



imagin introduces Marc Márquez as the ambassador for its new travel card

- ***CaixaBank's neobank signs a collaboration agreement with the rider to promote the new debit card that allows travelling abroad with no fees***
- ***imagin continues expanding its range of financial products with solutions tailored to the needs of younger customers***

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imagin, the neobank promoted by CaixaBank, has signed a collaboration agreement with Marc Márquez, who will serve as the ambassador for its new fee-free travel debit card. The rider presented the product at the neobank's headquarters in Barcelona, joined by Jaume Masana, CaixaBank's Business Director and Chairman of imagin, and Anna Canela, imagin's CEO.

The collaboration, supported by Mastercard, will kick off in the coming days with the digital release of an advert in which the eight-time MotoGP world champion will promote the new card. Additionally, throughout this year, Marc Márquez will explain the benefits of the new card as he travels to Grand Prix events around the world. Among its features, the card allows payments in any currency and cash withdrawals abroad without fees from imagin, making it the best option for travel.

"It's a pleasure to collaborate with imagin and be the ambassador of a card that accompanies you on your travels. Because of my profession, I have to travel abroad very often, and it's essential to have a solid bank like imagin supporting you and making things easier when you're outside your country", explained Márquez during the presentation.

In collaboration with Marc Márquez, Imagin is advancing its mission to simplify daily financial activities for young people by offering a new digital, commission-free travel debit card, along with other accounts, products, and services. Now, Imagin also supports their travels and time abroad with a card tailored to their needs. This card is available in both physical and digital versions for all bank customers. As part of the collaboration, the MotoGP rider also took part in imagin's "El podcast de final de mes" (End of month podcast), where media guests share how they manage their finances in a relaxed conversation with host Miki Nuñez.

imagin, the leading neobank for young people

Imagin is Spain's leading neobank for young people, backed by CaixaBank, with a strong commitment to making a positive societal impact. The bank offers digital, financial and non-financial services that help its more than 3.5 million customers, mostly young people under



35, in their daily lives and future projects.

From a banking perspective, imagin offers a complete range of banking products and services, unique among neobanks, that meet and adapt to all the financial needs and decisions of young people. The catalogue includes accounts, payment services and fee-free cards that make young people's daily financial activities easier. In addition, imagin offers a wide range of financing products, such as mortgages and loans, as well as investment options like funds and a stock trading platform. All of these services are delivered through the mobile-only platform that has defined Imagin since its launch in 2016.

In recent years, the platform has successfully connected, in an innovative way, with the concerns of its user community through its app, and has developed initiatives involving, for example, financial education for young people and entrepreneurship.