



Featuring a content programme that will be updated regularly,

imagin launches imaginLAND, its space in the metaverse

- ***The first event, a concert by the group Marlon recorded in 360° multi-camera format, can now be viewed as an immersive experience in the metaverse.***
- ***Users can not only enjoy the performance, but also experience the concert from various perspectives and even gain backstage access.***
- ***Entrance into the metaverse strengthens imagin as a digital benchmark and reasserts its commitment to putting innovation at the core of driving positive user experience.***

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imagin, the CaixaBank-powered digital services and lifestyle platform has launched imaginLAND, its space in the metaverse. imaginers and all those interested in the universe of virtual reality can now benefit from the first content created by imagin which will be available to enjoy as an immersive experience.

imaginLAND was officially introduced today, at the imaginCafé in Barcelona, designed based on imagin's cultural space in the city. Like its physical counterpart, imaginLAND will also feature a regular content programme related to creativity, technology and sustainability, adapted to the 3D environment.

The inaugural content, a concert by the group Marlon, is already available in the metaverse on Decentraland, at one of its busiest points, Forrest Plaza, plot 8.68. When accessing it using digital devices, users will be able to enjoy a recreation of the group's live performance recorded with sophisticated 360° technology and 3D modelling. Users will be able to not only watch the performance and listen to the music, but also experience the concert from different perspectives: from the audience, from the backstage and even on stage. The experience is fully immersive when viewed it using virtual reality headsets.

The concert will be available for several months, to anyone interested in accessing it. imagin



will create new monthly content for the metaverse and its registered users —imagers — will have the advantage of early access to the upcoming new features scheduled to appear in imaginLAND.

imagin's leap into the metaverse is one of the key projects for the platform in 2022. By creating imaginLAND, imagin becomes the first European fintech company with an active presence in the virtual world.

imaginCafé 3.0

imaginCafé continues to evolve and go beyond the boundaries of the physical world. The space was launched in 2017 as a place to foster initiatives connected to technology and the creative industries, and since the beginning, all of its content has also been made available online. It now goes a step further and will launch in the metaverse to enable users to enjoy the experiences immersively from anywhere.

In order to further boost the interrelationship between the physical space and the digital and virtual environments, imaginCafé has set up a corner in its physical space dedicated to the metaverse, where all visitors can enjoy the imaginLAND experience through virtual reality headsets. Additionally, imagin's digital channels and social networks will continue to share imaginCafé's contents, both in its physical and virtual versions.

imagin, a digital benchmark in innovation at the service of users

imaginLAND enables imagin to strengthen its position as a digital benchmark and reinforces its commitment to putting innovation at the service of its users, in order to continue to improve their experience.

imagin's innovative spirit is not only conveyed through the fully digital use of its services, but also from a conceptual standpoint. It has established itself as a platform that goes beyond its role as a financial services provider, to become a pioneering community, generating digital content geared towards lifestyle.

Besides the content offering itself, thanks to its open platform business model, imagin incorporates third-party products and technologies through partnerships with other fintech companies and start-ups. Over the past year, imagin has reached agreements to offer its users special experiences and benefits integrated into the app with partners such as Booking.com, Nike, Airbnb, Hotels.com, TUI and Zalando, among others. Furthermore, imagin has integrated start-up technologies such as Earthly into its platform to help users offset their CO2 emissions, and Bankify, the "Like&Share" social component that encourages imaginers' interaction with the content available in the app, as well as interaction between



different community users.

3.7 million imaginers

imagin is a lifestyle platform promoted by CaixaBank that offers digital, financial and non-financial services that help its users, mainly young people under the age of 30, with their daily lives and future projects. It currently has a community of 3.7 million users, a figure that is constantly growing thanks to the wide range of content and services available on the platform – many of them free to access - and due to the ease of signing up to these services as well as to associated products, without the need to register as a financial customer.

The digital content of imagin is organised around six major areas: music (imaginMusic), videogames (imaginGames), trends (imaginCafé), technology (imaginShop), sustainability and charity (imaginPlanet). imagin also offers special experiences and advantages in areas such as travel and urban mobility.

In addition, the imagin application provides a range of financial products to cover the saving and financing needs of young people as they transition into adulthood and start to have their own income and lifestyle projects. In that regard, imagin is adhering to the characteristics that have turned it into the leading bank for young people: mobile only banking (the services are provided exclusively through the app, with no branches and a website, which solely fulfils an informative purpose), with no fees for the user, and simple and clear language, especially suited to directly communicating with young people.