

CaixaBank celebrates Christmas in the metaverse with virtual festive activities for children

- ***Between 26-29 December, children attending the bank's 'all in one' centres in Valencia, Barcelona, Madrid, Burgos and Ibiza will be able to experience Christmas in the metaverse by participating in various immersive activities.***
- ***This activity is part of the bank's wider Christmas programme that will take place in every 'all in one' centre over the coming weeks.***

23 December 2022

CaixaBank has invited its customers to experience innovative Christmas celebrations at its 'all in one' centres, located in Valencia, Barcelona, Madrid, Burgos and Ibiza. Children attending these centres between 26-29 December will be able to enjoy a memorable experience in the metaverse. Through virtual reality headsets, children will be able to enter a Christmas universe and participate in a series of festive activities.

Through this experience, children will have the opportunity to discover that the metaverse can be both fun and educational. The experience will consist of a tour where participants will be able to interact with virtual Christmas activities, including throwing snowballs, jumping over obstacles, finding objects by following clues and leaving a virtual gift at the foot of a tree called "The Tree of Dreams" – a reference to the initiative of the same name that CaixaBank promotes each year so that children in vulnerable situations also can open a gift on Christmas.

The creation of a Christmas metaverse is part of the entire programme of experiences that the bank will offer its clients during this holiday season in the five 'all in one' centres, which have been adorned with spectacular Christmas decorations that combine design and technology, maintaining the essence of the CaixaBank branch model. Among the different activities planned, 10am-2pm and 3.30pm-6pm on 3 January, a Royal Page will be in each of the 'all in one' centres collecting letters addressed to the Three Wise Men. In addition, the bank will hold a 'CaixaBank Talks' with the Three Wise Men at 5.30pm on 4 January, which will be held in person at the 'all in one' Madrid and streamed for all customers and CaixaBank employees.

The initiative is part of the experimental actions that CaixaBank is piloting in the metaverse to explore this new virtual world and find opportunities to offer enriching experiences to customers in new channels.

'all in one', CaixaBank's flagship centres

CaixaBank is constantly bringing innovations to its branches. In 2019, the bank launched the concept of the 'all in one' branch – its flagship centres that offer customers a unique experience that goes beyond being serviced financially. The 'all in one' centres, which occupy spaces of

between 1,500 and 3,000 square metres, offer specialised assistance for all financial business models, from retail to self-employed workers and companies. In addition, the 'all in one' branch model represents a complete transformation of the financial customer experience, thanks to the application of technology to innovate in all the main elements of a bank branch. The 'all in one' experience is complimented by a programme of monthly activities, such as talks, conferences, roundtables and events on a variety of topics.

CaixaBank's innovation in the metaverse

2022 has been an important year for exploring metaverse applications and the CaixaBank Group has led innovation projects in this area, such as the BPI virtual reality bank branch or the imaginLAND space, created by imagin as a 3D replica of its imaginCafé in Barcelona.

Likewise, CaixaBank has established a joint innovation strategic agreement with Microsoft with the aim of promoting the application of Artificial Intelligence (AI) in new financial solutions, as well as creating new innovative work environments located in the Metaverse.