

World Hearing Day

CaixaBank has successfully rolled out its sign language video interpretation service across all branches this month

- ***Last December the bank became the first in Spain to offer a new service for people with hearing impairment, and in March it will complete its implementation across its entire network***
- ***CaixaBank's SVisual video interpretation service is aimed at people with hearing impairment and is completely free of charge***
- ***Helps eliminate communication barriers, enhances transparency, reduces conversational fluency errors and provides this group with accessible information on investment and financing value proposals***
- ***Customers who want to use this service can request it by email to their manager or via the CaixaBankNow app***

3 March 2025

By March, CaixaBank will have completed the deployment of its sign language video interpretation service for individuals with hearing impairments across its entire branch network. The initiative, called SVisual, allows the bank's customers to receive information on financial services through a simultaneous sign language video interpretation system thanks to a specialised interpreter.

The service ensures that appointments at branches with persons with hearing impairment are carried out smoothly, enhancing transparency, promoting autonomy for this group and preventing possible errors due to misinterpretations. In addition, SVisual enables persons with hearing impairment to make more complex investment and/or financing value proposals in a clear and concise manner.

The incorporation of SVisual, reflecting CaixaBank's commitment to accessibility and financial inclusion, is a free service. The Interested Parties may request an appointment via email to their manager, or via the CaixaBankNow app.

The initiative was launched, through a pilot programme, last December in a total of 120 CaixaBank branches in all the autonomous communities and this March it will be available throughout the bank's branch network.

SVisual is a solution developed by the CNSE Foundation to suppress communication barriers, a non-profit state organisation that aims to dignify the living conditions and citizenship of all Deaf People. This project has the backing of the autonomous network of federations and associations that make up the Spanish State Confederation of Deaf People (CNSE).

CaixaBank Social Banking

With this service, CaixaBank adds a new action to its commitment to financial inclusion in branches. The bank also promotes accessibility in ATMs and more and more units have features such as high contrast, informative videos in sign language, voice-guided options for people with visual impairment, easy menus, etc.

In 2022, CaixaBank introduced a groundbreaking payment method across all its branches: a card with a Braille reading code. This innovation, the first of its kind in Spain, provides an accessible payment experience for visually impaired users. With regard to payment methods, CaixaBank offers from 2022 in all its branches the card with braille reading code, the first of these characteristics to be marketed in Spain, thus offering an accessible payment experience to visually impaired users.

CaixaBank's Social Banking initiative is dedicated to enhancing financial accessibility. This includes offering accessible point-of-sale terminals (TPVs), inclusive financial services, insertion accounts, and accounts tailored for social entities. The goal is to provide services and products that address the specific needs of each group and support the efforts of social organisations. CaixaBank's Social Banking also focuses on improving financial accessibility through accessible TPVs, inclusive finances, insertion accounts and accounts for social entities, with the aim of offering services and products that meet the real needs of each group and support the work of social entities.

The commitment to CaixaBank's accessibility

CaixaBank understands accessibility in a broad way, which means not only offering its customers the greatest possible number of channels of access to its products and services, but also working so that these channels can be used by the greatest possible amount of pPeople. For this reason, it works to eliminate any physical and sensory barriers that may impede access to its facilities or to its products and services for persons with disabilities.

In this respect, a large majority of CaixaBank's branches (86% at present) are accessible, applying the zero quota concept: removal of de-levels and installation of ramps and lifts to avoid de-levels. Similarly, 99% of the bank's ATM network is adapted to persons with disabilities, including the possibility for persons with visual impairment to use the braille keyboard and voice-guided browsing.

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

Furthermore, www.CaixaBank.es, the entity's commercial portal, is the only one in the sector in Spain accredited with the level of accessibility aa, according to the W3C-WAI guidelines for web 2.0 content.

On CaixaBank's social action

CaixaBank is renowned for its strong social commitment and leadership in socially responsible banking. Its dedication to serving both customers and society is evident through the promotion of Social Action programs and the encouragement of volunteering, addressing the evolving challenges faced by the community. CaixaBank is a company with a deeply social vocation, as well as a benchmark in socially responsible banking. Its attitude of service to its customers and to society in general is reflected in the promotion of Social Action programmes and in the promotion of volunteering, as a way of responding to the challenges demanded by society.

CaixaBank Social Action promotes social initiatives, activities and campaigns, some in collaboration with the la Caixa Foundation. With the largest branch network in Spain, CaixaBank can identify and address local needs effectively, providing close support. Additionally, it aids the la Caixa Foundation in directing financial assistance to social entities. Thanks to its presence throughout the country, its branch network, the largest in Spain, can detect local needs and help from close quarters, as well as support the la Caixa Foundation in channelling financial aid to social entities. In addition, through the financial activity, the bank offers services and solutions for all types of people.

On the other hand, CaixaBank's responsible activity has been recognised by the main international bodies. The Dow Jones Sustainability Index ranks it among the world's best banks in terms of sustainability and the international organisation CDP includes it as a leading company against climate change.