

## CaixaBank gains 390,000 customers in Spain during 2025

- ***The institution closes December with 18.87 million customers, the clear leader in the Spanish financial sector.***
- ***CaixaBank and imagin relaunch the payroll direct deposit campaign following the success of the initiative last year.***

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CaixaBank closes 2025 with strong customer growth: the institution has gained 390,000 net customers, reaching 18.87 million at the end of December. This growth rate surpasses last year's increase of 280,000 additional customers, ending the year with 18.48 million. As a result, the bank consolidates its leadership in the Spanish financial sector.

The institution achieves these results thanks to its extensive network, with more than 4,000 branches spread across Spain, and to its strategy to increase its customer base as well as customer engagement (accounting for those who have signed to three or more product families with the bank), which has improved to reach 72.1%.

Another key factor for the positive evolution in the number of customers is the rollout of CaixaBank's new app, which has boosted digital sign-ups by 30% versus the previous year.

By age ranges, the financial institution has improved in all groups in 2025 compared to December 2024. One of the drivers of the 390,000 new customers has been imagin, CaixaBank's neobank, which has contributed around half of the new sign-ups this year.

### **A Payroll with rewards**

One successful initiative for customer acquisition in the year has been the payroll direct deposit campaign, carried out both at CaixaBank and imagin. As a result, the bank has relaunched it in 2026 to maintain the momentum gained in recent months.

Specifically, CaixaBank rewards clients for setting up a monthly payroll direct deposit of €1,500 or more, with €250. For monthly payrolls of between €900 and €1,500, the bank credits €150 to the account.

Alternatively, for those customers who prefer it, they can choose between a Samsung TV or a voucher between €200 and €400 to redeem on the Facilitea portal, which offers a wide selection of electronic, home and mobility products, including the possibility to get a mobile phone or a vacuum cleaner with the voucher received, and at no additional cost.

The 2026 campaign aims to strengthen the relationship with customers through closeness, knowledge, and relevance. In an increasingly competitive environment marked by automation, differentiation is key. And CaixaBank has the advantage of having the most extensive bank branch network in Spain, allowing it to always be close to its customers, whether in person or through digital channels.

### **A complete portfolio**

The bank constantly updates its product and service portfolio. Last year, it launched Generación +, a new value proposition for the senior segment, which offers solutions to the main demands and challenges of this group. The offering includes multiple options to carry out solid financial planning aimed at managing economic resources during retirement, as well as leisure activities, training, and support for care services.

Additionally, the group also launched 'Facilitea', a portal offering a carefully selected range of products and services from leading brands in technology, home appliances, and mobility. It functions as a digital window display designed to accompany people in their daily needs, integrating financing solutions offered by the CaixaBank Group. Within this portal, you can find Facilitea Coches (Facilitea Cars), a mobility product section and Facilitea Casa (Facilitea Homes), a real estate section.