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The Corporate Banking Barometer II:
Measuring Satisfaction, Expectations, and Future Opportunities

JANUARY 2026

Research Specifications

CONDUCTED BY
IMR/ UNIVERSITY OF NICOSIA™

DATE
DECEMBER-JANUARY 2026

SAMPLE SIZE
200 CORPORATE CLIENTS

SAMPLE CHARACTERISTICS
CEOS & CFOS

DATA COLLECTION
COMBINATION OF DATA COLLECTION VIA ELECTRONIC PLATFORM AND TELEPHONE INTERVIEWS USING A STRUCTURED QUESTIONNAIRE

Research Scope

The study analyses satisfaction, expectations, and future opportunities in the corporate banking sector, while also enabling a direct comparison with the CBB 2024. This approach provides a comprehensive understanding of evolving corporate client needs and delivers actionable, trend-based insights for financial institutions.

01

Market Overview

How 2025 Redefined the Cyprus Banking Landscape

JANUARY 2025

January

2025 began with Eurobank and Hellenic Bank already at an advanced stage of integration

June

Alpha Bank Cyprus completed the acquisition of AstroBank's banking operations

September

Eurobank completed the acquisition of Hellenic Bank

DECEMBER 2025

Year Recap

2025 marked a decisive year of consolidation for Cyprus banking, with fewer but stronger institutions emerging as the system shifted from fragmentation toward scale, stability, and long-term competitiveness.

02

Key Changes Over the Past 12 Months

Key Changes Over the Past 12 Months: 1/6
Multi-Banking Behaviour

	1 Bank	2 Banks	3+ Banks
2025	28%	34%	38%
2024	13%	42%	45%

The sharp increase in companies relying on a single banking relationship, **reflects the impact of market consolidation** and the reduction in available banking options. As the banking landscape becomes more concentrated, **businesses appear to be simplifying their banking relationships,** placing greater emphasis on depth, efficiency, and reliability rather than diversification across multiple providers.

Key Changes Over the Past 12 Months: 2/6

Competitive charges increase satisfaction

The rise in satisfaction with bank charges, from 15% in 2024 to 23% in 2025, emerges alongside a more consolidated banking landscape. While pricing remains a **sensitive area for corporate clients**, the improvement may **indicate early signs of clearer pricing structures and better value communication** as banks adapt to scale and changing competitive dynamics.

[Very/Quite Satisfied]

Charges/fees

[2025]

23%

[2024]

15%

Key Changes Over the Past 12 Months: 3/6
Shifts in Pricing Satisfaction

[Very/Quite Satisfied]

Charges related to loan rates	Generic charges in day-to-day transactions	Charges in comparison with alternative providers
[2025] 16%	[2025] 18%	[2025] 13%
[2024] 7%	[2024] 11%	[2024] 11%

Satisfaction has improved across pricing dimensions, with the strongest gains seen in loan-related charges. While overall satisfaction remains low, **the trend points to early pricing stabilisation** as banks adapt to a more consolidated market, with **competitive pressure from alternative providers** still clearly present.

Key Changes Over the Past 12 Months: 4/6
Raising the Pace: How Traditional Banks Are Responding

[Very/Quite Satisfied]

Response time

[2025]

71%

[2024]

59%

The increase in satisfaction with banks' response time, indicates that **service delivery is becoming faster and more efficient.** This improvement likely reflects both greater **adoption of digital solutions** and a growing recognition among traditional banks that **keeping pace with the speed set by digital providers** is essential to remain competitive.

