

*The bank's commitment to accessibility and financial inclusion*

## **CaixaBank is the first bank to launch an in-branch sign language video interpreting service**

- ***The SVisual service, which is aimed at the hearing impaired and is completely free of charge, breaks down communication barriers, improves transparency, avoids possible misunderstandings if people are talking too quickly, and ultimately offers this segment valuable investment and financing proposals***
- ***The initiative has been launched as a pilot at 120 CaixaBank branches across all of Spain's autonomous regions, and is expected to be available across the entire CaixaBank branch network during the first quarter of 2025***
- ***Customers wishing to use this service can request it by emailing their account manager, or arrange it via the CaixaBankNow app***

### **2 December 2024**

CaixaBank is the first bank to launch a new in-branch service for the hearing impaired. The initiative, known as SVisual, allows the bank's customers to receive information on financial services through a system of simultaneous video interpreting in sign language delivered by a qualified interpreter.

The service ensures that branch appointments with hearing-impaired people run smoothly, thus improving transparency, fostering the autonomy of this group and avoiding possible misunderstandings. SVisual can also be used to offer more complex investment and/or financing value propositions to the hearing impaired in a clear and concise manner.

SVisual, which is a further show of CaixaBank's unwavering commitment to accessibility and financial inclusion, is a free service. Those interested can request an appointment by sending an email to their branch manager, or can arrange it using the CaixaBankNow app.

The initiative has been launched through a pilot programme at a total of 120 CaixaBank branches across all of Spain's autonomous regions and is expected to be available across the bank's entire branch network in the first quarter of 2025.

SVisual is a solution developed by 'Fundación CNSE para la supresión de las barreras de comunicación', a state-owned non-profit organisation that endeavours to improve the quality of life

of people with hearing disabilities. This project is supported by the Deaf People's Association's network.

### CaixaBank social banking

Through this service, CaixaBank is taking a further step forward in its commitment to financial inclusion in-branch. The bank also promotes ATM accessibility, with more machines now featuring high contrast screens, informative videos in sign language, voice-guided options for the visually impaired, easy to navigate menus, as well as more features.

All CaixaBank branches have been offering cards with Braille reading and writing since 2022 – the first of its kind to be marketed in Spain –, thus offering visually impaired users an accessible payment experience.

CaixaBank's Social Banking also looks to improve financial accessibility through accessible POS terminals, inclusive finance, insertion accounts and accounts for social entities with the aim of offering services and products tailored to the real needs of each segment and to support the work of social entities.

### CaixaBank's commitment to accessibility

CaixaBank advocates for accessibility in a broad sense, which means not only offering its customers the largest possible number of channels to access its products and services but also working to ensure that these channels can be used by the largest possible number of people. It therefore works to eliminate any physical and sensorial barriers that may prevent people with disabilities from accessing its facilities or its products and services.

Indeed, most CaixaBank branches (86% at present) are fully accessible and apply the 'keep it flat' concept: no slopes and ramps and elevators installed to avoid uneven ground. Moreover, 99% of the bank's ATM network is adapted for people with disabilities, including the option for the visually impaired to use the Braille keyboard and voice-guided navigation.

Accessibility is also applied to digital channels. For example, the CaixaBankNow mobile app offers colour contrast and font sizes suitable for people with low vision, as well as the option to activate voice navigation.

In addition, [www.caixabank.es](http://www.caixabank.es), the company's commercial portal, is the only site in the Spanish banking industry to have earned the AA accessibility certification, according to the W3C-WAI guidelines for Web 2.0 content.

Código de campo cambiado

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### About CaixaBank's Social Action

CaixaBank is a company with a far-reaching social vocation, in addition to being a socially responsible bank. Its endeavours to serve its customers and society in general are reflected

in backing social action initiatives and its efforts to encourage volunteering, as a way to meet the challenges posed by society.

CaixaBank's Social Action promotes charitable initiatives, activities and campaigns, some of which include the collaboration of "la Caixa" Foundation. Thanks to its presence across all of Spain, its branch network, the largest in Spain, can detect local needs and provide much needed help, while also supporting "la Caixa" Foundation in channelling financial aid to social organisations. Thanks to its financial activity, the bank also offers services and solutions for all kinds of people.

CaixaBank's responsible actions have been recognised by leading international bodies. The Dow Jones Sustainability Index ranks it among the best banks in the world in terms of sustainability and the CDP international organisation has included it as a leading company in the fight against climate change.

