



Caja Madrid launches its first Mobile Branch for the iPad

- It allows access to stock market information, purchasing of tickets and using the branch search engine, among other options.
- More than **100,000 users** are expected to download the application for free.

Madrid, 02/08/2010.- Caja Madrid has launched its first application designed exclusively for users of the iPad. Created to promote web navigation in an intuitive and practical way, it is accessible for free from the iPad "App Store".

Users can download the application and access a multitude of services, including ticket purchasing, information on stock market products and list prices, the branch and ATM search engine and information on the social activity of Caja Madrid.

In addition, if the user is a client of the company, they can access the Mobile Branch of Caja Madrid from which they can consult their accounts and carry out more than 60 types of operations, such as transfers, mobile phone top-ups, movement enquiries, cards, investment funds, deposits, pension plans, card operations, (putting money onto a card, contributions and withdrawals, etc.).

The user can browse the application menu via different icons:



- **Caja Madrid Mobile Branch:** developed with a design adapted to touchscreen devices, it has more than 60 functionalities. The user will be able to carry out a multitude of operations, in a similar way to in the Internet Branch.

- **Tickets:** it allows the purchasing of cinema, theatre and event tickets. In addition, via a global positioning device, it assists the user to collect the tickets from the nearest ATM.
- **Us:** All the information relating to Caja Madrid, important news, social information, etc.
- **Products:** Information on products and services that the company offers, and its current best deals.
- **Branch and ATM search engine with geopositioning** that provides the location of and the route to the nearest branches and ATMs to the user.
- **Stock markets:** Offers access to national and international stock market information, market indexes via daily, weekly and annual charts of each stock; currency exchange rates, interest rates, in addition to the main market news.

The launch of this new application joins those already developed by Caja Madrid for a wide range of devices (iPhone, iPad, Android, Blackberry, Symbian, Windows Mobile, etc.), and the company is a leader in the incorporation of technological advances into its services.

Caja Madrid continues its development of R&D as applied to business, which is transformed into improvements in user accessibility, both in mobile devices and via specific terminals. Recent examples are the release of an application for the blind at ATMs and the implementation of a multi-language platform for all of Grupo Caja Madrid's web portals.