Key Changes Over the Past 12 Months: 5/6

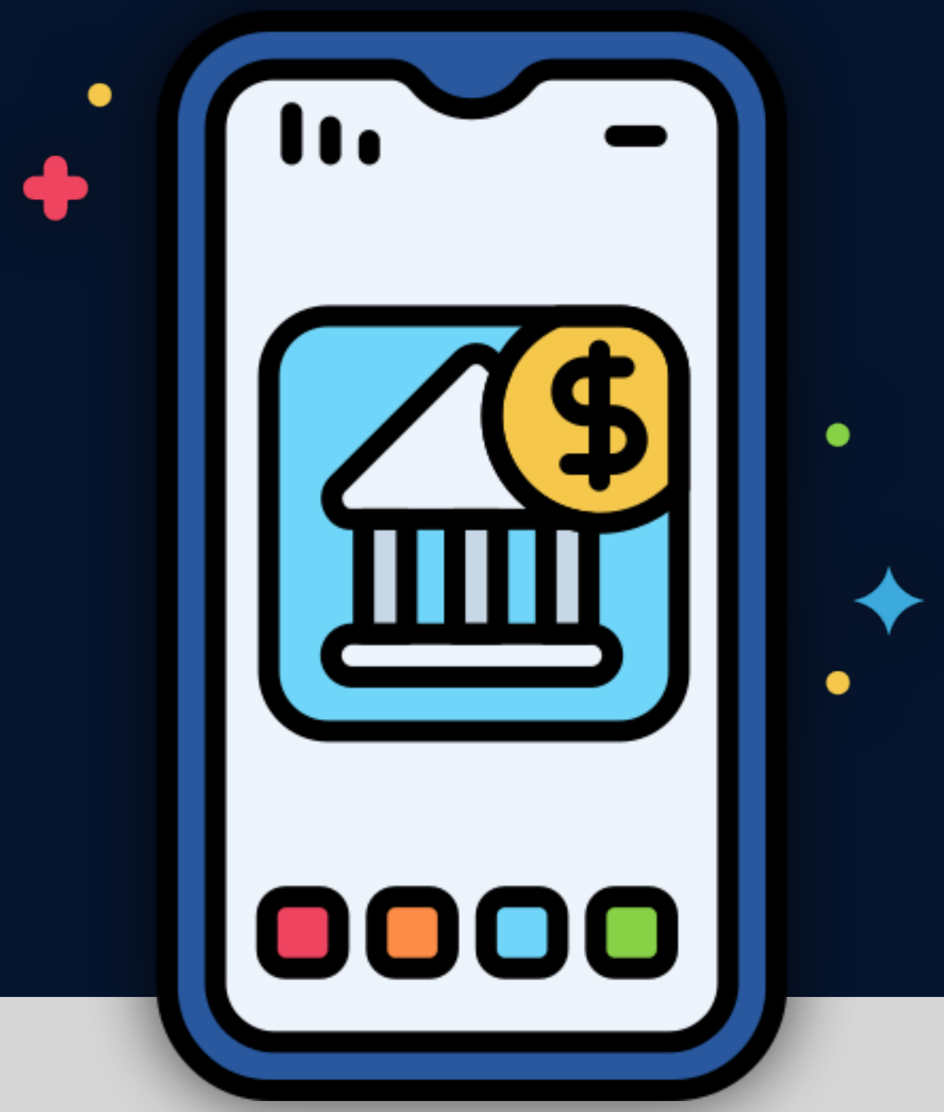
The Battle Between Traditional Vs Neobanks

Neobanks are reshaping expectations, not just undercutting prices.

Traditional Banks

Vs

Neobanks



Key Changes Over the Past 12 Months: 6/6

Neobanks are reshaping expectations, not just undercutting prices

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	Lower Cost	Faster services & transactions	Less bureaucracy	Better digital tools/platforms
[2025]	74%	56%	52%	48%
[2024]	81%	48%	44%	33%

While cost remains an important factor, the data show a clear shift in why neobanks are gaining ground. The declining emphasis on lower cost, alongside rising importance of faster transactions, reduced bureaucracy, and better digital tools and platforms, indicates that **efficiency, speed, simplicity, and user experience are increasingly driving corporate preferences,** reflecting a broader redefinition of value beyond pricing alone.

03

Foundations That Remain Strong

Foundations That Remain Strong: 1/5
Main Type of Financial Services:

