



Banking on tomorrow

PwC Cyprus has a dedicated team of banking experts that comprises 10 Partners and Directors and more than 100 client facing professionals committed in delivering quality services to our clients. The PwC Cyprus professionals operate within a tightly-knitted international network of industry experts ready to deliver local knowledge with global expertise to help turn challenges into opportunities in all key areas of your business.





The rising interest rates have become a significant source of profit for banking institutions in Cyprus due to the excess liquidity of the sector. On the other hand, the slowdown in most of the European economies coupled with inflationary pressures may have an adverse impact on the quality of the banks' assets and force them to book higher impairment costs, something that has not materialised in Cyprus to-date.



With Environmental, Social and Governance (ESG) standards becoming increasingly critical to banks' reputation and licence to operate, the multidimensional ESG ecosystem needs to be translated into the strategy and mission of banking institutions.



The benefits of the ongoing transformation of the sector are multilayered. Institutions need to go beyond traditional measures and continue transforming their business models, embrace digitisation and adapt to the dynamic environment to tackle structural problems.



The competitive environment is widening, affected by the disruptions of the FinTech revolution. Banks should consider acquiring companies that can accelerate their transformation journey.



Developments in the regulatory space have been continuous in the last decade, with the current priorities focusing on resilience to shocks, digitisation, strengthening of management bodies and the need to address challenges in relation to climate risks.



With technology as a key enabler, the speed at which decisions are made is crucial for institutions, both in terms of strategic planning and in terms of client experience and satisfaction. In the "new normal" consumers are no longer willing to wait and demand real time service.



The sector should not remain focused on short-term gains but should consider longer-term, responsible investments. Sustainable M&A can create economies of scale across the banking sector, providing opportunities for banks to become more cost-efficient, better able to invest in large scale transformational projects, whilst diversifying their products and revenue sources.

tomorrow

What are your thoughts?
We are ready to listen.



In a demanding and challenging environment, PwC Cyprus has a dedicated team of banking professionals who operate within an international network of industry experts ready to deliver local knowledge with global expertise. We help our clients turn challenges into opportunities by delivering **quality in assurance, advisory, tax and legal services.**



Contact us:



Michalis Stephanou

Partner, Head of Advisory
In charge of Financial Services
michalis.stephanou@pwc.com
Tel: +357 22 555 770



Elina Christofides

Partner, Advisory
In charge of Banking
elina.christofides@pwc.com
Tel: +357 22 555 718



Christos Pieridis

Director
Advisory
christos.pieridis@pwc.com
Tel: +357 22 555 279



George Shiammoudis

Director
Advisory
george.shiammoudis@pwc.com
Tel: +357 22 555 433



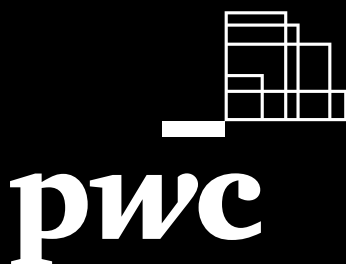
Christina Telemachou

Director
Advisory
christina.telemachou@pwc.com
Tel: +357 22 555 444



PricewaterhouseCoopers Ltd

PwC Central, 43 Demostheni Severi Avenue, CY-1080 Nicosia
P O Box 21612, CY-1591 Nicosia, Cyprus
T: +357-22 555 000, F: +357-22 555 001



© 2023 PricewaterhouseCoopers Ltd. All rights reserved. PwC refers to the Cyprus member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.