

OCTOBER 2024

# INVESTOR RELATIONS

## Company Representatives

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## DISCLAIMER

The information contained in this presentation is confidential and has been prepared solely for informational purposes. This presentation contains forward looking statements which are based largely on our current beliefs, expectations and projections about future events and financial trends affecting our business. Many important factors could cause our actual results to differ substantially from those anticipated in our forward looking statements among other things:

Inflation changes in interest rates and the cost of deposits government regulation adverse legal or regulatory disputes or proceedings credit and other risks of lending, such as increases in defaults by borrowers fluctuations and declines in the value of Argentine public debt competition in banking, financial services deterioration in regional and national business and economic conditions in Argentina and fluctuations in the exchange rate of the peso Banco Macro financial results presented as of June 30 2024 are stated in accordance with Central Bank Rules.



# Agenda

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Argentina's Macro and Political Context

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### Section III

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### Section IV

Banco Macro Strengths and Opportunities

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### Section V

Banco Macro Strategy and Digitalization





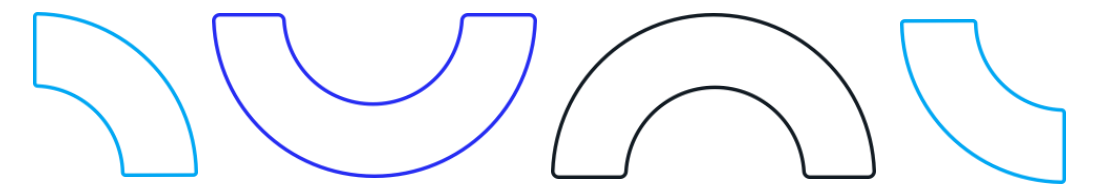


## SECTION I Argentina's Macro & Political Context



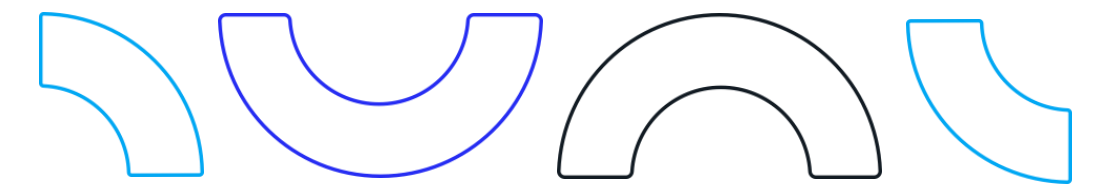
Milei received a troubled and imbalanced economy, with a lot of challenges

- **No International reserves**
- Overvalued fx. and an important gap between the official fx and Blue chip swap
- High Inflation
- Huge fiscal deficit
- **No Access to International debt markets**
- Over a decade of no growth in real GDP and high poverty levels



## Key issues to reignite the economy

- **Initial political measures (Good start)**
- **Accumulating International Reserves:** Devaluation Fx. and import controls
- **Reducing the fiscal deficit**
- **Structural Reforms.** Executive Order (DNU) + B.A.S.E.S Law
- **Agreement with the I.M.F**
- **Second stage plan**
- **Fight against inflation**
- **Removing Fx. controls**
- **Regaining Access to debt capital markets**



## S.W.O.T Analysis: Milei's program

### Strengths

- Structural reforms
- Fiscal surplus

### Opportunities

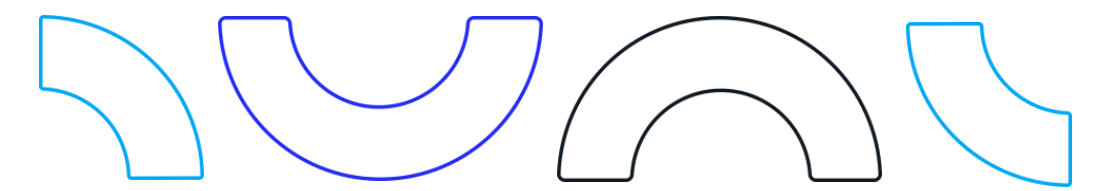
- Harvest better than in 2023
- Lower International interest rates

### Weaknesses

- Unclear monetary policy
- Unclear fx policy
- Negative International Reserves
- Inflation

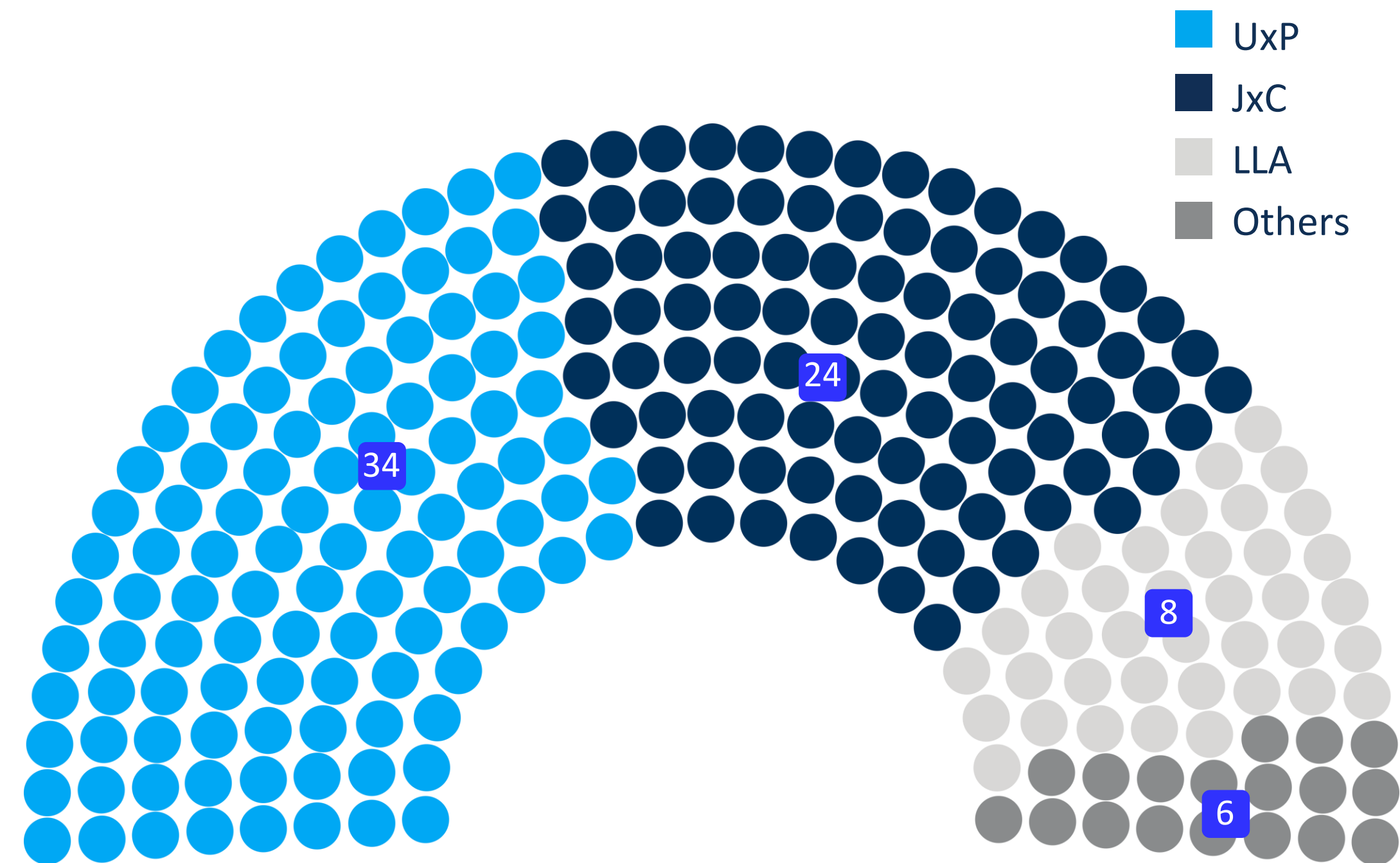
### Threats

- Official fx / Blue chip swap gap
- Commodities prices
- Political and social sustainability of the program