64%
Corporate banking

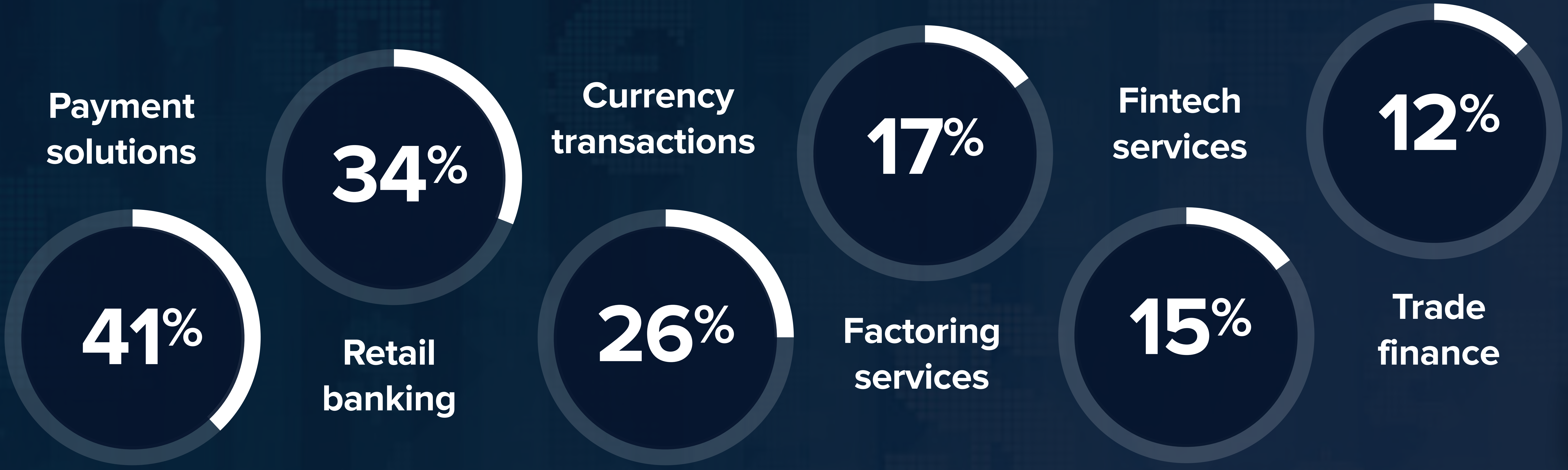
21%
Business centre/unit

18%
Electronic Money Institutions (EMI)/ Payment Institutions (PI)

11%
Retail banking

Current Situation: 2/5

Other Financial Facilities / Services Currently Used



Foundations That Remain Strong: 3/5
Personal Banker

Corporate clients continue to value personal bankers for the combination of expertise, trust, and accountability they provide—elements that remain beyond the reach of technology alone

Reasons for preference

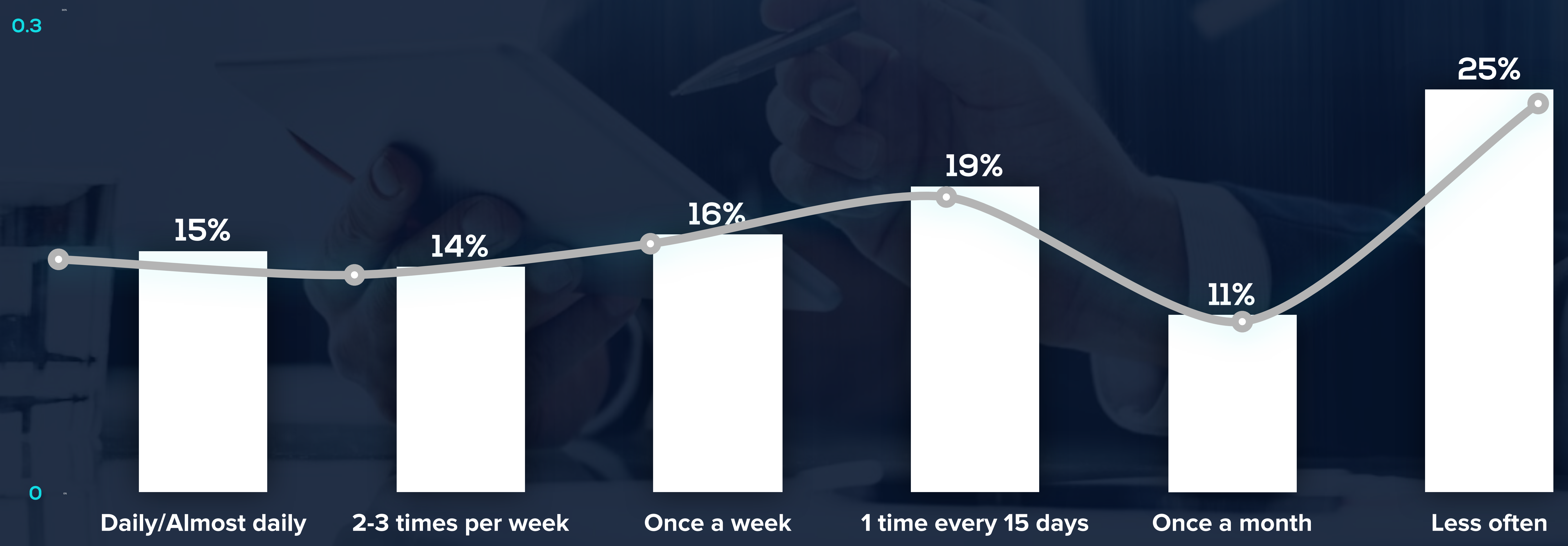
- Ensures trust & deep understanding of the client's business
- Offers personalised guidance
- Enhances banking experience and efficiency

9/10

Have a personal banker

Foundations That Remain Strong: 4/5
Communication with Personal Banker

Frequent communication with a personal banker highlights the importance of ongoing support and proactive guidance, reflecting a distinctive strength of traditional banks in building long-lasting, trusted relationships with corporate clients.



