

Go For More evolves!

NBG is changing. But we always remain focused on you – our customers – and our aim to deliver a first-class banking experience, whether for your daily banking needs or more complex business and financial tasks. Our open, people-oriented approach is reflected in our new corporate identity that draws inspiration from our 183-year history and deploys a colourful visual code to underscore the values governing our philosophy, including connectivity, accessibility, convenience and ongoing innovation.

Against this backdrop, we are revamping our **Go For More** loyalty program. With its new logo and product ecosystem, the first Total Reward program in the domestic market is evolving its image and content. **Go For More** is moving up, focusing on you and the bonuses it offers in line with today's trends and tomorrow's needs. A new era for **Go For More**, by NBG — Banking Today