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Piraeus Bank SA in Consumer Finance (Greece)

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Abstracts

After the 2013 wave of mergers and acquisitions which swept across the Greek banking industry, Piraeus Bank accumulated a very big client portfolio and its main focus is fixed on maintaining an active consumer base and generating new turnover from its existing clients. The bank is strategically orientated towards its activities in Greece and wishes to finance Greek businesses and participate in the ongoing attempts to kick-start the Greek economy. It has a network of 709 branches and 1,816 ATMs...

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