

CaixaBank promotes exclusive benefits for the agri-food sector through Facilitea

- **The portal offers a specific catalogue for professionals in the sector, with financing for a wide range of products and services such as technological items, tools, vehicles, protection solutions, and specialised software.**
- **Customers of AgroBank, CaixaBank's agricultural business line, have access to a financial offering with special terms and benefits in this marketplace.**
- **The offer is part of Facilitea's catalogue for professionals, a digital showcase that already features the latest developments in the vehicle market, “Facilitea Coches”, and the real estate portal “Facilitea Casa”.**

Barcelona, December 2025

CaixaBank has launched, within Facilitea, a specific catalogue for companies and professionals in the agri-food sector. This space will provide quick and easy access to a carefully selected range of products and services essential for the sector's daily activities, with exclusive financing conditions and unique advantages. The agricultural showcase is integrated into the AgroBank Hub digital ecosystem, the digital platform for relations with companies and professionals in the agri-food sector.

This initiative was created with the aim of promoting digitisation and competitiveness in the agri-food sector, facilitating access to state-of-the-art technology and equipment for farmers, livestock breeders and agri-food companies, including technological items, tools, vehicles, protection solutions and specialised software. The catalogue begins with five main categories: Electronics, Tools, Motors, Protection and Software, which will be progressively expanded with new suppliers and leading brand products such as Samsung, Garmin, Yamaha, Securitas Direct, Bosch, Arvipo, Felco and VisualNacert.

In each of these stores, customers can find everything from robust electronic devices adapted to rural environments, such as rugged mobile phones, tablets, smartwatches and GPS navigation systems, to professional tools for pruning, wheelbarrows, brush cutters, chainsaws and high-pressure cleaning equipment. The Motor category includes adapted vehicles, quads and buggies, while Protection offers security solutions such as specific alarms for agricultural and livestock farms. Finally, the Software section incorporates digital tools such as the field notebook, facilitating the management and digitisation of farms.

Easy financing and a unique shopping experience

One of the great attractions of this initiative is its ease of financing, which allows customers to access all the products in the catalogue with financial solutions tailored to each customer's needs. In addition, the store guarantees free shipping and returns on all orders and periodically launches promotional campaigns and exclusive discount offers for CaixaBank customers. This value proposition is complemented by a fast and agile shopping experience, accessible both from the AgroBank Hub and from CaixaBank's digital channels.

The launch of this initiative is in line with CaixaBank's strategy to reinforce its commitment to quality, trust and sustainable development in the agri-food sector. The new catalogue for professionals not only facilitates access to state-of-the-art technology and equipment, but also contributes to customer retention and engagement, consolidating AgroBank Hub as a strategic and distinctive channel for connecting with the agri-food ecosystem. Furthermore, it is integrated into a digital environment that offers sector-specific information, simulation tools, access to grants and subsidies, and a community dedicated to innovation and training specific to the sector.

With this initiative, CaixaBank reaffirms its leadership in the digital transformation of the agri-food sector, providing companies and professionals with a comprehensive platform that facilitates the transition towards the new challenges facing the sector and reinforces the bank's financial and social commitment.

Facilitea, the *selectplace* of CaixaBank

Following on from Facilitea Cars and Facilitea Homes, Facilitea remains committed to offering products, services and solutions to meet people's different needs and life stages. The portal functions as a digital showcase where the entity offers products and services from strategic partners, which can be purchased through cash payment or financing with a CaixaBank Payments & Consumer card.

The portal has an extensive catalogue featuring the latest models available on the vehicle market through "Facilitea Coches", as well as a real estate portal for buying and renting properties, "Facilitea Casa", which functions as a digital showcase where real estate agencies can publish and manage the properties they have for sale or rent.

In addition, other products related to technology, home, mobility, protection, sports, and leisure are included. The bank's customers can access Facilitea's products and services in a simple, convenient, digital way and with very competitive financing conditions on the market.

AgroBank, financial, social and innovation commitment to the agricultural sector

AgroBank, CaixaBank's agricultural business line, is the leading financial institution in Spain's agri-food sector in terms of branch presence and market share. It serves 500,000 customers, meaning that more than one in two farmers and livestock breeders in Spain is an AgroBank

customer. Its value proposition represents a commitment to the rural world articulated through three pillars: financial, social and of innovation

In terms of finance, AgroBank's commitment to the agri-food sector means that, by 2024, it will have provided the entire agri-food chain with more than €33.5 billion in financing. CaixaBank's business line specialising in the agri-food sector has 1,140 branches and specialist managers throughout Spain, with a presence in all provinces, particularly in rural areas.

On the social front, and in line with its commitment to the rural world, AgroBank is deeply involved in helping to overcome some of the main challenges facing the sector. To address the necessary generational change, AgroBank has launched, together with the Basque Culinary Centre, "Impulso Agro" to give visibility to young people who are transforming the sector. It also supports diversity and the role of rural women through programmes such as "Crecemos Juntas" (Growing Together) in conjunction with the Ministry of Agriculture, and the "Women, Business and the Rural World" Chair with the UCLM. It also promotes research and knowledge transfer through the AgroBank Chair at the University of Lleida.

And finally, a focus on innovation and sustainability to help drive the transformation of the sector. In this regard, AgroBank has launched a new edition of 'AgroBank Tech Digital INNOvation', the largest start-up acceleration programme for the agri-food sector. With this initiative, the bank is positioned as the main benchmark for offering the sector technological solutions.

To support this entire value proposition, AgroBank customers have access to AgroBank HUB, a platform designed to promote innovation in the agri-food sector in an open and straightforward manner. It features news and current events from the sector, fish market and market prices, an innovation corner, sector reports, and a calendar of promotional activities and events; an environment for optimum decision making via tools and simulators; a marketplace with products for companies in the agri-food sector and a community to drive their modernisation through an ecosystem of innovation and digitalisation.