

## ***HolaBank becomes a benchmark in the Canary Islands driven by tourism growth***

- ***CaixaBank's specialized program for international clients who spend long periods or wish to settle in Spain has over 78,000 clients in the Canary Islands and 45 specialized branches***
- ***The interest in buying and selling real estate assets in the Canary Islands, as well as the growth of tourism, are key factors in the consolidation of the segment after more than a decade since its implementation***

**December 26, 2025**

HolaBank, CaixaBank's specialized program aimed at international clients who spend long periods or wish to settle in Spain, has established itself as a benchmark in the Canary Islands after more than a decade since its implementation and it already has over 78,000 clients and 45 branches spread across the archipelago, thus demonstrating its adaptation to new market trends and its potential clients, who are showing increasing interest in settling in the Islands.

HolaBank branches, integrated within CaixaBank's network, provide coverage to international clients in the main tourist areas and large cities, where those clients who seek second vacation or retirement homes, as well as expatriates for work reasons, digital nomads or investors, usually locate.

Unlike others, these branches can operate with mortgage brokers who act as intermediaries between CaixaBank and those international clients looking for the best option to finance their home in Spain, regardless of the currency in which they receive their main income and the currency in which the mortgage is signed. All this with an agile process, assisted by multilingual managers and with the advantage that translation of certain documents is not necessary.

The consolidation of the CaixaBank's HolaBank segment in the Canary Islands responds to the growing interest in settling in the archipelago by people from both neighboring and more distant countries. This context has boosted CaixaBank's HolaBank programme, which has increased its client volume in the Islands by 10% this year.

### **HolaBank's value proposition**

Through HolaBank, CaixaBank supports international clients from their arrival in the country and throughout their stay, offering comprehensive financial services that meet their financial needs and facilitate their daily life as much as possible.

To this end, the programme has its own network of branches located in the main tourist areas, specialized managers for this type of client, and the CaixaBankNow app, available in 20 languages, forming an omnichannel service model that accompanies clients at all times and from anywhere.

HolaBank also offers a wide portfolio of financial and non-financial products and services specially designed to cover the specific needs of CaixaBank's international clients. Among them, the HolaBank Account stands out, which includes a high-value financial services package for clients, as well as the HolaBank Club with 24/7 telephone support in five languages, translation services and online interpreters, utility registration, among others, aiming to meet all their needs in Spain.

The division is also a pioneer in technological innovation, becoming the first entity in Spain to offer 100% digital solutions both to open an account in five simple steps (digital onboarding) and to apply for a mortgage (MortgageNow).

As a result, CaixaBank strengthens its strategy of providing its clients with a specialized banking model by segments, fully tailored to the needs of each profile, with the aim of always offering the best client experience.