

CaixaBank, named “Best Private Bank in Europe for Big Data Analytics and Artificial Intelligence” and for “Digital Marketing and Communication” by PWM (FT Group)

- ***The double acknowledgement of CaixaBank Private Banking is the result of a strategy of constant innovation that has driven the bank to lead the use of new technologies with the aim of improving digital communication and the relationship with its customers.***
- ***In recent years, the bank has established itself as a trailblazer in Big Data analytics and artificial intelligence for the creation of algorithms to perform a more appropriate segmentation of its Private Banking customers.***

Madrid, 24 June 2022

CaixaBank, Spain's leading bank, has received for the first time two awards in a same year at the *Wealth Tech Awards* organised by UK's *Professional Wealth Management* (PWM), the *Financial Times* Group magazine specialising in private banking and wealth management.

This year, CaixaBank has been renamed "Best Private Bank for Big Data Analytics and Artificial Intelligence in Europe 2022", an award it already received in 2021, and it also has been recognised as "Best Private Bank for Digital Marketing and Communication in Europe 2022".

The awards, this year in their fifth edition, recognise private banking entities that demonstrate excellence in their technology, innovation and digital transformation. The panel of judges, made up of professionals who are specialists in the sector, analysed the products and services of private banking entities from all over the world to identify innovations that are making the biggest contribution to promoting change in the sector.

The double acknowledgement of CaixaBank Private Banking is the result of a strategy of constant innovation that has driven the bank to lead the use of new technologies and in turn improve its products and services, with the aim of offering the best customer experience.

In recent years, the bank has established itself as a trailblazer in big data analytics and artificial intelligence for the creation of algorithms to perform not only a more appropriate segmentation of its Private Banking customers, but also the early detection of patterns

indicating that this customer demands specialised service. As a result, the bank has increased its customer's knowledge, providing a personalised value proposal, with better advice, that is more flexible and efficient.

In the area of digital marketing and communication, the jury valued the new communication tools launched by the bank in its commitment to offering the best customer experience, for both those who prefer to go to the bank's branches to talk with their adviser in person and those who require further flexibility and convenience in their relationship and when operating with their bank.

Víctor Allende, Head of CaixaBank Private Banking, stated: "In recent years, we have consolidated our hybrid relationship model, which combines personalised service at specialised branches with the best digital tools for our relationship with the customer, thanks to reinforcing the bank's communication channels and social networks. In addition, Big data and artificial intelligence play a vital role in the innovation of the asset management and advice sector, generating further commercial efficacy and a better service for the customer, as they allow personalising service models and designing products and services".

Furthermore, the magazine *PWM* has also awarded a prize to the private banking business of the Portuguese bank BPI, which is part of the CaixaBank Group, naming it "Best Private Bank for digital portfolio management in Europe 2022".

The award ceremony for *PWM's Wealth Tech Awards 2022* was held yesterday, 23 June, in the city of London, an event that gathered prominent representatives of the global private banking sector.

In recent months, CaixaBank has received several awards in the area of innovation, such as the "Most Innovative Financial Institution in Western Europe 2022" awarded by the US magazine *Global Finance* and the "Global Innovator Award" at the *EFMA-Accenture Banking Innovation Awards 2021*.

CaixaBank Private Banking

CaixaBank Private Banking's value proposition offers various service models to adapt to each customer's needs and preferences. The CaixaBank Private Banking model features a team of close to 1,000 specialised professionals and has 73 specific centres distributed nationwide.

The strategy of the Private Banking business is focused on employing highly qualified, committed and talented advisers at the bank, and the latest technologies, with the aim of offering the best customer experience anytime and anywhere.