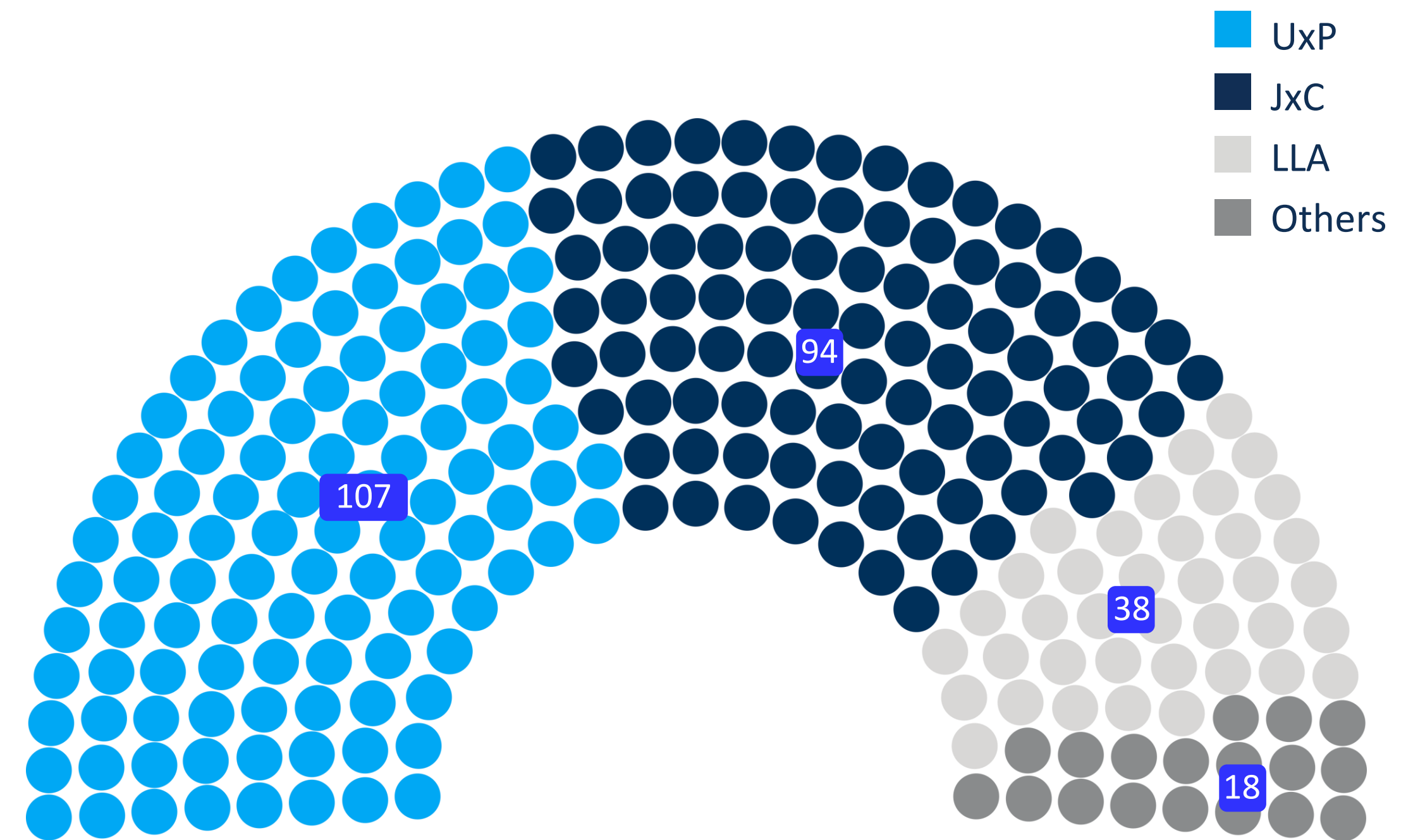
# LLA faces a challenge in Congress

## Senate Composition



Source: Econviews based on CNE

## House of Representatives Composition

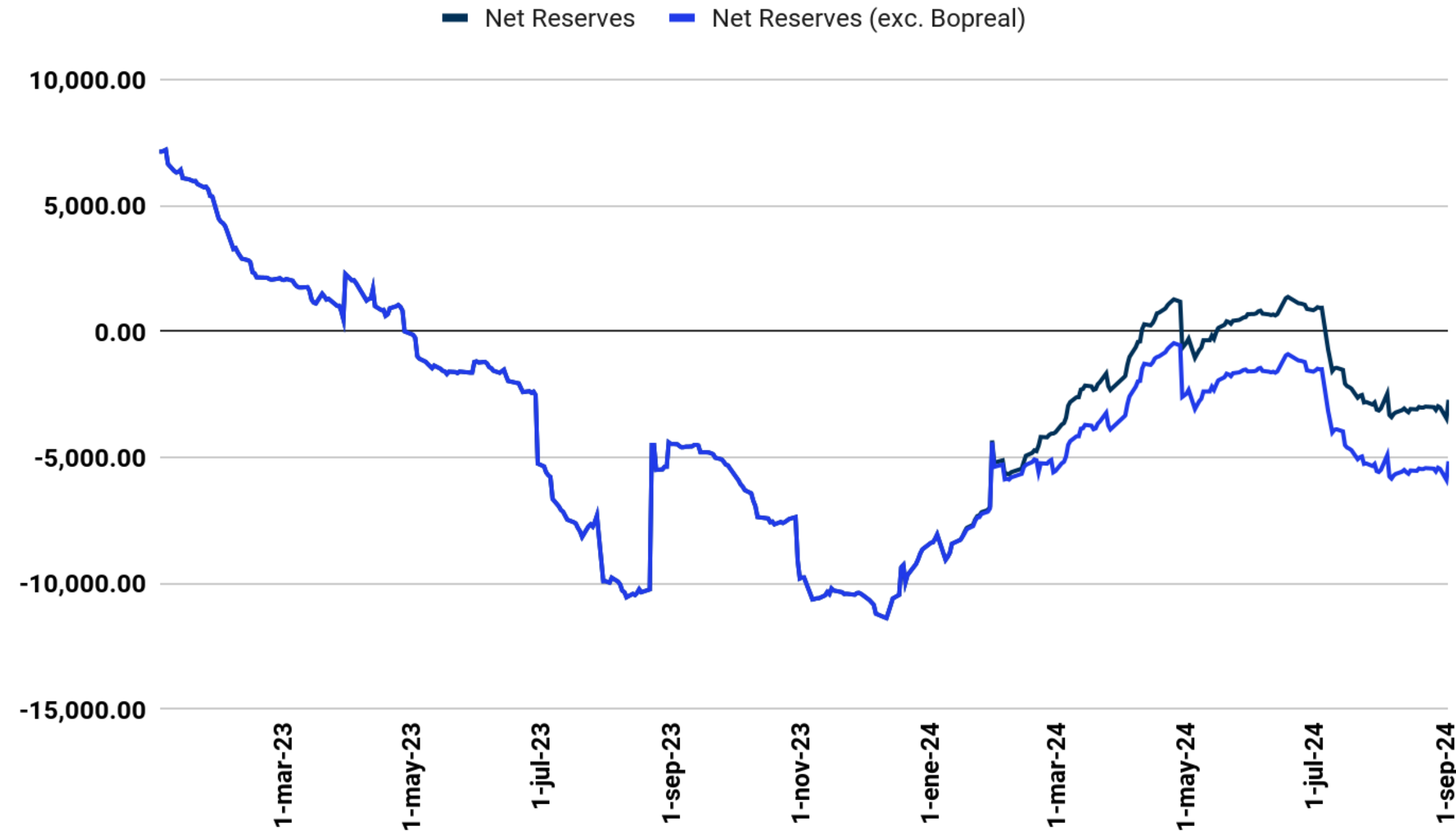


Source: Econviews based on CNE



Net International Reserves have improved over the last months, but continue to be negative

Net International Reserves  
USD Millions



Source: Econviews based on BCRA data

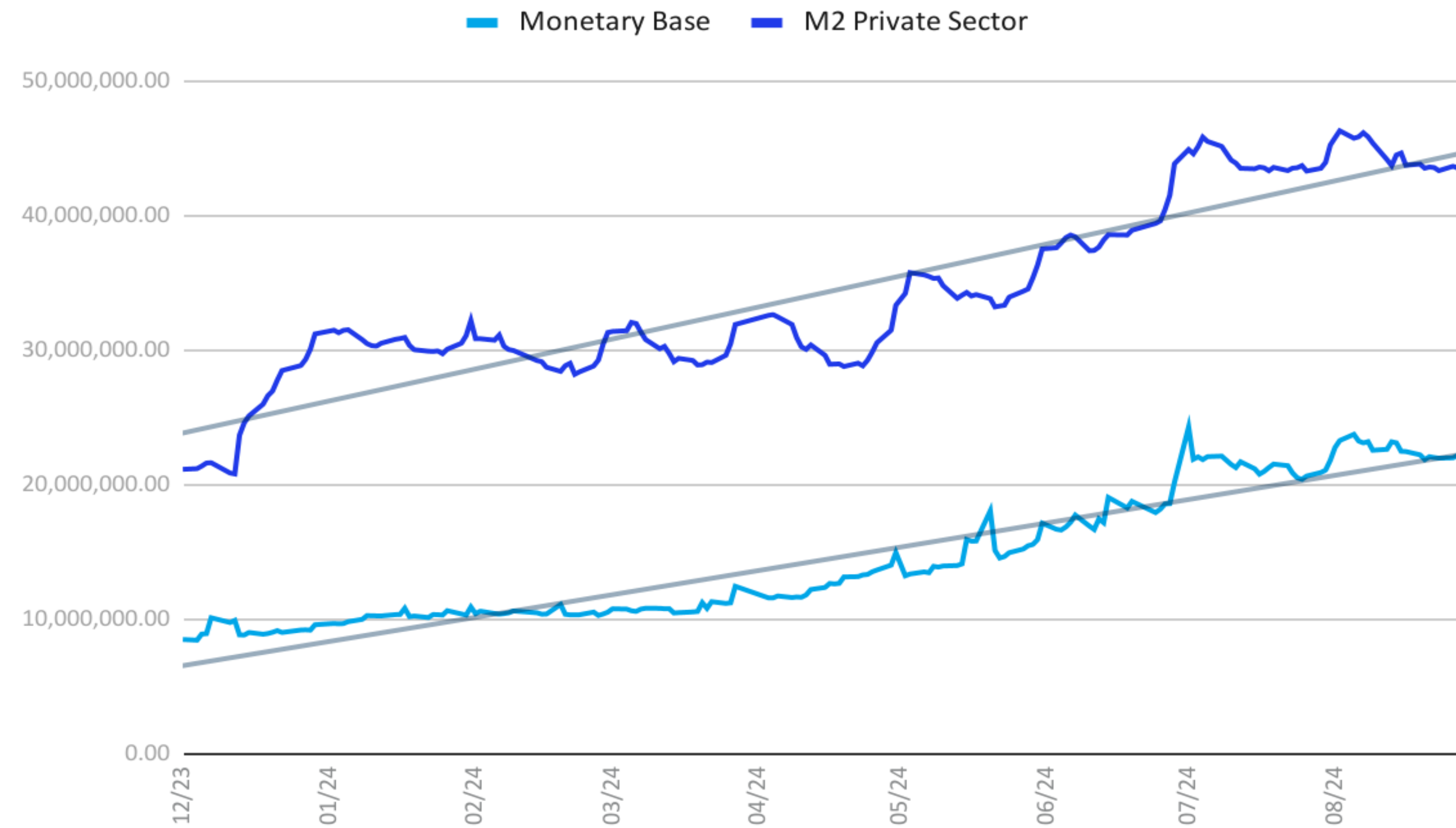
International Reserves  
USD Millions

Gross International Reserves	27,377
USD Deposits Reserve Requirements	9,922
Swap with PBOC (China)	18,254
SEDESA (Insurance on deposits)	1,918
BIS (Basel)	-
Net International Reserves	-2,716
Bopreal (Capital)	2,000
Bopreal (Capital + interest)	2,441
Net International Reserves w/ Bopreal (capital)	-4,716
Net International Reserves w/ Bopreal (total)	-5,158

