

Solidarity Christmas at CaixaBank's all-in-one centres

- ***The Tree of Dreams, CaixaBank's initiative to bring gifts to children in vulnerable situations, has a special role this year***
- ***CaixaBank's ten all-in-one centres have activities for families with the little ones to attend and have been specially decorated to share the joy of the Christmas holidays***

December 16, 2024

CaixaBank's ten all-in-one centres are now illuminated and have special decorations to share the joy of the Christmas holidays with their customers. The offices, located in Segovia, Barcelona, Tenerife, Burgos, Castellón, Gran Canaria, Ibiza, Madrid, Valencia and Pamplona, will also have special activities for families with the little ones to attend.

The main initiative that will be present in all the 'all in one' centers of the entity is the Tree of Dreams, which this year celebrates its VII edition and will deliver gifts to a total of 34,000 children in vulnerable situations. Customers who have participated in this solidarity initiative will be able to deposit their gifts on the trees installed in the 'all in one' centers from where they will be distributed to the collaborating social entities to distribute them to the children.

Among the activities organized for families who come to these offices during the Christmas days are the workshops for the little ones; magic shows; carol concerts; or the delivery of letters to Santa Claus or the Royal Page.

'all in one', the flagship centres of CaixaBank

Innovation in the branch channel is a constant in CaixaBank's history. In 2019, the bank launched the new concept of 'all-in-one' branches, its *flagship* centres that offer customers a unique experience that goes beyond the financial. The all-in-one centres bring together, in areas of between 1,500 and 3,000 square metres, specialised care for all financial business models, both for individuals, the self-employed and companies.

In addition, this 'all-in-one' branch model represents a complete transformation of the financial customer experience, thanks, above all, to the application of technology to innovate in all the characteristic elements of a bank branch. The 'all in one' experience is completed by a programme of monthly activities, such as talks, lectures, round tables and events on all kinds of topics of interest.