

CaixaBank named "Outstanding Financial Innovator in Western Europe 2021" by Global Finance magazine

- ***The US magazine has recognised CaixaBank among European banks for its ongoing innovation in designing new solutions for banking of the future, and for leveraging its technological leadership to continue to accompany its customers during the pandemic.***
- ***Furthermore, the new online and mobile banking platform, CaixaBankNow Empresas y Negocios, launched in 2020, has been recognised in the awards as an "Outstanding Innovation in Cash Management".***

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CaixaBank, Spain's leading bank, has been named "Outstanding Financial Innovator (Bank) in Western Europe 2021" at Global Finance's annual The Innovators awards for 2021. In its ninth edition this year, the awards acknowledge financial institutions that not only excel in identifying new paths and designing new tools in finance, but that have also been able to leverage their technological leadership to continuously facilitate banking and support to their customers during the pandemic.

The award winners this year were selected by a jury that comprised the magazine's editorial board with the input of reporters who are experts on the functions being served by these innovators. For Joseph Giarraputo, publisher and editorial director of Global Finance, "Finance innovations proved critical to speeding needed support to different stakeholders during the health care crisis. Fintech developments continue to ease corporate and retail customers' decision making about what to do with their money as well as their ability to execute the necessary transactions. Our Innovators awards showcase the leading creative issues of the past year".

Customer experience and digital transformation

The "Outstanding Financial Innovator (Bank) in Western Europe 2021" award is recognition of CaixaBank's ongoing innovation and technological development conducted over decades and which has led to it being the leader of digital banking in Spain.

With 19.3 million customers in the country, CaixaBank provides a unique omnichannel distribution platform with multi-product capabilities that continuously evolves to anticipate customer needs and preferences.

CaixaBank has also continued to strengthen its leadership of the digital banking market. It now accounts for 70.5% of digital customers and is firmly committed to digital transformation and supporting innovative companies with growth potential.

Global Finance is a monthly magazine founded in 1987, headquartered in New York. It has a circulation of 50,000 and has readers in 191 countries.

The new CaixaBankNow Empresas y Negocios, innovation highlight of the year

Furthermore, the new online and mobile banking platform, CaixaBankNow Empresas y Negocios, launched in 2020, has been recognized for “Outstanding Innovation in Cash Management 2021”.

CaixaBankNow Empresas y Negocios was created as an evolution of CaixaBankNow for individuals, adapted and customised to the needs and demands of professional customers, leveraging all the bank's know-how and experience in retail banking to ensure that business customers benefit from the same excellent user experience as individual customers.

The platform boasts a new native app and Noa, a chatbot that understands and answers specific business and professional questions, both spoken and in writing. It also features a dashboard with a comprehensive, aggregated view of the most relevant company information, as well as shortcuts to most-used features. The CaixaBankNow Empresas y Negocios dashboard can be customised according to the type of company and user, and adapts to the different types of profiles interacting within a company, such as financial, administrative, and audit and control professionals.

In the version for individuals, the mobile application CaixaBankNow has also received a special mention for its ongoing innovation in this edition of The Innovators and the app was named “Best Consumer Mobile Banking App in Western Europe 2020” by Global Finance.

International acknowledgement of CaixaBank

Further to The Innovators awards, Global Finance recognised CaixaBank with the award of "Best Bank in Spain" for the seventh consecutive year and "Best Bank in Western Europe" for the third time.

In addition, efforts to continue to accompany its customers at all times throughout the pandemic arising from COVID-19 have earned CaixaBank the recognition of “Outstanding

Achievement in Treasury Operations during COVID-19 pandemic in Western Europe 2021” by Global Finance, which in 2020 named CaixaBank as the only European bank in its “Outstanding Crisis Leadership” recognitions.

The British magazine Euromoney acknowledged CaixaBank with the award "Excellence in Leadership in Western Europe 2020" for its social commitment in its response to the COVID-19 crisis.

In the field of innovation and digitalisation, CaixaBank has also received various awards in recent months, such as CaixaBank Pay’s award for the “Best Mobile Payments for Consumer Initiative”, granted by the Bank Administration Institute, and “Model Bank of the Year in Mortgage Lending” for the Mortgage Now project, awarded by Celent.