Source: Econviews estimations based on BCRA and IMF data  
As of Sep 3, 2024

# Money demand decreased in recent years, but the monetary base increased in the last two months

Monetary base  
AR\$ Million



Source: Econviews based on BCRA data

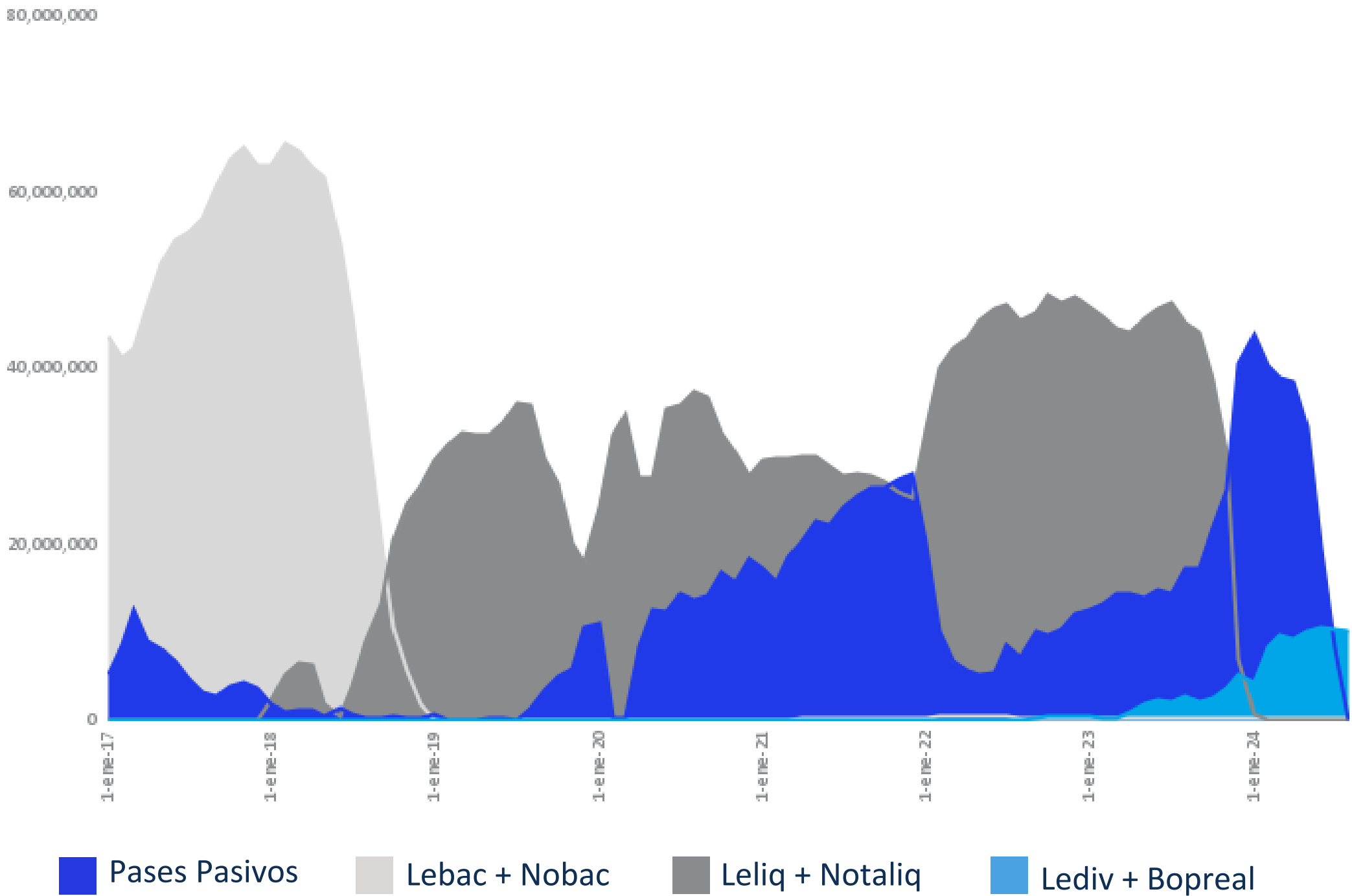


# Higher inflation proved useful to erode BCRA's liabilities

## BCRA remunerated liabilities

Monthly Average- AR\$ billions constant prices sept-24

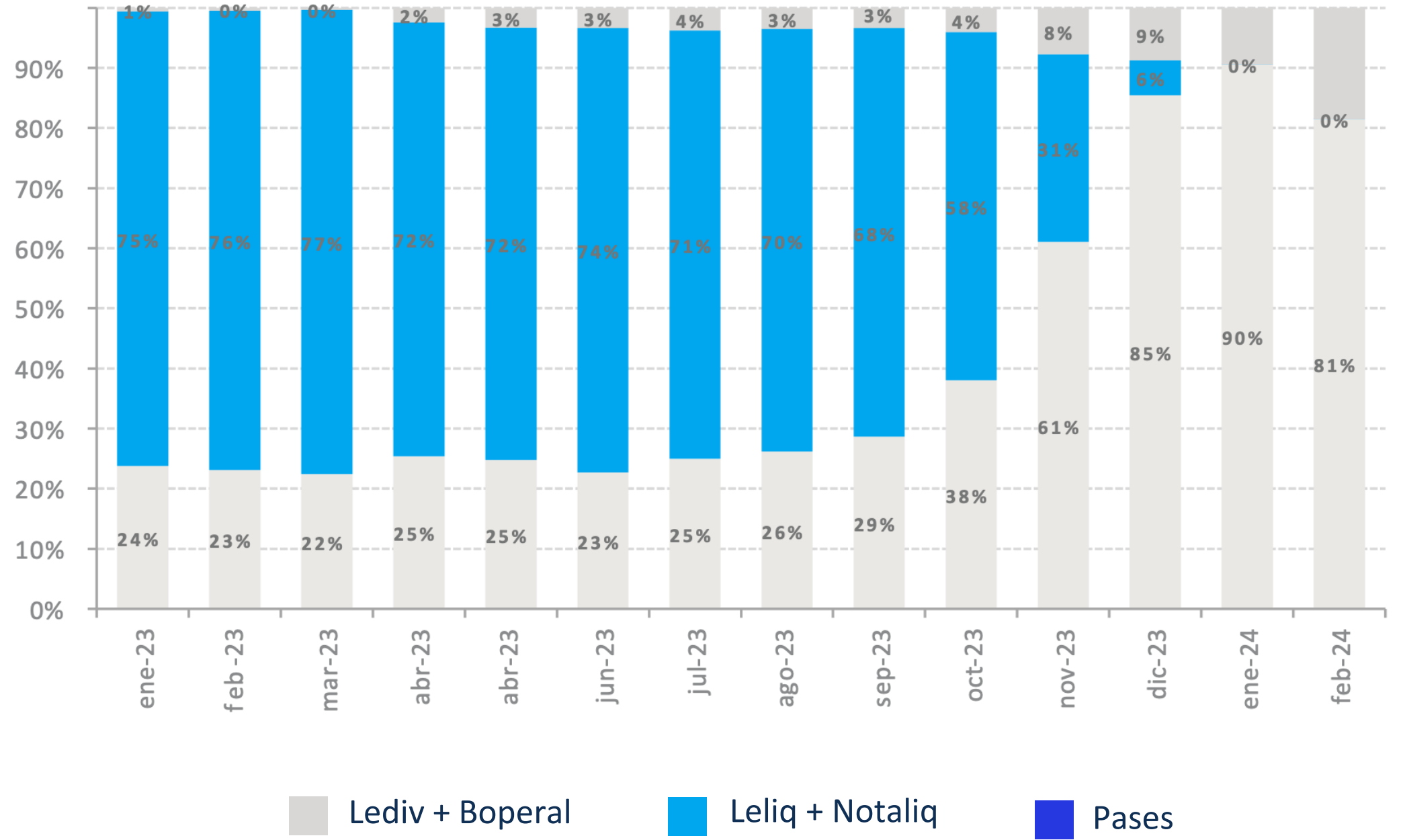
As of July 22, 2024 there are no more REPOs with the Central Bank



Source: Econviews based on BCRA data

## BCRA remunerated liabilities

as % of total liabilities

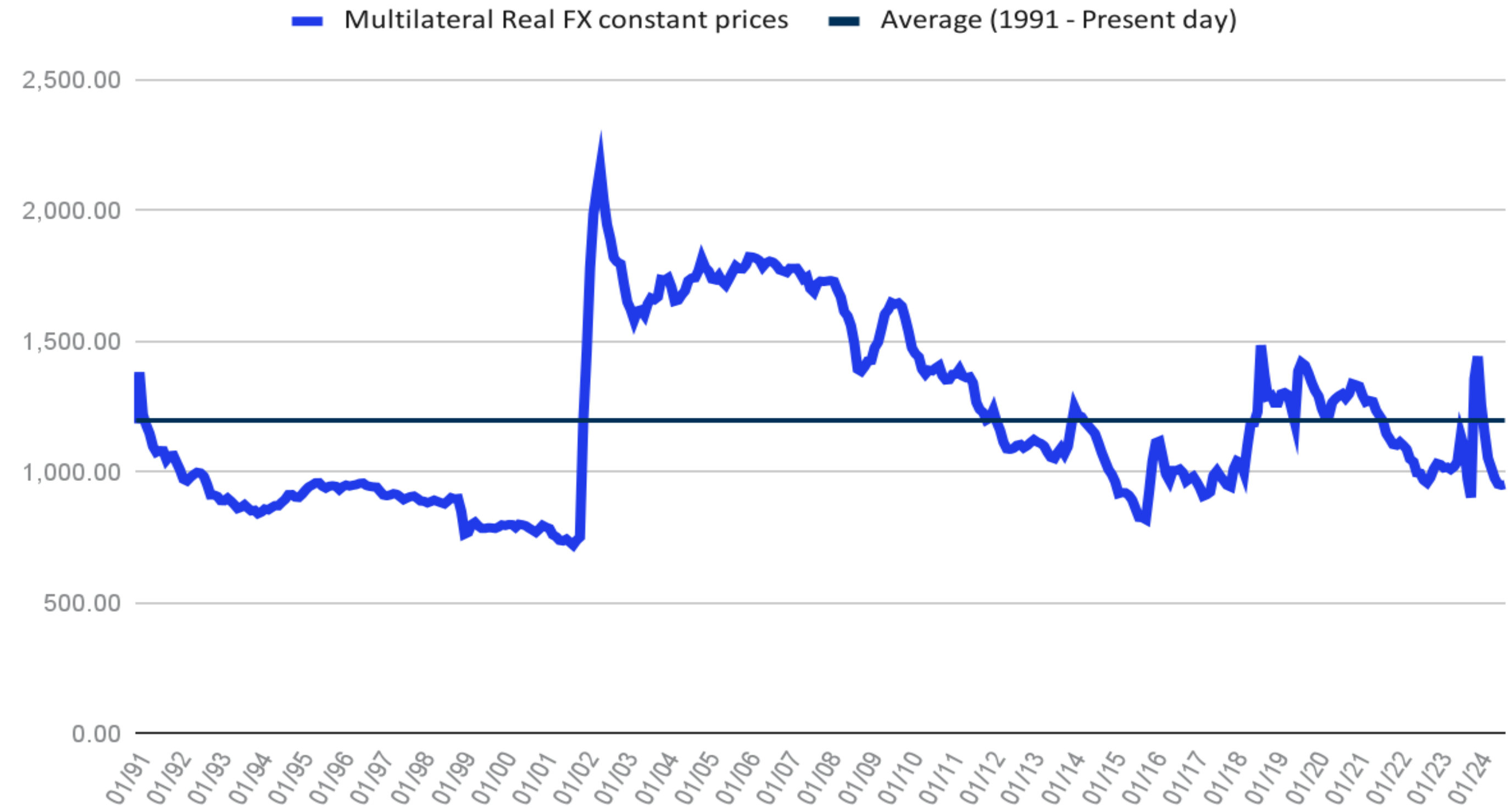


Source: Econviews based on BCRA data

# Real fx. Improved after the December 2023 devaluation, but could worsen due to inflation

## Multilateral Real Fx.

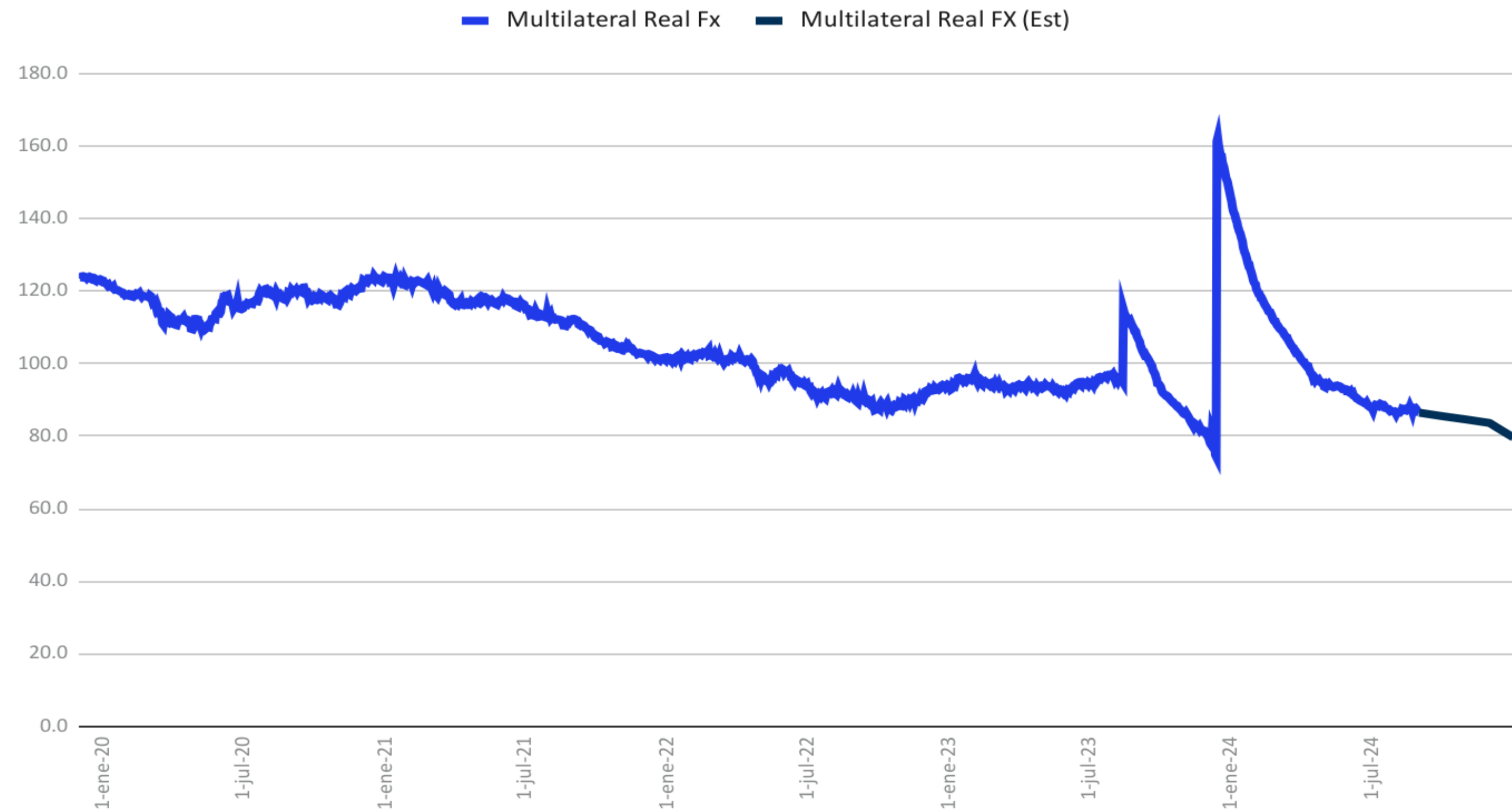
Constant Prices Aug 24- Monthly Average as of August 24





