

# Disclosure Corporate banking

Innovation and  
proximity to  
employees during  
the pandemic



During 2021, Bankinter was once again very close to its employees. New communication channels were explored, such as podcasts and Teams (Bankinter News), and thematic sites were created (results, Línea Directa

IPO...) to facilitate access to information for people who work at the bank. Its policy focused on three strategic pillars: constant information on Covid-19, well-being and innovation.

- **Covid-19.** The development of the pandemic called for transparent and continuous communication about Covid-19. The effects of the coronavirus on the workforce and the indications and measures agreed to stop its spread were reported every 15 days. Several impactful messages were also shared in order to make all stakeholders aware of how important it was to take part in addressing the problem.
- **Wellbeing.** In terms of the overall wellbeing of employees, the 'Bankinter te cuida' (Bankinter, here to help) programme continued to be rolled out with various innovative and pioneering initiatives. A mental wellbeing aspect was added, to add to the suggestions made for physical wellbeing, which had already been underway for several years. A new website was created on the Intranet, which was launched at the end of 2019. Several webinars were held on different topics (nutrition, sleep, motivation, etc.). A new application was also launched, called Bankinter Healthy, which encourages activity through gamification. In its first year, this app, available for all the countries where Bankinter is present (Spain, Portugal, Luxembourg and Ireland) in their respective languages, was downloaded by more than 2,000 employees, which is more than a third of the total workforce.
- **Innovation.** Bankinter has always been a pioneer and innovator in all things technology-related, and in 2021 various initiatives were rolled out to encourage creativity and new ideas among employees. One such initiative was 'Bdigital minute', a short and visual communication explaining technology-related issues and giving advice about certain digital functions involved in our day-to-day. Bankinter's first innovative ideas programme was also rolled out, and nearly a hundred employees submitted innovative business proposals based mainly on technology and digitalisation.

## Proactivity in external communication

Bankinter's External Communications Department aims to manage the bank's relations with the media, respond to their requests for information and highlight the bank's competitive edge and its market position.

This Department designs and carries out the bank's communication strategy, in line with the objectives and profile set by senior management at all times.

Throughout 2021, Bankinter took a proactive approach to communication, in line with the overall economic recovery, and in particular the recovery of the bank's business, after the difficult year in 2020 due to the pandemic.

Among the most notable actions carried out in 2021, it is worth mentioning the communication on the spin-off and subsequent IPO of Línea Directa and the bank's new business plans after the departure of the insurance company. Also worth mentioning are the communication actions taken for activities that are so central to the bank's strategy, such as Wealth Banking, Business Banking or Sustainability, or the launch of new management services for customers, such as Bankinter Capital Advisor.

According to the periodic analyses carried out by the consulting firm Rebold of the news published about the bank in the media and social networks, and its comparison with the rest of the entities, Bankinter would have continuously achieved a rating for its news that is higher than the average for the sector. The average score obtained by Bankinter, according to the objective data of Rebold's qualitative analysis, would be 6.5 (score between 0 and 10) compared to a sector average of 6.0, with Bankinter ranking first among the banks analysed and a leader in the percentage of positive mentions and lowest percentage of negative ones.

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### 2021 milestones

Interviews

Results

**Businesses**

Risks

Innovation

Governance

Sustainability

Individuals

Appendix