

## **CaixaBank reorganises its Territorial Directions to promote engagement and improve the customer experience**

- **The Management Committee has proposed integrating the Madrid Metropolitan and Madrid South Territorial Directions (TD) into a single Territorial Direction and combining the Valencian Community and Murcia Region TDs.**
- **AgroBank, the CaixaBank business line specialising in the agro-food sector, will now be led by Jaime Campos, previously the territorial director of the Castilla-La Mancha and Extremadura TD.**

**22 June 2023**

The Management Board of CaixaBank has proposed a **new structure for its Territorial Directions** with the aim of continuing to adapt to market needs focus on engagement and improve the customer experience.

With this reorganisation, CaixaBank's Territorial Directions will change from the current 13 to 11 territorial centres, in an effort to continue supporting the entire national structure. The new structure will serve to further specialise the network and personalise the service, helping to promote engagement and adjust to the customers' needs.

As a result, CaixaBank will integrate the current Madrid Metropolitan and Madrid South offices into a single Territorial Direction, to be called Madrid TD, to promote its business in this autonomous community. Heading this new Territorial Direction will be **Xicu Costa**, previously the territorial director of the Valencian Community TD.

The new Madrid Territorial Direction will manage the activity of the 526 branches and centres that the bank has in the autonomous community of Madrid, as well as the more than 2.5 million customers and 4,600 professionals of the bank.

In addition, the Management Committee has approved for the territorial director of CaixaBank in the Murcia TD, **Olga García Saz**, to take over the Valencian Community TD, and to integrate them both into a single Territorial Direction. The new Valencian Community and Murcia Region TD, which will be located in Valencia, has a network of 518 branches and centres, over two million customers and more than 3,800 employees.

In line with the commitment that CaixaBank has with the Murcia Region to strengthen its involvement with the local economy and support its companies, SMEs, self-employed workers, families, and institutions, **Juan Jesús Lozano** has been appointed Director of the Murcia Region. Before now, he had been the Commercial Director of Corporate Banking at the Murcia TD and will be reporting to the Valencian Community and Murcia Region Territorial Director, Olga García Saz.

Elsewhere, **Juan Luis Vidal**, until now the territorial director of the Madrid South TD, will lead the Territorial Direction of Castilla-La Mancha and Extremadura. This office has a network of 205 branches and centres and more than 1,125 employees.

The Management Committee also proposed appointing **Jaime Campos** as the director of AgroBank, the line of business of CaixaBank specialising in the agro-food sector. Before now, Campos has been the territorial director of the Castilla-La Mancha and Extremadura TD.

Similarly, **Sergio Gutiérrez**, the former director of AgroBank, will lead the Brand Office, reporting to the Communications and Institutional Relationships Direction.

The new structure of CaixaBank's Territorial Directions will consist of:

- **Madrid Territorial Direction**, which will be led by **Xicu Costa**.
- **Valencian Community and Murcia Region Territorial Direction**, which will be led by **Olga García Saz**.
- **Castilla-La Mancha and Extremadura Territorial Direction**, which will be led by **Juan Luis Vidal**.
- **Barcelona Territorial Direction**, led by **Maria Alsina**. This includes the city of Barcelona and the metropolitan area.
- **Andalusia Territorial Direction**, led by **Juan Ignacio Zafra**.
- **Catalonia Territorial Direction**, led by **Josep María González**.
- **Castilla y León Territorial Direction**, led by **Belén Martín**.
- **Canary Islands Territorial Direction**, led by **Manuel Afonso**.
- **North Territorial Direction**, led by **Juan Pedro Badiola**. This includes the Basque Country, Cantabria, Asturias and Galicia.
- **Ebro Territorial Direction**, led by **Isabel Moreno**. This includes Navarre, Aragon and La Rioja.
- **Balearic Islands Territorial Direction**, led by **María Cruz Rivera**.