## Real fx. Improved after the December 2023 devaluation, but could worsen due to inflation

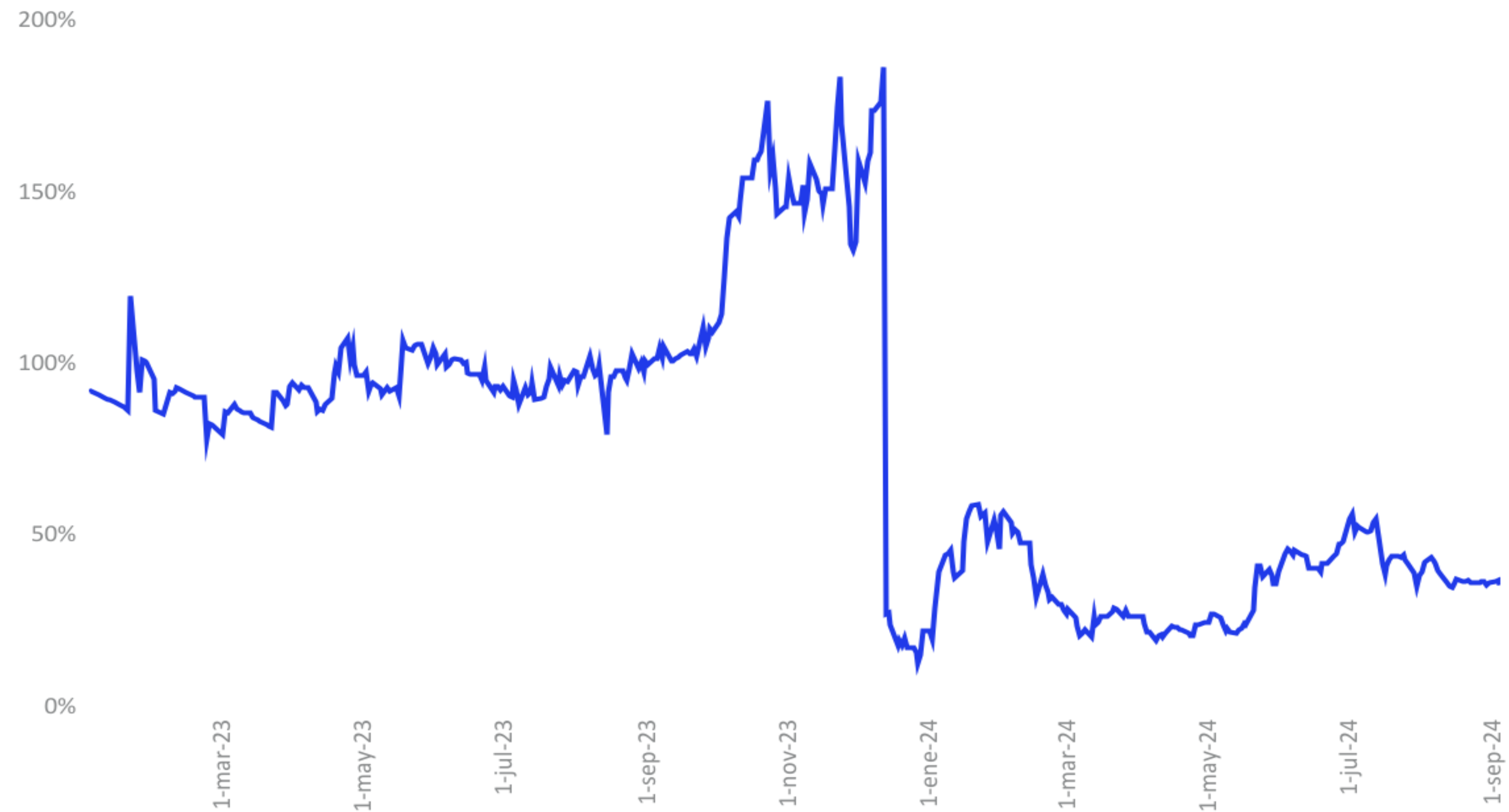
Multilateral real Fx.  
December 17, 2015 = 100



An overvalued fx can help in containing inflation, but could lead to difficulties on the fiscal front due to import tariffs and the accumulation of International reserves

## Official fx / Blue chip swap decreased significantly, now near 35%

Official Fx / Blue Chip swap  
Againsta official fx % - Bid-Ask average price

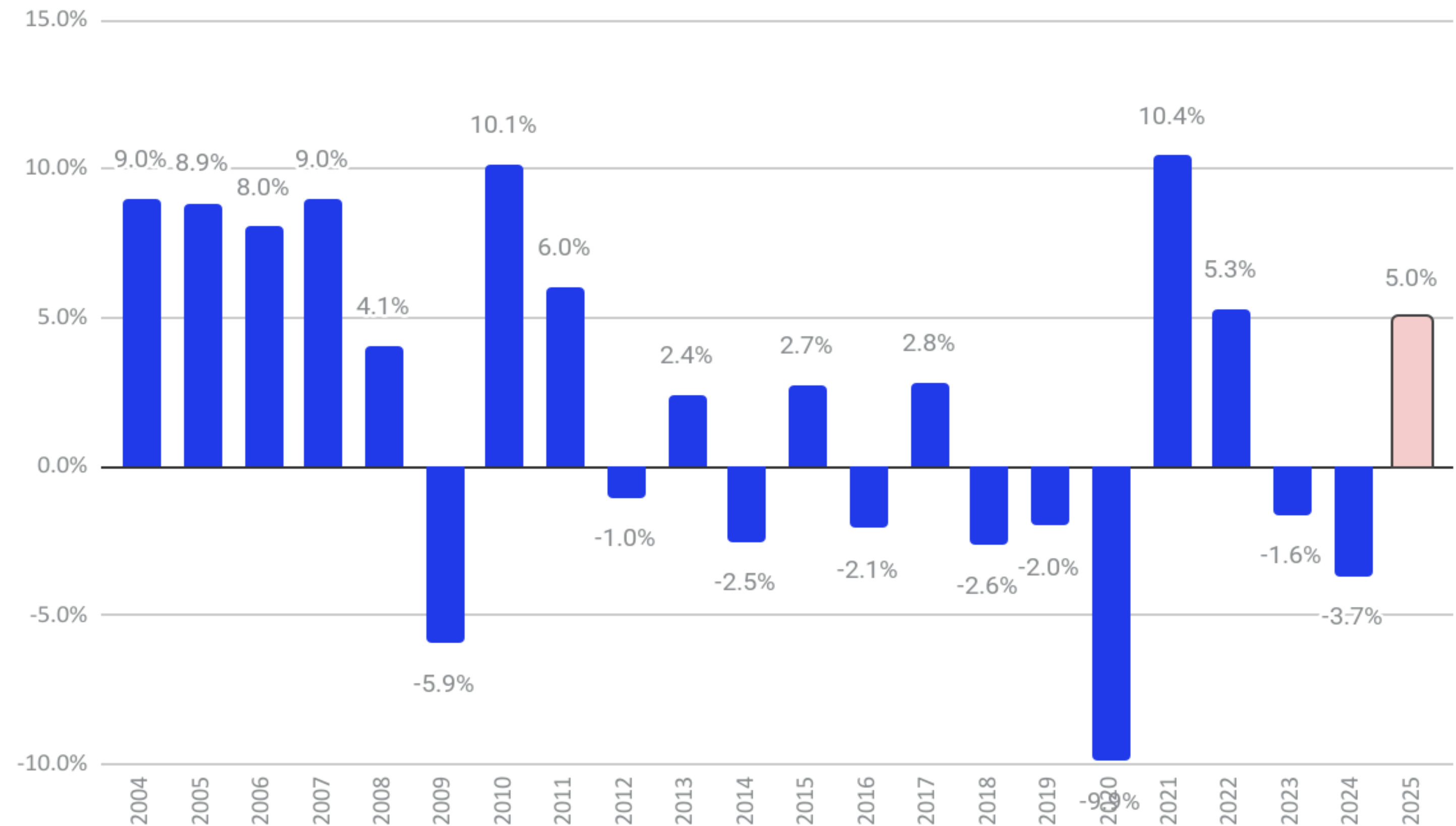




# Recession in 2024, but 2025 could be quite positive

## Real GDP

YoY change , 2004=100



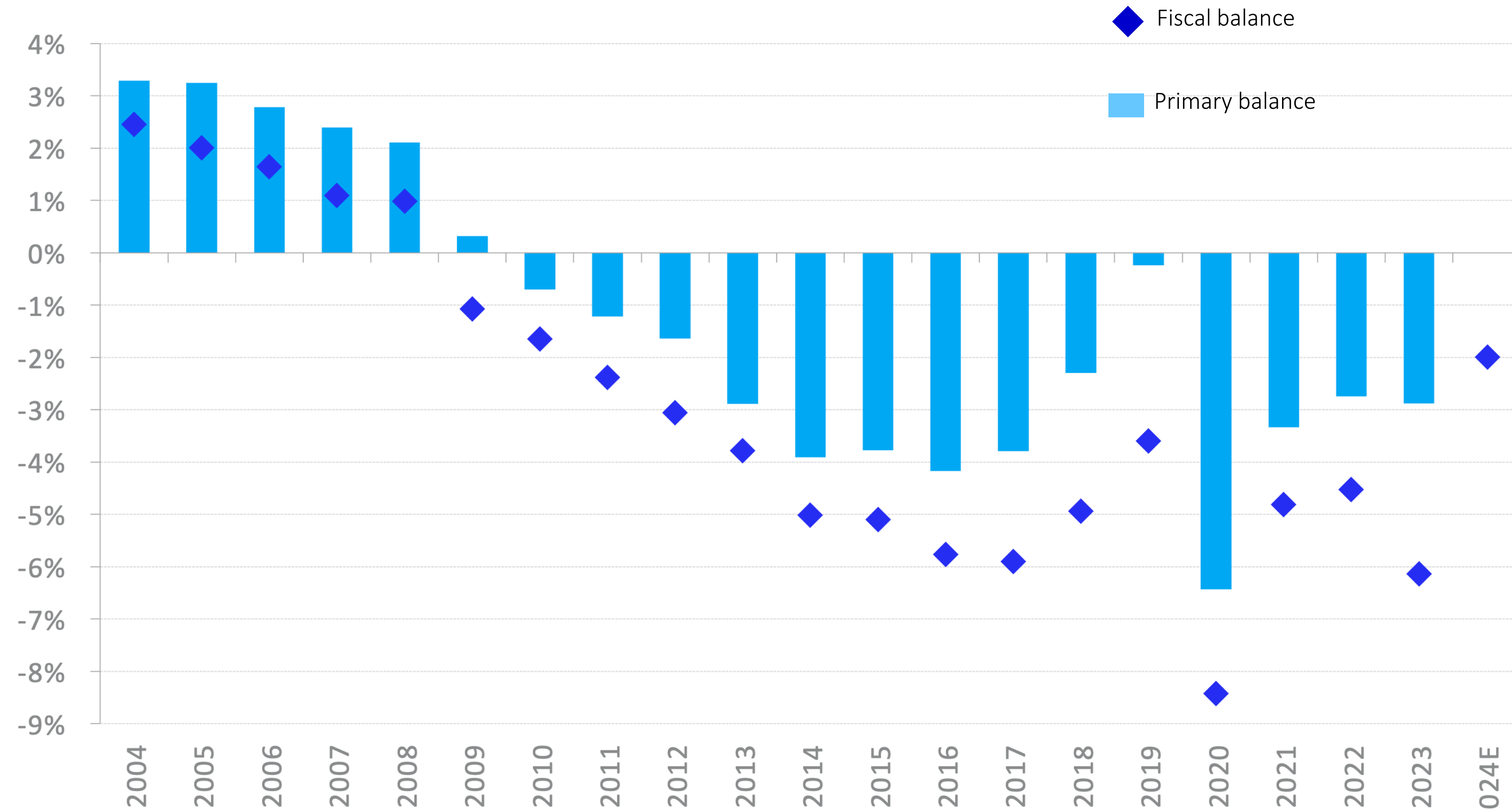
Harvest in 2024 will be better than last year and will help in offsetting the decline of real GDP, however for most people it will feel a lot worse than -3% and that can lead to governability problems.

