



imagin obtains B Corp certification for its positive impact on the environment and society

- ***The first "mobile only" financial services platform to obtain this certification.***
- ***B Corp certification guarantees a company's compliance with the highest standards of social and environmental performance, public transparency and corporate social responsibility.***
- ***This recognition strengthens imagin's commitment to a model of environmental and social action that is a benchmark in the digital environment, embodied through imaginPlanet.***

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imagin, a digital services and lifestyle platform for millennials, has obtained B Corp certification, guaranteeing the company's compliance with the highest standards of social and environmental performance, public transparency and corporate social responsibility to balance financial profits with social goals. imagin has become the first *mobile only* financial services platform to have B Corp certification, thus consolidating its commitment to creating a positive impact on the planet and society, materialised through *imaginPlanet*.

Companies with B Corp certification incorporate a legal requirement to integrate workers, customers, suppliers, the community and the environment into decision-making processes, thereby accelerating global cultural change that seeks to redefine business success and build a more inclusive and sustainable economy. In this sense, imagin's core activity is committed to a model of environmental action that has become a benchmark in the digital environment, with minimum impact and open to channelling support for third party social and business initiatives that benefit the environment and society.

Specifically, imagin will focus on supporting five of the 17 Sustainable Development Goals (SDGs) approved by the UN in its 2030 Agenda: Sustainable Cities and Communities (goal 11); Responsible Production and Consumption (goal 12); Climate Action (goal 13); Life Below Water (goal 14); and Life on Land (goal 15).



Contents of the positive impact through imaginPlanet

From the user's point of view, imagin's model of sustainability is primarily materialised through imaginPlanet, a themed area for content and services that forms part of the imagin mobile application. imaginPlanet gathers interesting content relating to sustainability and offers information on projects supporting social and environmental causes, whether the bank's own or others led by people or organisations to whom imagin can lend its support.

Among the latest actions by imaginPlanet stands out the reforestation project in the Cantabrian town of Campoo de Yuso in the Ebro reservoir. Last summer, the photographer, traveller and digital influencer Daniel Illescas cycled across the north of Spain until reaching the Cantabrian mountains, where imagin planted one tree for every kilometre covered by the popular influencer, reaching a total of 533 trees.

imagin is also collaborating with the sailor Didac Costa, the only Spaniard to have participated in two consecutive editions of Vendeé Globe 2020, a solo round the world regatta without stops or assistance, on board the IOC-UNESCO flagship boat, "One Planet One Ocean". During his preparation and journey, which began last week, Didac will share, first-hand and through imaginPlanet, the environmental reality of the oceans in order to raise awareness of the importance of their conservation.

imagin, a sustainable model

imagin's sustainability plan means that the entire business and organisation model is committed to standards of coherence, social and environmental commitment, transparency and innovation. The platform will apply sustainability criteria throughout its business strategy and its action guidelines. For instance, as incentives for new customers, traditional gifts will be replaced with sustainable actions such as reforestation or donations to charitable causes. imagin will also develop a complete line of products, services, agreements and initiatives based on sustainability in order to generate positive impacts for the planet and for society as a whole.

In this regard, in addition to promoting awareness of sustainability among its users, imagin will internally promote the adoption of sustainable habits in its physical spaces and encourage its employees to get involved in social and environmental causes through programmes in collaboration with leading organisations.

imagin's commitment to sustainability is also visible in the bank's own branches, where a paperless and non-plastic culture has been established. In addition, *eco-friendly* mobility is promoted among employees, with an area available for parking bikes and electric scooters, and programmes will be launched for staff to collaborate with organisations committed to sustainability.



2.6 million *imagin*ers

imagin is a digital platform dedicated to offering millennials digital, financial and non-financial services that help them in their daily lives and future projects.

Driven by CaixaBank, imagin currently has 2.6 million users, a figure that is constantly growing thanks to the wide range of content and services on offer, largely for free. It is also a result of the ease of customer registration and the creation of various levels of customer association, which, unlike traditional banks, do not necessarily require registration as a financial customer.

imagin's digital content is organised along five major themes: music (imaginMusic), video games (imaginGames), trends (imaginCafé), technology (imaginShop) and sustainability (imaginPlanet). Imagin also offers special experiences and benefits in areas such as travel and urban mobility.

Finally, the imagin application offers a range of financial products to meet the savings and financial needs of young people who have entered adulthood and who are starting to earn their first income and make their own lifestyle plans.

In all cases, imagin maintains the characteristics that have made it a leading player in the field of banking for millennials: mobile-only operations (services are provided exclusively through the app, with no branches and with the website only serving for informative purposes), no fees for the user and with a clear, simple language, especially tailored for direct communication with millennials.