

## CaixaBank, recognised as the 'Most Innovative Bank in Western Europe' by 'Global Finance'

- The US publication has awarded CaixaBank for its leadership in innovation and digital transformation
- The bank has received this award five times in the last seven years
- In addition, BPI has been recognised with the award for 'Best Innovation in the SMEs' category' for its Pulsoo app

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CaixaBank has been recognised as the 'Most Innovative Bank in Western Europe' for the fifth time at *The Innovators* awards, awarded by the US magazine *Global Finance*. These awards, now in their eleventh year, recognise entities that set trends in technology thanks to their continuous innovation in the design of pioneering products and services in the global banking sector. CaixaBank has received this award five times in the last seven years.

Furthermore, BPI, CaixaBank's Portuguese financial institution subsidiary, has earned the award 'Best Innovation in the SME category', for its Pulsoo *app*. It is a free mobile app for the day-to-day running of small businesses, which guarantees an appended vision of the financial standing of the company and its respective transactions, also simplifying the regulatory and fiscal discharge of responsibilities.

The awards highlight banks and fintechs from seven global regions that are breaking new ground and designing innovative products in the financial sector. The magazine's editorial board selects winners with the help of journalists specialised in banking innovation.

### Leadership in innovation and digital transformation

The award for the 'Most Innovative Bank in Western Europe 2024' recognises CaixaBank for its continuous investment in innovation and its excellence in the use of new technologies to improve customer service.

Innovation has enabled CaixaBank to position itself as a benchmark in digital banking at a national and international level. With a large customer base that operates through online channels, the bank offers 100% digital products and services, such as allowing consumers

to take out loans online with immediate availability or simulate a mortgage with personalised prices.

CaixaBank was also the first bank in Spain to launch a wallet service for international payments. With the CaixaBank FXNow Wallets service, focused on currency management and integrated into the FXNow platform, companies can manage their currencies quickly and easily, as well as send and receive international payments.

The increasingly widespread use of digital banking through smartphones has led to the creation of more alternatives to traditional interactions. Thus, CaixaBank has NOA, its virtual assistant which, through the use of artificial intelligence, allows users to communicate with the bank using voice as a means of interlocation between the chatbot and the customer (voicebanking).

### **Recognitions of CaixaBank's innovation**

The recognition as 'Most Innovative Bank in Western Europe' at Global Finance's The Innovators awards continues a year of recognition for CaixaBank's excellence in innovation. In this regard, the bank was recently selected as the 'Best Digital Private Bank in Europe 2024' and 'Best Private Bank in Digital Marketing and Communication in Europe 2024' by the British magazine PWM (Financial Times Group). It also received Silver (2nd position) and Bronze (3rd position) awards in the 'European Innovator of the Year' and 'Customer Experience' categories, respectively, of the Qorus Reinvention Awards Europe 2024.