### Real GDP YoY change

2022	3.0%
2023	-1.6%
1Q24E	-2.6%
2Q24E	-1.7%
3Q24E	1.4%
4Q24E	1.3%
2024E	-3.7%
1Q25E	0.9%
2Q25E	1.8%
3Q25E	1.8%
4Q25E	1.8%
2025E	5.0%

## Is 0% deficit achivable in 2024?

National Government Fiscal balance  
As % of GDP -







## SECTION II Banco Macro Business Overview



# Macro in a Nutshell

01

A Leading Private Sector  
Bank in Argentina

02

Presence in Fast  
Growing Segments

03

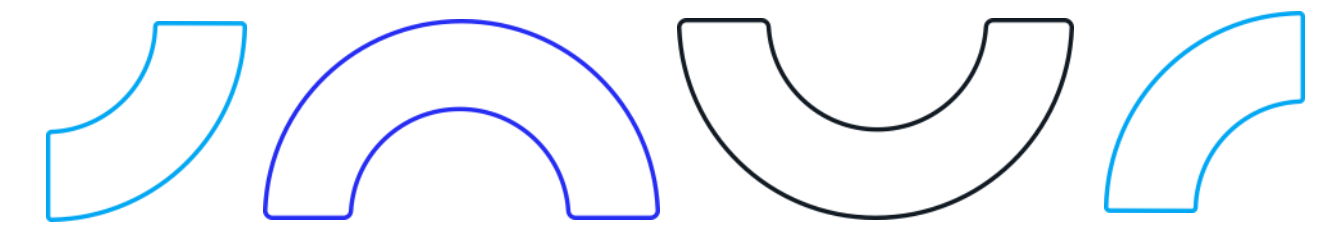
Strong Profitability  
& Returns

04

Diversified Loan Portfolio  
& Prudent Risk Management

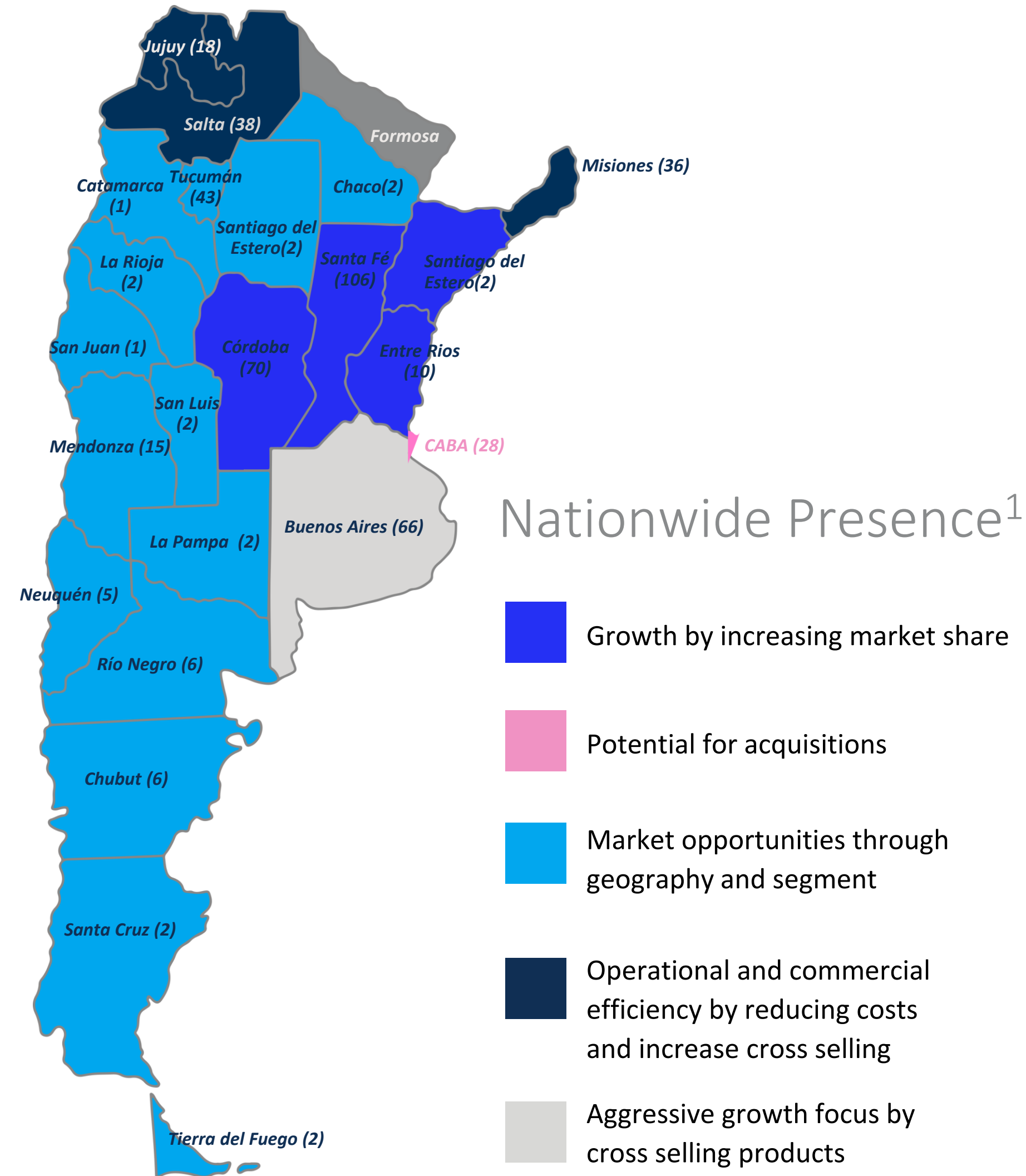
05

Robust Liquidity &  
Capital Ratios





# A successful business model & strategic focus



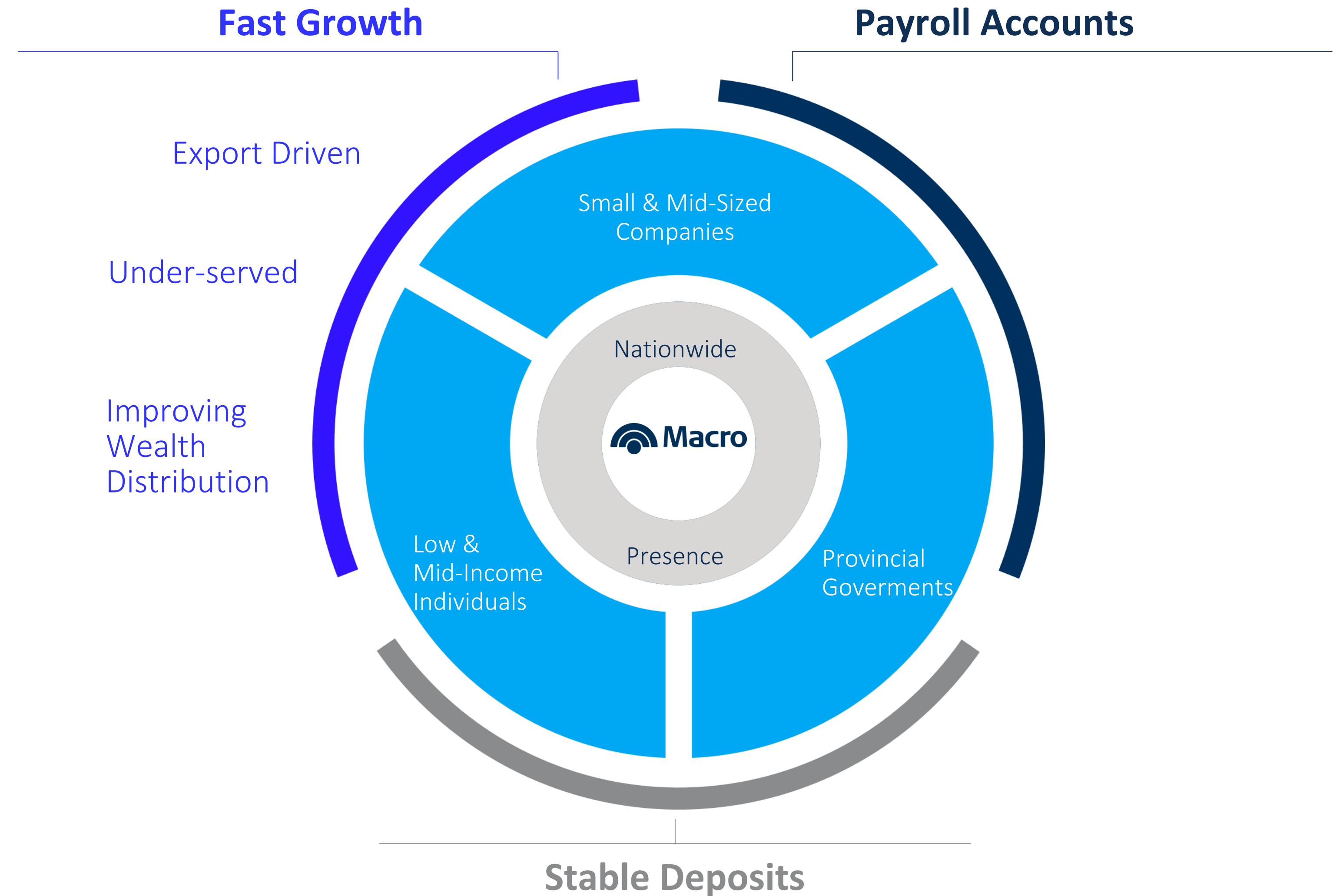
## Banco Macro Strategy

- Enhanced business model to increase efficiency and cross selling capabilities.
- Continue gaining market share in low to mid income individuals and rapidly grow our high end customer base through our revamped product suite (“Selecta”).
- Further increase payroll services to our large SME customer base.
- Expand commercial offering beyond working capital, extending loan duration and offering local and foreign currency products focused on export oriented businesses (e.g. agri business, energy, etc).
- Continue expanding our branch network by opening new branches and or through acquisitions, with particular focus in solidifying our presence in the BA metro area.

“Develop a sustainable business, making life easier for our customers”.

