CaixaBank named Europe's best private bank for customer service by 'The Banker'

- **The Financial Times Group magazine singled out the bank in terms of its quality of service, its top-level customised advisory service, and continuous innovation.**

- **CaixaBank's Private Banking division has grown by 4.9% until September and has topped €62,200 million in assets under management.**

Barcelona, 27 October 2017

British magazine *The Banker* has named CaixaBank as 'Best Private Bank for Customer Service in Europe 2017'. The Financial Time Group magazine included CaixaBank Private Banking in its Global Private Banking Awards for the quality of its service, its stringent customised advisory model, and application of continuous innovation in its business model to the benefit of customer service.

The panel of judges, 16 executives working in the banking sector and strategic consultancy, took due note of CaixaBank Private Banking's customer service model, based on a combination of a universal office service, with more than 5,000 branches, a highly specialised team of managers and centres, and a range of technological features unique to the private banking sector.

CaixaBank was, in fact, the first bank in the world to deploy a technological service with the capacity for comprehensive communication and instrumentation of operations in a totally secure environment through its online channel Línea Abierta. This enables customers to be in contact with their managers at all times. CaixaBank Private Banking managers are skilled professionals with substantial financial advisory experience, as accredited by the international Wealth Management certificate issued by the Chartered Institute for Securities & Investment (CISI).

Jordi Gual, CaixaBank's Chairman, believes the new award is "acknowledgement of a management model inspired by the bank's values: quality, trust and social commitment. When they are applied to private banking, they are reflected in a unique way of understanding the stringent and totally customised advisory service provided by a team of highly qualified managers".

CaixaBank CEO Gonzalo Gortázar singled out the importance of innovation in the private banking business: "Technology helps boost communication between managers and customers, and this is a key feature to maintain a relation of proximity in order to customise the advisory process. Working on continuous innovation also helps us create more efficient new services".

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EUROMONEY AWARDS FOR EXCELLENCE 2017   Mejor Banco en España 2017   EUROMONEY PRIVATE BANKING SURVEY 2017   Mejor Banca Privada en España 2017   The Banker Bank of the Year 2016 SPAIN   Bank of the Year in Spain 2016

BPI, the Portuguese bank which has formed part of the CaixaBank Group since February, also received an award from *The Banker* for Best Private Banking in Portugal, as a reflection of its growth in this business segment and the quality service it offers its customers.

About CaixaBank Private Banking

CaixaBank Private Banking is one of the largest banks in the sector in Spain, with €62,200 million in assets under management and over 57,200 customers, until 30th September. The range of products and services targets customers with more than €500,000 at their disposal. This year the volume of assets specifically managed in this segment rose by 4.9%.

The key to success is based on a private banking model which is a combination of the universal office service, with more than 5,000 branches, with a specialised service featuring 550 managers, 44 exclusive centres and a range of technological features to offer advice from any location. In 2017 CaixaBank Private Banking was named by *Euromoney* magazine as Best Private Bank in Spain in the 2017 Private Banking Surveys. In 2016 it was also named Best Private Bank in Digital Communication by *The Banker*.

About *The Banker*

The Banker is a British publication owned by the Financial Time Group, which has been providing economic and financial information since 1926. It also covers news in markets, banking, regulation and risk, transactions and technology. *The Banker* also organises awards such as Bank of the Year, prizes for *Best Technology Projects* or the Private Banking awards, alongside *PWM* magazine from the same group.