

María Becerra, new ambassador of imagin's travel card



Image from imagin's debit card campaign featuring María Becerra

- ***The Argentine singer stars in imagin's new digital campaign promoting the debit card that allows travel abroad with no fees***

imagin, the neobank backed by CaixaBank, has signed a collaboration agreement with Argentine artist María Becerra to promote its debit card with no foreign transaction fees. As imagin's new ambassador, María Becerra will be the face of the card's campaign across digital channels and during her international travels.

imagin's debit card allows payments in any currency and cash withdrawals outside Spain without fees and is available in both physical and digital formats for all customers. This card reinforces imagin's commitment to young people's needs, supporting their daily financial operations and accompanying them in their international experiences.

"It's a great joy to collaborate with an entity that truly engages in environmental and social causes, issues that deeply concern and resonate with our generation," said María Becerra.

Regarding her role as ambassador, she added: "Because of my work, I'm constantly traveling, and having a card that gives me security and peace of mind during those trips is key. It makes me feel supported every step of the way."

Additionally, the singer has also participated in "El podcast de final de mes" by imagin, where well-known guests share how they manage their finances in a relaxed conversation with host Miki Núñez.

imagin, the leading neobank among young people

imagin is the leading neobank among young people in Spain, backed by CaixaBank and with a clear commitment to making a positive impact on society. The entity offers digital, financial, and non-financial services that support its more than 3.9 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, designed to meet and adapt to all the financial needs and decisions of young people. The catalogue includes accounts, payment services and fee-free cards that simplify young users' day-to-day financial activity. In addition, imagin provides a wide range of financing products, such as mortgages and loans, and investment options, including funds and a stock trading broker. All of this is delivered through a mobile-only experience, which has defined imagin since its launch in 2016.

In recent years, the platform has successfully connected, innovatively and digitally through its app, with the concerns of its user community, developing initiatives related to financial education for young people and entrepreneurship, among others.