## A Successful business model & Strategic focus

Business Model



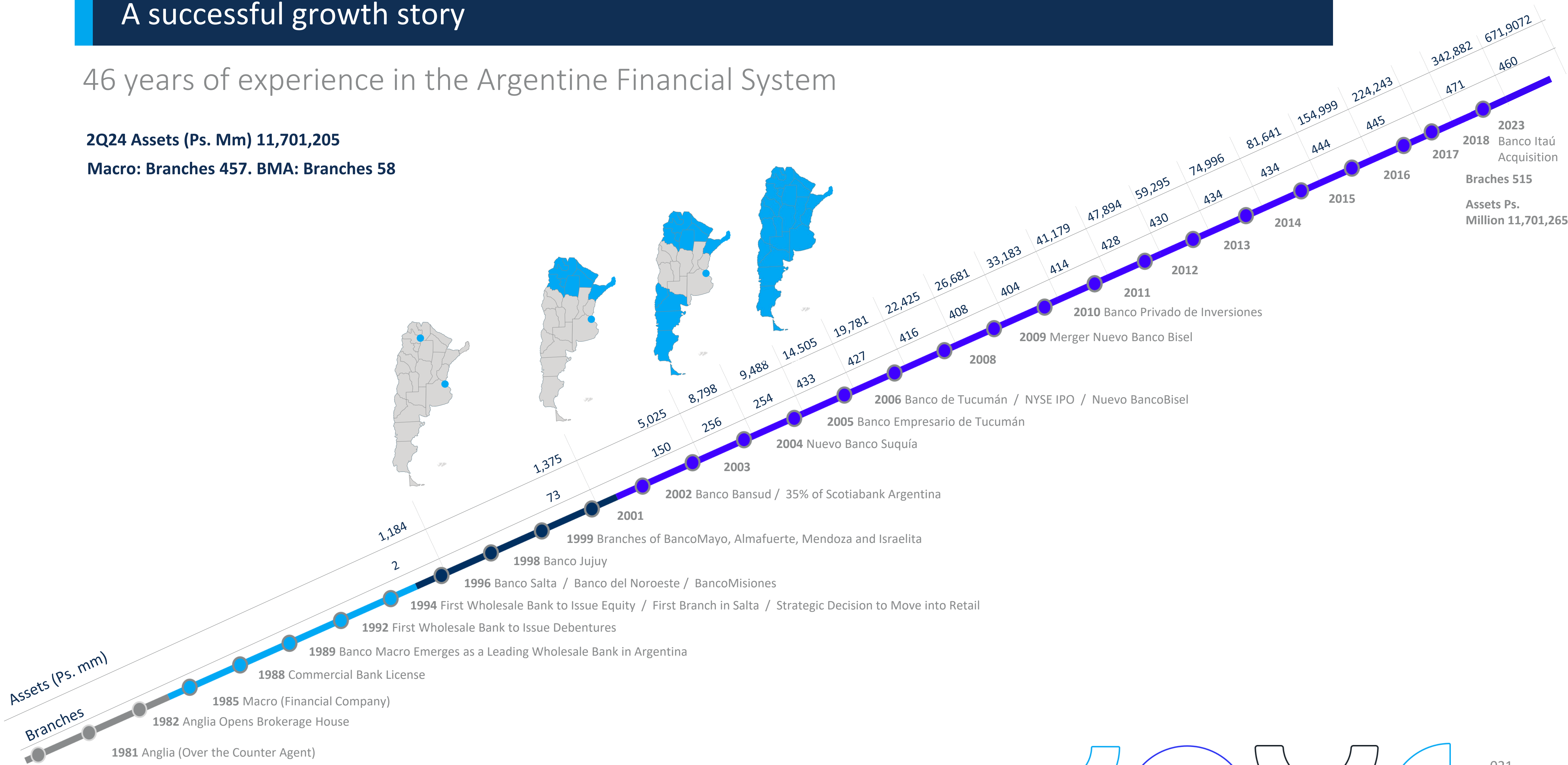


# A successful growth story

46 years of experience in the Argentine Financial System

2Q24 Assets (Ps. Mm) 11,701,205

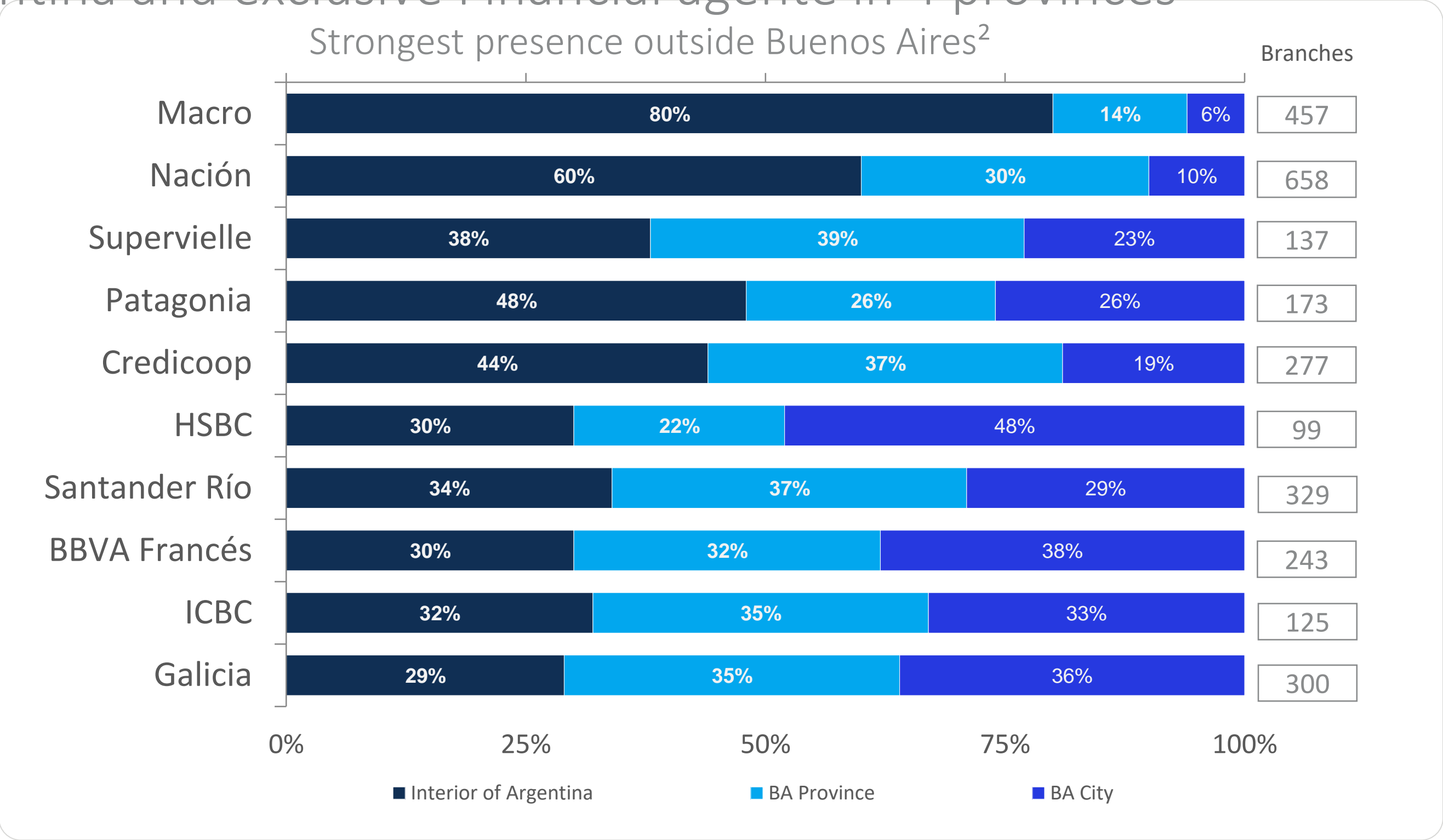
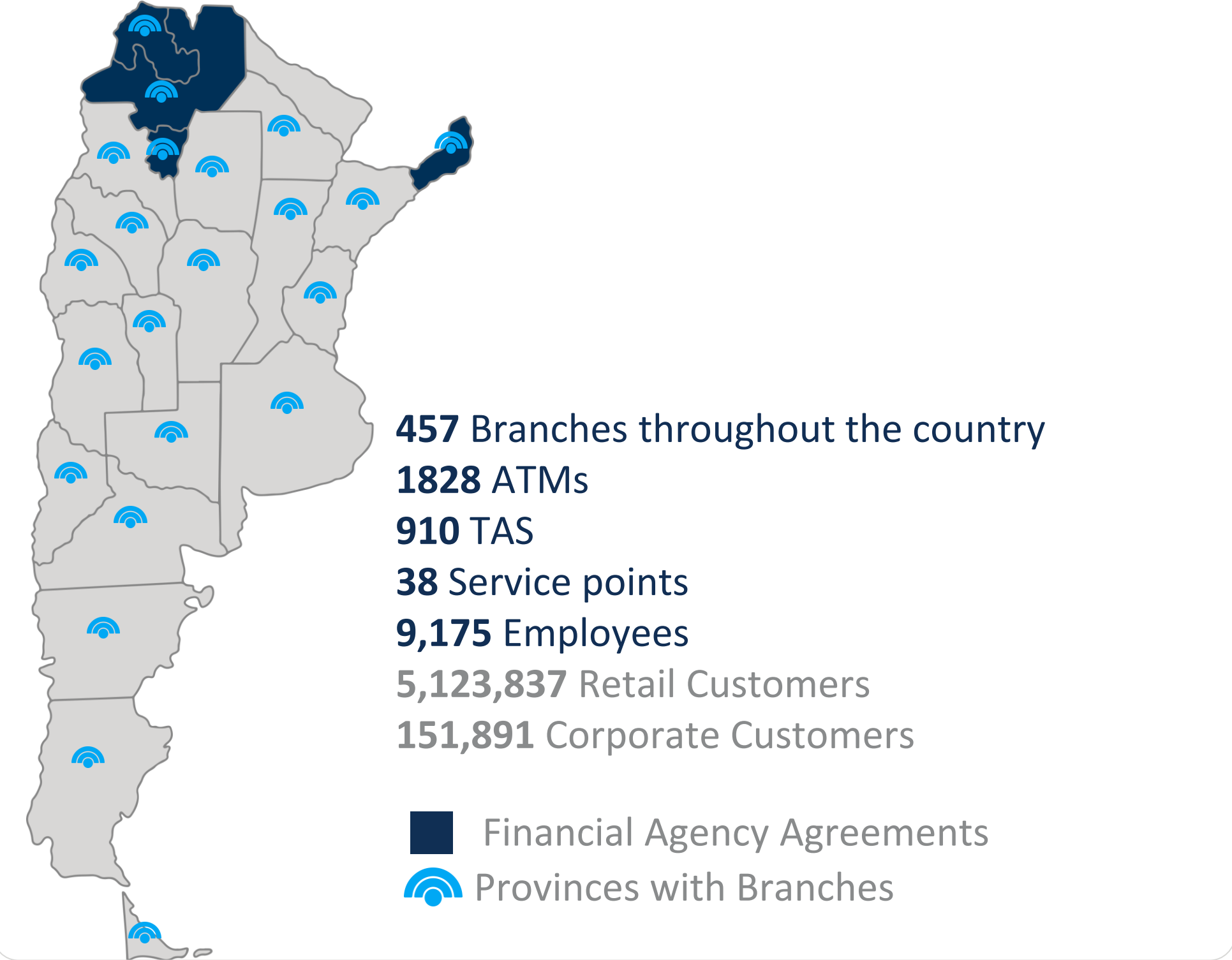
Macro: Branches 457. BMA: Branches 58



Note: 1-As of June 2024.

# A unique branch network

Largest private sector branch network in Argentina and exclusive Financial agente in 4 provinces



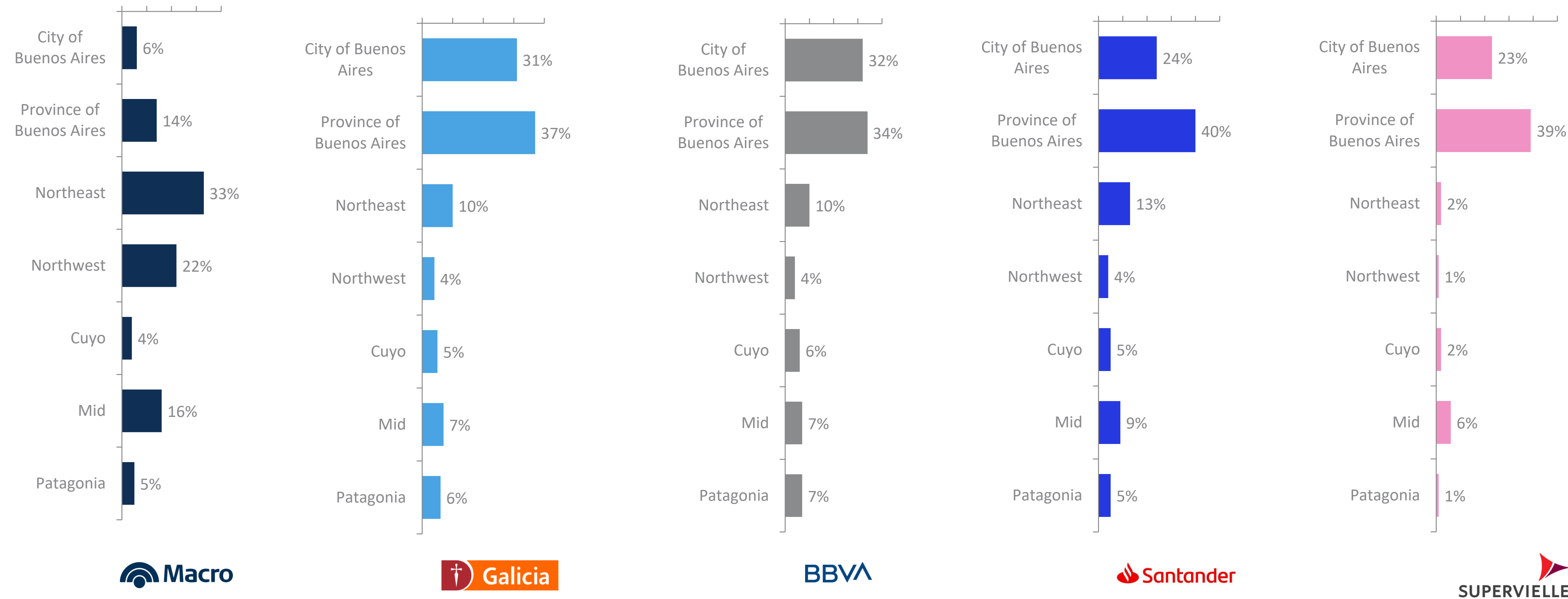
Financial Agency Agreements			
Provinces	Population	Branch Market Share	Agreement expires
» Salta	» 1.2 m	» 46%	» 2026
» Misiones	» 1,1 m	» 52%	» 2029
» Jujuy	» 0.7 m	» 47%	» 2024
» Tucumán	» 1.5 m	» 42%	» 2031

<b>Provincial Government's Bank</b>  <b>Public Employees Payroll Accounts</b>	Provincial Government's Bank	➔ Employees and relatives
	Low -CostFunding	➔ Companies with government contracts
	Fee Income	➔ Companies operating in regional economies

Source: BCRA | Note 1| As of December 2023. Bank´s with 100 branches or more. Galicia excludes Tarjetas Regionales; Patagonia and BBVA consolidated with GPAT and PSA Finance, Rombo & Volkswagen Credit, respectively. Note 2 - As of December 2023

