-in capital of the Company are entitled to submit, by means of an application to be received by the Board of Directors of the Company at least seven (7) days prior to the General Meeting, draft resolutions on items included in the initial or in any revised Agenda of the General Meeting, which shall be made available to the Shareholders, as stipulated in par. 3 of article 123 of law 4548/2018, at least six (6) days prior to the General Meeting.
- (c) At the request of Shareholders representing at least one twentieth (1/20) of the paid-in capital of the Company, the Chair of the General Meeting is obliged to postpone for one

time only the resolution of the General Meeting on all or (as the case may be) on certain items of the Agenda, determining as the day for the resumption of the (postponed) meeting, the one specified in the application of the Shareholders, which shall be set no later than twenty (20) days from the date of the postponement.

- (d) Shareholders may apply to the Board of Directors of the Company, at least five (5) full days prior to the General Meeting, for specific information to be provided to the General Meeting on Company matters, to the extent that it is pertinent to the items of the Agenda. The obligation for the provision of information does not apply when the relevant information is already available on the Company's website.
- (e) Following an application to the Board of Directors by Shareholders representing at least one twentieth (1/20) of the paid-in capital of the Company, the Board of Directors shall notify the General Meeting, provided it is an Ordinary General Meeting, of amounts paid, in the last two years, to any Member of the Board of Directors or Manager of the Company, together with any benefit granted to these persons for whatever reason or as a result of a contract between the Company and such persons. The said application of the Shareholders shall be received by the Board of Directors at least five (5) full days prior to the General Meeting.
- (f) Shareholders representing at least one tenth (1/10) of the paid-in capital of the Company are entitled to request the Board of Directors of the Company, at least five (5) full days prior to the General Meeting, to apprise the General Meeting of the course of corporate affairs and the assets of the Company.

In all of the above cases, the applicants - Shareholders should provide proof of their shareholder capacity and, apart from the case of paragraph (d) above, of the number of shares they hold at the time of the exercise of the respective right. The provision of a certificate by the organization in which the respective securities are kept or the certification of the shareholder capacity through a direct electronic link between the organization and the Company also constitutes such proof.

Detailed information about minority rights and their terms of exercise is available on the Company's website (www.alphaholdings.gr).

Available documents and information

The Invitation, the proxy forms, the draft resolutions on the items of the Agenda, together with any item, in general, referred to in article 123 pars. 3 and 4 of law 4548/2018 are available in hard copy at the Shareholders' Department, 103 Athinon Avenue, Athens (tel. +30 210 343 6721 and 210 343 6754) and are also posted on the Company's website (www.alphaholdings.gr).

Athens, June 30, 2021
The Board of Directors