

CaixaBank named Best Digital Private Bank in Europe for the third consecutive year by PWM (FT Group)

- **The awards jury has recognised CaixaBank Wealth Management for its digital transformation and its ability to deliver pioneering, highly specialised private banking services, ensuring the best possible client experience**
- **Among other initiatives, the magazine highlights the innovative Advisory GPS service, which in just 16 months since its launch has attracted more than 4,500 clients and reached assets of nearly €1 billion**

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CaixaBank has been named Best Digital Private Bank in Europe 2026 at the Wealth Tech Awards, presented annually by [Professional Wealth Management](#) (PWM), a publication of the Financial Times Group. This marks the third consecutive year the bank has received this award, reaffirming its position among the leading institutions in high-net-worth wealth management across Europe. In addition, CaixaBank has also received a Highly Commended distinction this year in the category of Best Private Bank for Digital Innovation in Europe 2026.

Now in their ninth year, the Wealth Tech Awards recognise private banking institutions that stand out for their innovation in wealth management, with a strong focus on excellence in the use of advanced technologies to enhance client service. The jury, made up of leading industry professionals, reviews services and products from institutions around the world to highlight those that contribute most significantly to innovation and the modernisation of the sector.

The magazine has recognised CaixaBank Wealth Management for its strong commitment to advanced technologies, enabling continuous innovation and highly customised services. In particular, it has highlighted the implementation of the [GPS platform and the Advisory GPS](#) service—an ecosystem that combines the investment management capabilities of BlackRock's Aladdin Wealth™ technology with CaixaBank Wealth Management's expertise and CaixaBank's technological advancements.

This solution has enabled the bank's advisory teams to proactively align investment decisions with each client's financial objectives, enhancing user experience and optimising wealth management. Just 16 months after its implementation, GPS Advisory serves more than 4,500 clients and manages close to €1 billion in assets, one third of which represents new money transferred from

other institutions. This reflects the success of CaixaBank Wealth Management's strategy to strengthen its differentiation in a highly volatile and rapidly transforming European market.

According to **Belén Martín**, Head of CaixaBank Wealth Management, "this award not only reflects excellence in digitalisation and innovation, but also highlights our strategic vision for a future driven by advanced, client-centric technology. This recognition positions us as a leader in wealth management in Europe, prepared to face the challenges and opportunities of the digital era."

At the same time, the implementation of advanced technologies has enabled CaixaBank Wealth Management to enhance personalisation and security in communications with both employees and clients. By leveraging advanced analytics and segmentation, the bank can tailor both the frequency and content of its communications to the specific needs and profiles of each client, resulting in improved communication and information satisfaction levels. For employees, CaixaBank Wealth Management launched in 2025 the premium version of NOA, CaixaBank's generative AI-based assistant, which has helped reduce query escalations, increase managers' autonomy and improve operational efficiency.

In 2026, [CaixaBank also launched GlobalView](#), its global financial positions aggregator, which enables CaixaBank Wealth Management clients to consolidate and analyse all their financial positions across different institutions under a single, unified framework. With this solution, the bank simplifies access to and analysis of client's financial information by integrating multi-custodian positions and providing a unified view of their wealth.

This service is the result of a collaboration between CaixaBank Wealth Management and Flanks, a European WealthTech company regulated by the Bank of Spain, with extensive experience in PSD2 solutions. Flanks is responsible for the automated connection, daily data collection and standardisation layer that makes this possible.

International recognition

This is not the first award CaixaBank Wealth Management has received this year. The division has been named Spain's Best Private Bank 2026 at the Global Private Banking Awards organised by the British magazine Euromoney. This marks the fourth consecutive year and the eighth time in the last twelve years that CaixaBank Wealth Management has received Spain's highest national recognition.

In addition, the bank has been awarded Spain's Best for Discretionary Portfolio Management 2026, an honour it has received for the third time. The award highlights CaixaBank Wealth Management's leadership in this area, with assets under management reaching €38.32 billion, representing a 14% increase compared to 2024.