# An increasing branch network in Buenos Aires

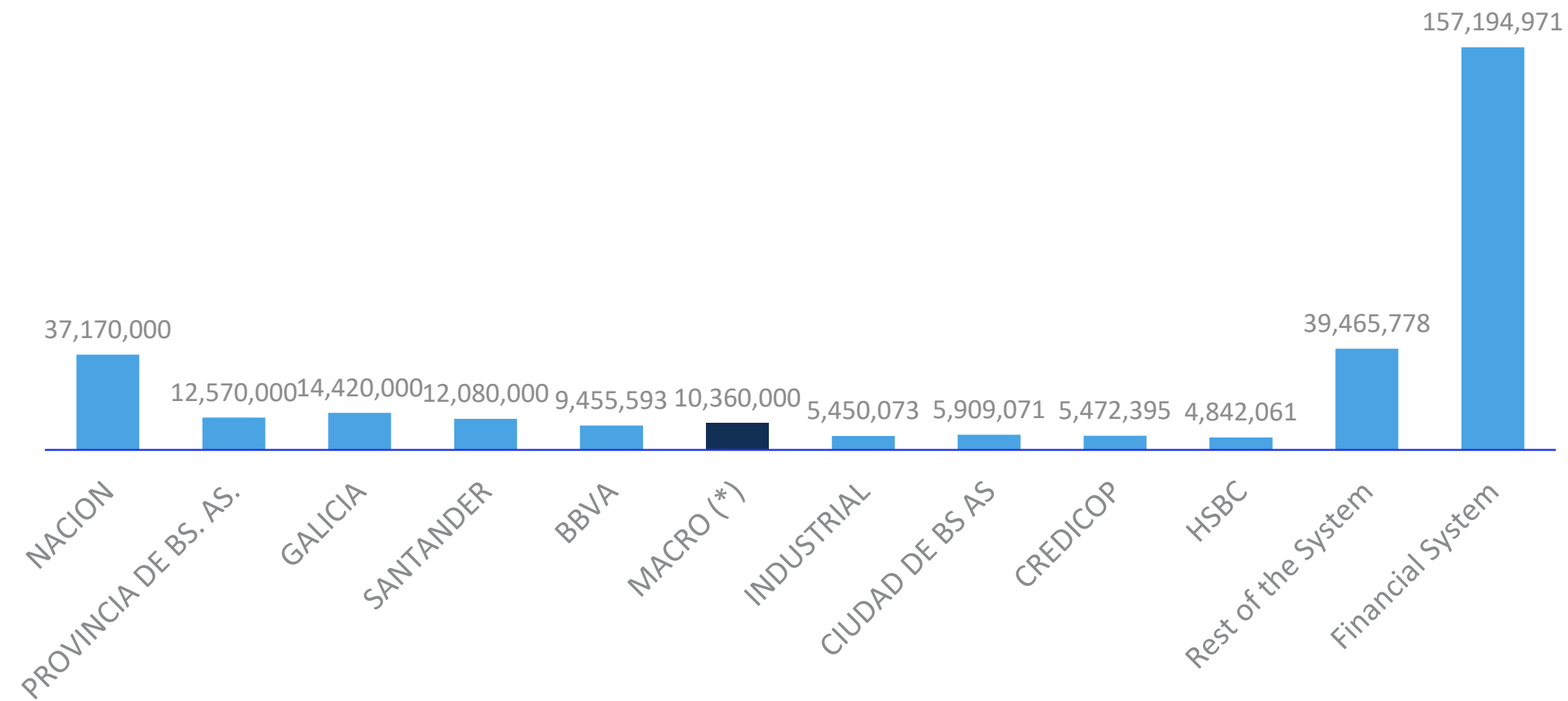
Keep increasing our market share in Buenos Aires



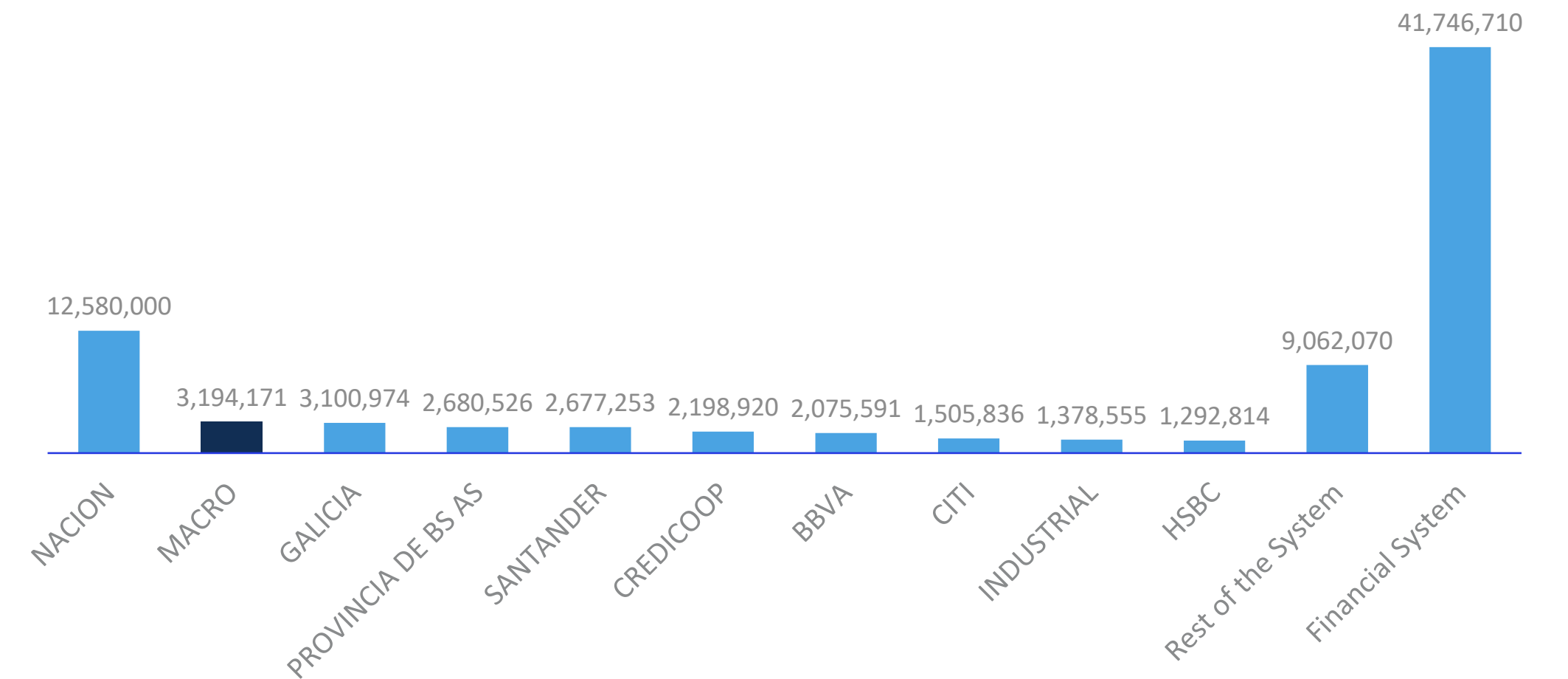


# A leading Private sector bank in Argentina

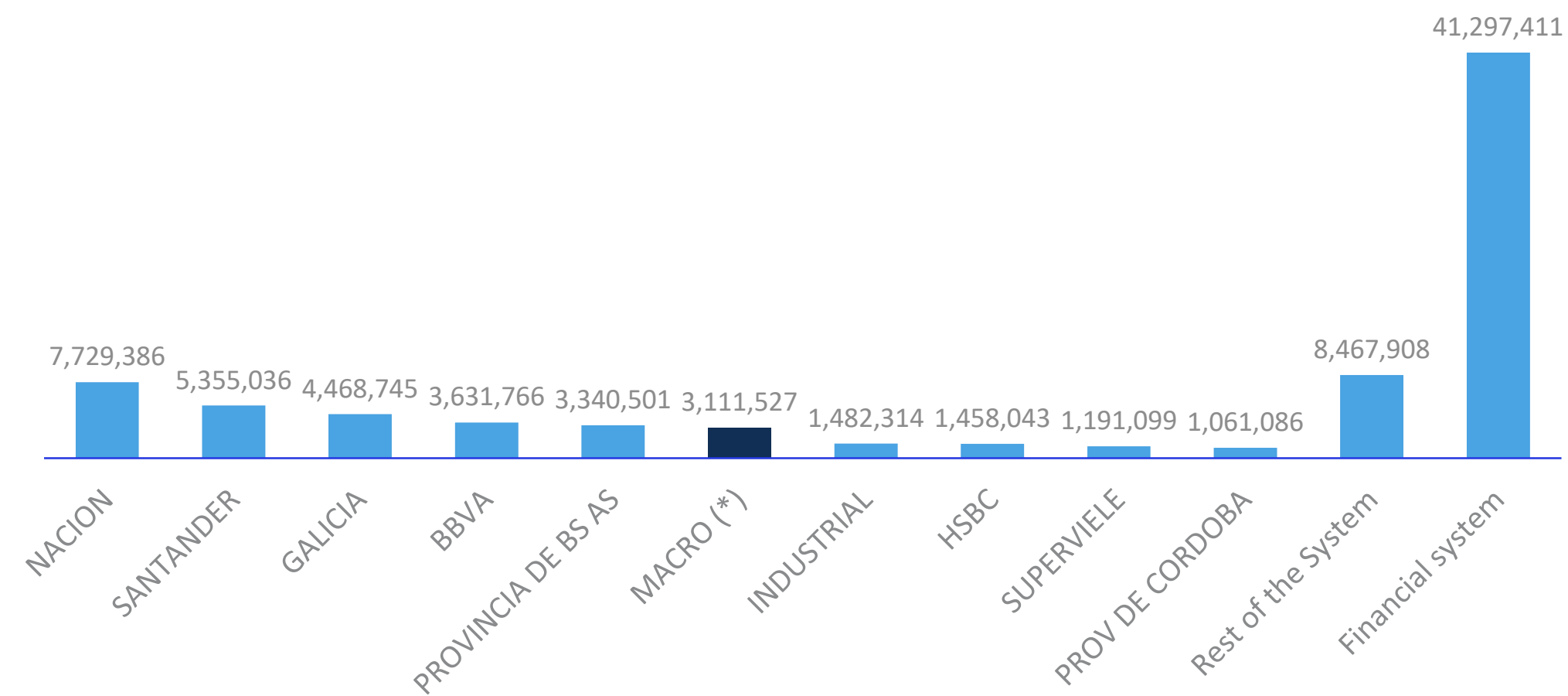
## Assets (Ps Billion - % Market Share)



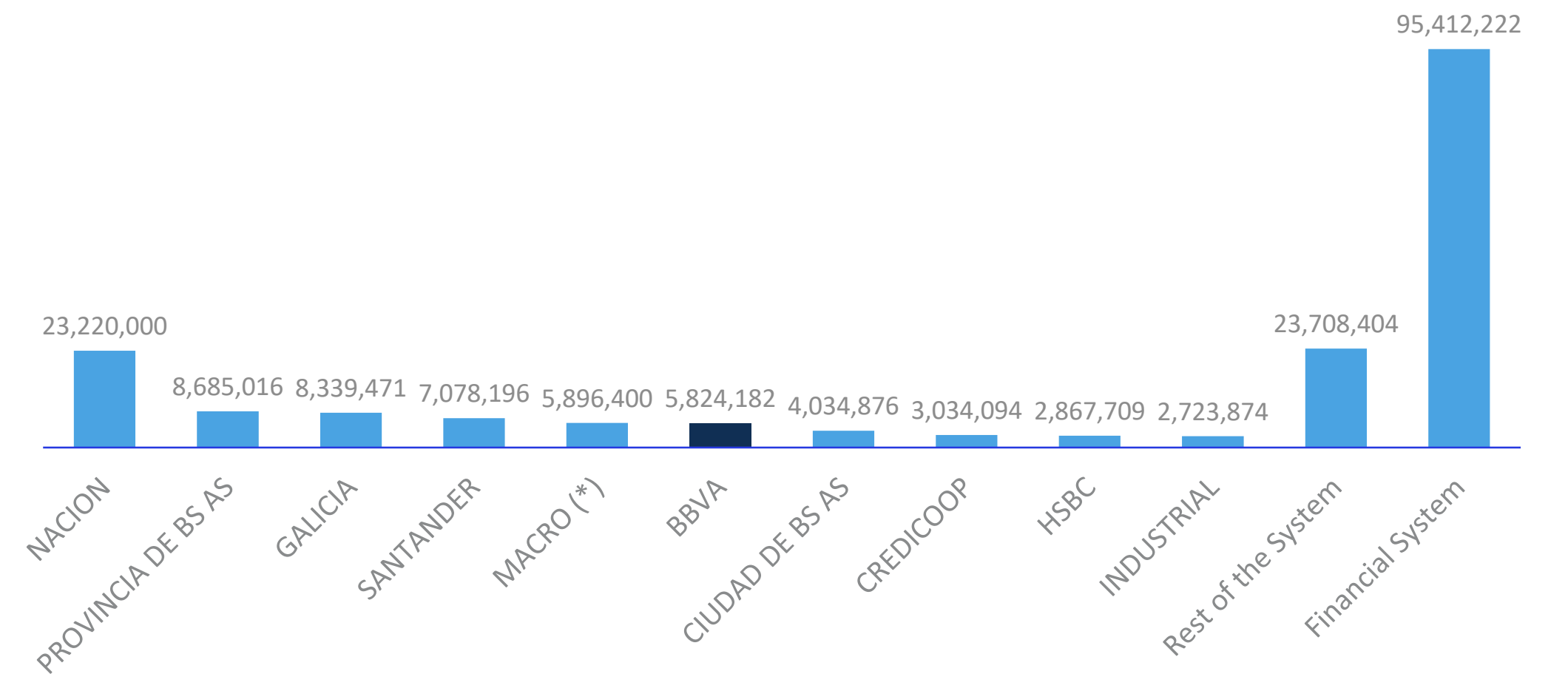
## Equity (Ps Billion - % Market Share)



