

Senior group

We are actively working to prevent financial exclusion by **offering 5,300 in-person financial and digital literacy training sessions throughout 2023 to over 15,540 elderly individuals**. This makes CaixaBank the **first financial entity to provide such training sessions aimed at improving financial inclusion**. Specifically, we have developed training modules for sessions with clients, focusing on promoting digital and financial autonomy and assisting them in their daily activities and digitalization efforts. These modules cover the use of WhatsApp, Bizum, security advice, maintaining an active and healthy lifestyle, and using ATMs and cards.

The **objectives** of this initiative are:

- Supporting senior advisers in understanding their clients and positioning them as examples of a different management approach, acting as community facilitators.
- Aligning with and fulfilling CaixaBank's senior commitment established in 2022.
- Supporting the achievement of our main targets, working towards enhancing financial inclusion for elderly customers, especially in rural areas, and empowering the elderly to maintain autonomy in their daily lives.

Additionally, the initiative aims to re-establish the Store office as a meeting point for senior customers and to position senior advisers as key facilitators within the senior community, following the model of stores like Agora.