



## ***imagin launches imaginAcademy, a digital content programme to promote financial education***

- ***Through this initiative, imagin will offer educational content on key financial concepts and terms, money management tools and methods, and practical information for everyday use.***
- ***The content will be made available on the imagin app and on social media, such as Instagram and TikTok, in the format best suited to young audience.***
- ***With this new content programme, imagin aims to empower the community of imaginers and improve young people's financial competence by providing useful tips for their everyday life and future projects.***

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imagin, the digital services and lifestyle platform driven by CaixaBank, shows its commitment towards advancing financial education with the launch of imaginAcademy, a new digital content programme aimed at promoting knowledge about finances and money management among young people. Through digital channels, imagin will disseminate educational content on financial concepts and terms, money management tools and methods, and practical information for everyday use and future projects.

Understanding what the Euribor or APR is and learning how to file an income tax return, interpret a payslip, or even acquire new skills for planning expenses or saving methods are among the objectives of this initiative. Knowledge about economy and finances is one of the pressing subjects among young people, and through imaginAcademy, the community of imaginers will enjoy access to training content and tips that will improve their competence in this field and in managing their own finance.

Seeking to generate maximum interest and interaction with imaginers, imaginAcademy will present its content in a fresh tone and language that resonates with young people, in the format that makes financial topics more accessible to this type of audience. This content, which will seek to simultaneously inform, educate and entertain, will be disseminated via interactive posts on Instagram or TikTok videos explaining financial terms and offering tips, leveraging the involvement of specialised influencers, which will circulate educational content on this subject. imaginAcademy's content will be made available on the imagin app and on social media.



## **imaginPlanet, a commitment to sustainability**

With the launch of imaginAcademy, imagin aims to empower young people through financial education, as a tool for social transformation. The project is part of the set of products, services, content, agreements and initiatives that imagin, via imaginPlanet, has developed to generate a positive impact on society and the planet.

imagin's social and sustainability plan involves the entire business model and its entire organisation being committed to criteria of coherence, social and environmental commitment, transparency and innovation. In that regard, for instance, incentives for new customers replace traditional gifts with sustainable actions, such as reforestation and donations to charitable causes. Similarly, besides fostering awareness of sustainability among its users, imagin promotes the adoption of sustainable habits internally in its physical spaces and the involvement of its employees in social and environmental causes, by way of programmes in partnership with leading organisations.

This sustainability model has earned it a B Corp certification, which guarantees the company's compliance with the highest standards of social and environmental performance, public transparency and corporate responsibility to balance economic benefit with social purpose. imagin is the first mobile-only financial service platform to achieve this certification.

## **Four 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 30, with their daily lives and future projects. It currently has a community of 4 million users, a figure that is constantly growing thanks to the wide range of content and services—many of them free to access—and to how easy it is to sign up and associate products, which, unlike services provided by many traditional banks, does not necessarily involve registering as a financial customer.

The imagin digital content is organised around five core areas: sustainability (imaginPlanet), music (imaginMusic), video games (imaginGames), trends (imaginCafé) and technology (imaginShop). imagin also offers special experiences and advantages in areas such as travel, urban mobility and educational training.

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 their own 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, without branches and website, the latter of which solely fulfils an informative purpose), no user fees and simple and clear language, suited for direct communication with young people.