15%

Corporate clients seek their personal banker **on a daily basis**

30%

Corporate clients seek their personal banker **on a weekly basis**

Foundations That Remain Strong: 5/5
Core Drivers of Client Satisfaction

[Very/Quite Satisfied]

74%	71%	70%	58%
Range of products/ services	Customer service	Digital platforms/ tools	Easy access to financial products

The consistently high satisfaction levels across these core drivers indicate that **banks continue to deliver strongly on the fundamentals of the corporate banking experience**. This stability underscores their role as **trusted partners**, while also setting a high baseline that future improvements must build upon rather than replace

04

Future Trends

Future Trends: 1/6
Future Investments: Technology

Technology continues to rank among the most important areas of investment for achieving corporate objectives, underscoring its sustained relevance to business performance.

[2025]	[2024]
64%	76%

At the same time, the year-on-year decline suggests that organisations are adopting a **more measured and selective approach**, prioritising targeted enhancements and optimisation over broad technology expansion.

Future Trends: 2/6
Future Investments: Human Capital

Training/ development of existing staff

[2025]

57%

[2024]

67%

Recruitment of new staff

[2025]

42%

[2024]

45%

Human capital development **remains central** to organisational performance, with a continued focus on training and upskilling the existing workforce. Recruitment continues to support targeted growth and capability enhancement, reflecting a balanced approach between internal development and selective workforce expansion.

Future Trends: 3/6
Future Investments: New horizons

New products and services	New international markets	New markets in Cyprus
[2025] 51%	[2025] 41%	[2025] 23%
[2024] 33%	[2024] 25%	[2024] 24%

The upward trend highlights **innovation** and **international expansion** as increasingly central to companies’ growth strategies.

Future Trends: 4/6

Willing to explore the possibility of securing financing through other methods:

1/3 Companies are willing to explore the possibility of securing financing through other methods

Are still unsure regarding new financing methods, and require to learn more in order to consider this **32%**

37% Were negative in financing through other methods

31%

Willing to explore other methods

Future Trends: 5/6
Willing to explore international loan opportunities

1/2 Companies are willing to explore international loan opportunities

Are still unsure regarding borrowing from abroad, and require to learn more in order to consider this **26%**

26% Were negative to explore international loan opportunities

48%

Willing to explore international loan opportunities

Future Trends: 6/6
Cooperating exclusively with EMI/PI providers in the future:

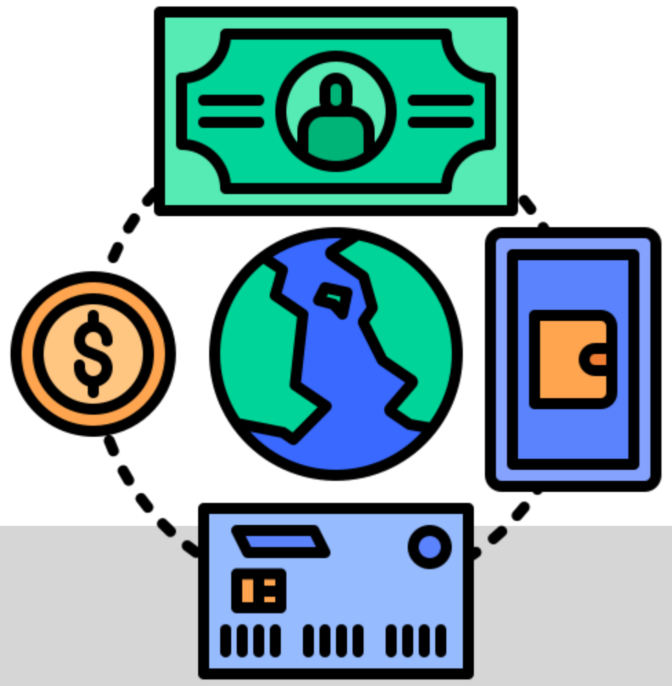
1/3 Companies would consider cooperating exclusively with EMI/PI providers in the future

Are still unsure regarding EMI/PI providers, and require to learn more in order to consider this **44%**

22% Are not inclined to cooperate exclusively with EMI/PI providers in the future

34%

exclusively to EMI/PI providers



The worldwide transition into the era of Big Data and digital transformation, have driven **IMR/University of Nicosia**™, one of the largest market research organizations in Cyprus, to invest in an all new Market Business Intelligence unit. The Business Intelligence unit, through its collaboration with multiple teams of experts both in Cyprus and abroad, offers new and innovative solutions based on real time data collection, advance analytics and tailored-made visualizations endorsing strategic business decisions.

Providing insights to your business™

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