

## ***CaixaBank opens the debate on the inclusion of senior talent in the cities of the future***

- ***The bank explores the opportunities technology offers to ensure effective socio-digital inclusion and support strategies aimed at promoting senior talent at the Mobile World Congress.***
- ***The proposal featured Eduard Martín, Chief Innovation Officer of MWCcapital, and Therese Jamaa, vice-president of the Red Cross Spain Foundation.***

**Barcelona, March 6, 2025.** - The Mobile World Capital Foundation stand at MWC25 explored this morning the potential of technology to strengthen the connection between the elderly and their environment, facilitate their participation in community life and harness their talent to improve the cities of the future. CaixaBank, as a sign of its commitment to the senior segment, wanted to highlight this issue in the main technological event in the country.

The day featured a round table discussion led by Eduard Martín, Chief Innovation Officer of MWCcapital, and Therese Jamaa, vice-president of the Red Cross Foundation Spain. During the debate, which had senior citizens participate, the opportunities offered by technology were discussed to ensure effective socio-digital inclusion, perform reliable diagnostics of priority areas for action, and support institutional strategies and programs aimed at fostering senior talent. In addition, the adaptation of senior talent to the labour market and the need for reskilling to achieve an effective inclusion of this group in the cities of the future was analysed.

The workshop concluded with a guided tour of the main experiences offered at the Mobile World Capital Foundation stand and a tour of the Mobile World Congress.

### **CaixaBank: commitment to excellence in caring for the elderly**

CaixaBank, with more than 4 million customers over the age of 65 and a market share of over 34% in pensions paid by direct debit, is the leading institution in the senior segment in Spain. In February 2022, the bank launched a plan to enhance personal attention to the over-65s, with specialised training for all its employees to offer support based on proximity, trust, and quality contact.

Other actions promoted by CaixaBank to improve the service provided to the elderly include the adaptation in 100% of ATMs to allow for passbook use and the deployment of functionalities for the easy use of the terminals, as well as personal accompaniment in the use of ATMs to people who need it; the elimination of time restrictions in the cashier service, or personal telephone attention as well as via WhatsApp with an exclusive number.

The plan also strengthens remote channels for senior customer support, so that identification and direct communication with a person is guaranteed at all times, instead of a robot, even when the call is not directed to the manager usually assigned to the customer, but generically to the CaixaBank call center.

CaixaBank also develops in-person training sessions on digitalisation for senior citizens on operations and financial concepts and, through its CaixaBank Volunteering program, develops a continuous activity in collaboration with social entities to support senior needs.

In addition to all this, CaixaBank is committed to financial inclusion, as it has the most extensive network of branches and ATMs in Spain. It is present in more than 2,200 municipalities and is the only banking entity in 459 of them, in addition to covering a further 1,300 rural towns with mobile offices.

All these initiatives have led CaixaBank to become the first bank in May 2022 to obtain AENOR certification as a company committed to the elderly.

CaixaBank's solid commitment to senior citizens is also reflected in the opinion of its customers. According to a report by the independent market research company Inmark, CaixaBank has doubled the percentage of customers who perceive it as a financial institution specialising in seniors over the last year.