

CaixaBank increases its presence at MWC, Talent Arena and 4YFN and reaffirms its commitment to innovation, entrepreneurship, and digital talent

- **CaixaBank will showcase a device for visitors to simulate the calculation of their carbon footprint and evaluate their daily commitment to sustainability at the Mobile World Congress**
- **The bank is the main sponsor at the Talent Arena, the event dedicated to tech talent that positions Barcelona as a European hub for attracting digital talent**
- **A CaixaBank mobile branch will accompany visitors to the Talent Arena, showcasing a product that puts design and engineering at the service of improving people's quality of life**
- **DayOne, CaixaBank's division specializing in technology companies and their investors, will have its own stand at 4YFN, offering personalized advice and hosting sessions and events such as the EmpredeXXI Awards.**

Barcelona, February 25, 2025

CaixaBank is increasing its presence at the Mobile World Congress, Talent Arena, and 4YFN 2025, with a range of activities that position the institution as a strategic ally of the country's main technology event. With innovation, digital talent, entrepreneurship, and sustainability as its focus, the bank has developed a busy program of activities, presentations, and experiences that reflect its commitment to the technological ecosystem, the entrepreneurial universe, and digital talent gathering in Barcelona from March 3 to 6.

As a patron company of the Mobile World Capital Foundation, CaixaBank has a physical presence at its stand at the Mobile World Congress for the first time, participating in the Society 5.0 concept proposed by the Foundation. In line with this idea, which advocates for an urban environment where technology transforms all areas of life to create a more sustainable society, CaixaBank positions itself as a key agent in the transition towards more sustainable cities, supporting individuals and companies in adopting responsible practices.

Mobile World Capital Barcelona and CaixaBank have developed a tool to raise public awareness about the impact that lifestyle and consumption decisions have on our planet. The institution offers users an educational and interactive experience designed to provide an approximation of their personal carbon footprint (the total amount of greenhouse gases emitted by a person's daily activities) and promote more sustainable consumption habits to reduce it.

Talent Arena: space for digital talent

In this edition of the Mobile World Congress, CaixaBank once again supports the Talent Arena as the main sponsor, the space dedicated to digital talent that this year, for the first time, will be hosted in its own space, outside the main MWC venue. The institution has a strong presence with the organization of activities, workshops, and seminars.

CaixaBank has organized a series of conferences called 'Social Talks' with three young speakers who are clear examples of how technology can be used to make the world a better place. They are Guillermo Gauna-Vivas, creator of the Ayúdame3D foundation to produce and deliver 3D-printed arms for free; Marc Buxaderas, who through his communication projects aims to normalize his tetraplegic cerebral palsy; and Ousman Umar, creator of the NGO Feeding Minds foundation, which seeks to provide access to information and education in underdeveloped countries, reducing the digital divide.

With its focus on developing technology to improve people's quality of life, CaixaBank has created mobile branches; spaces that contain cutting-edge engineering and design elements to introduce all the technological and security features of a bank branch into a vehicle. One of these mobile branches, with which the institution serves rural areas and ensures financial inclusion for all people, is on display at the Talent Arena and can be explored by interested visitors.

The mobile branch is equipped with the same elements as any branch: it has a smart PC, ATM, recycler, multifunction and financial printers, scanner readers, etc. To fit them into such a small space and comply with vehicle weight regulations, significant design and engineering work was required.

4YFN, boosting the global entrepreneurial ecosystem

As part of its commitment to the entrepreneurial ecosystem, CaixaBank, through DayOne, its division specialising in technology companies and their investors, is putting on an intense programme of activity at 4YFN, of which it is the main innovation sponsor.

The institution has its own stand at the fair, with a very active role, offering personalised advice and hosting sessions and events such as the EmprendeXXI Awards. The program has been organised in collaboration with professional teams from various specialized areas of the bank and CaixaBank Group subsidiaries.

Support for growing companies from regional hubs, solutions for sustainable transition, and the promotion of agri start-ups are just some of the topics of the sessions organized by CaixaBank

DayOne at its stand during the days of MWC Barcelona and 4YFN. In addition to the institution's executives, representatives from established companies, venture capital funds, start-ups, and scale-ups will also participate in the sessions and presentations.

Additionally, the CaixaBank DayOne stand hosts activities for client start-ups and EmpredeXXI award winners to showcase their projects to investors and event attendees.

As part of 4YFN, CaixaBank DayOne will award the start-up with the greatest impact in Catalonia with the EmpredeXXI Awards, with which the institution contributes to the development of young innovative companies with high growth potential.