## Loans (Ps Billion - % Market Share)



## Deposits (Ps Billion - % Market Share)



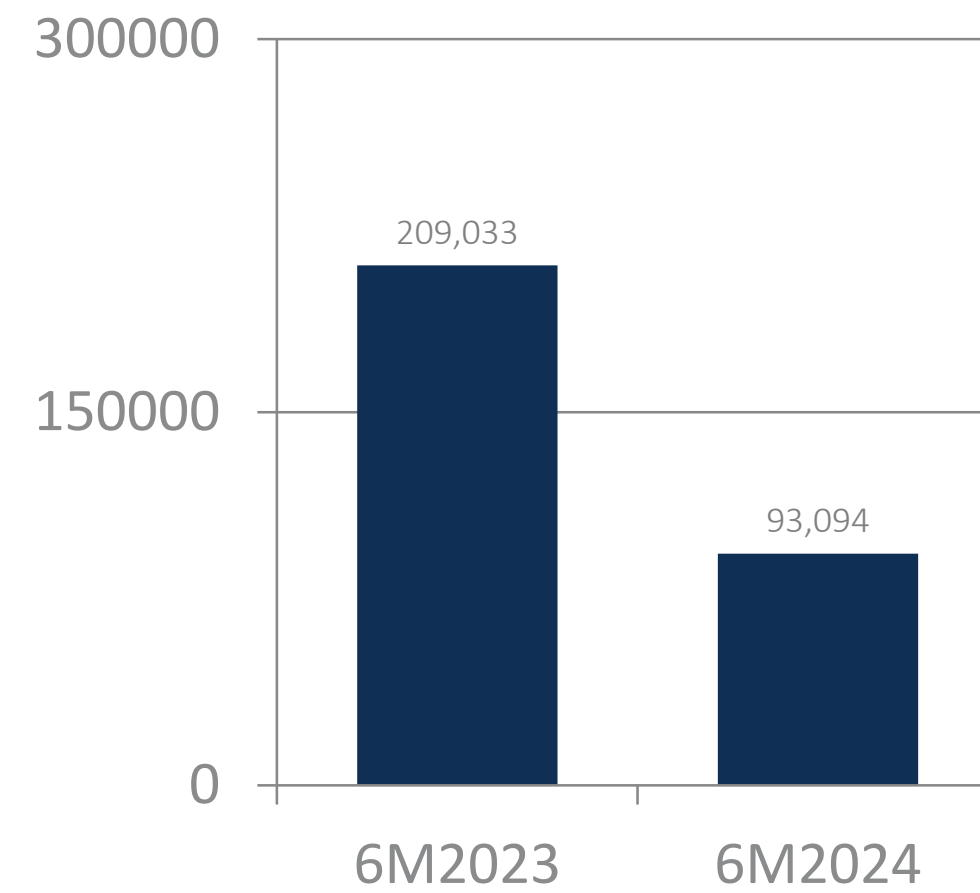
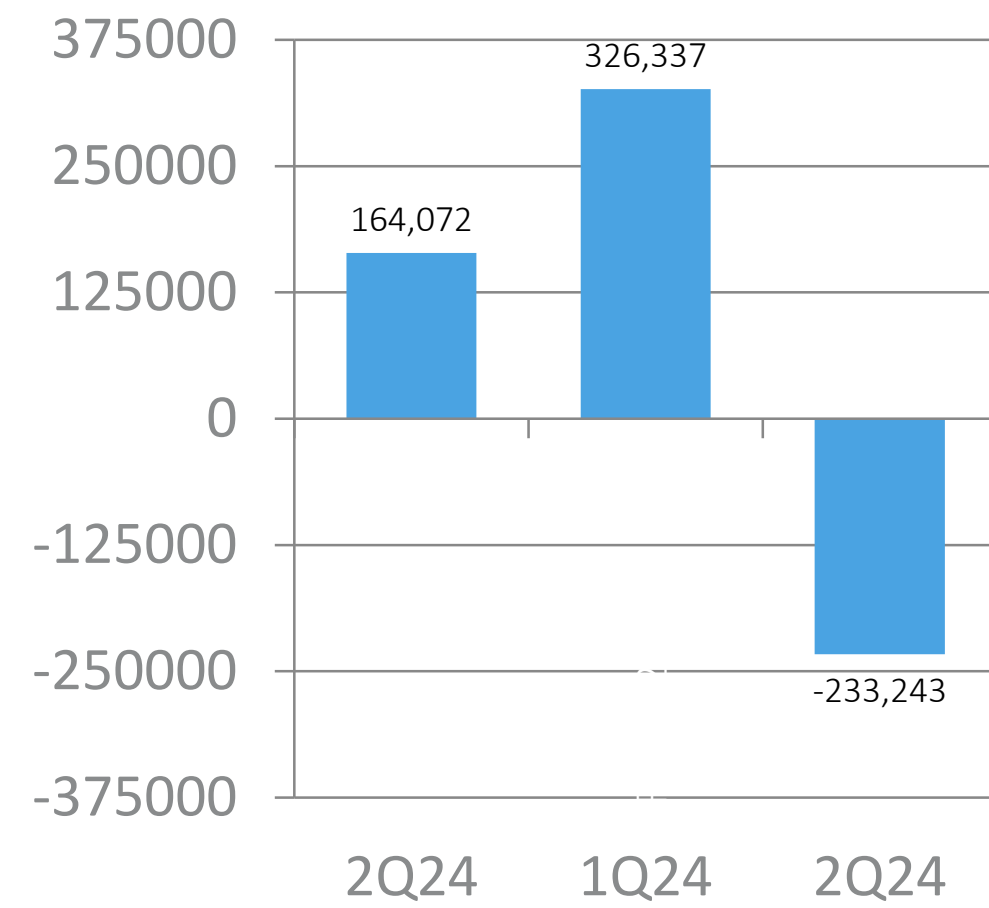


## SECTION III Banco Macro Financial Performance

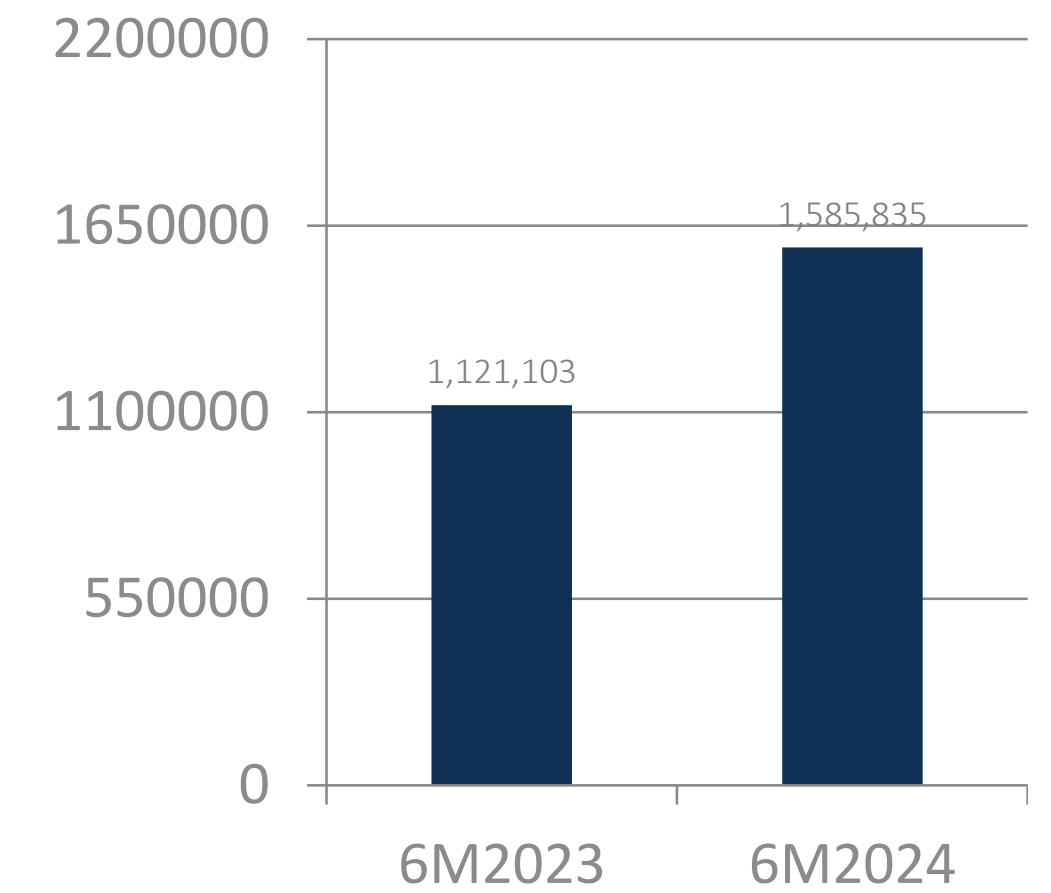
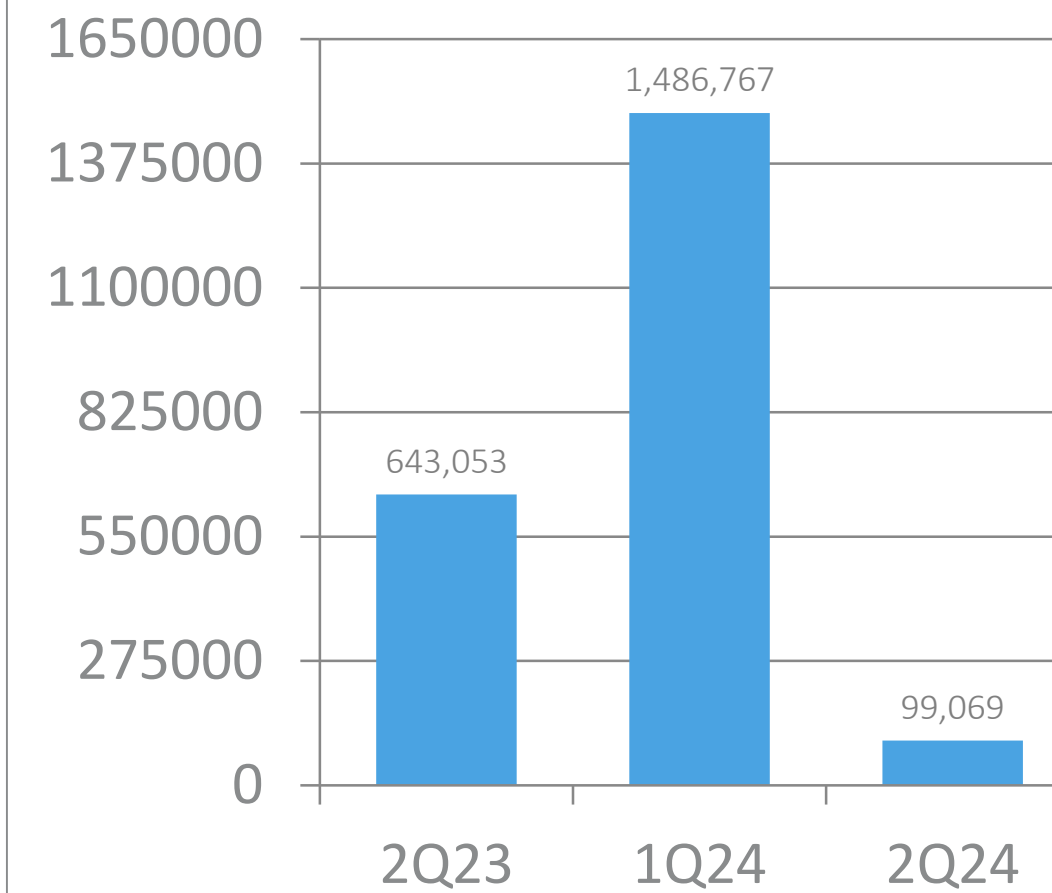


# Banco Macro's earnings consistent growth

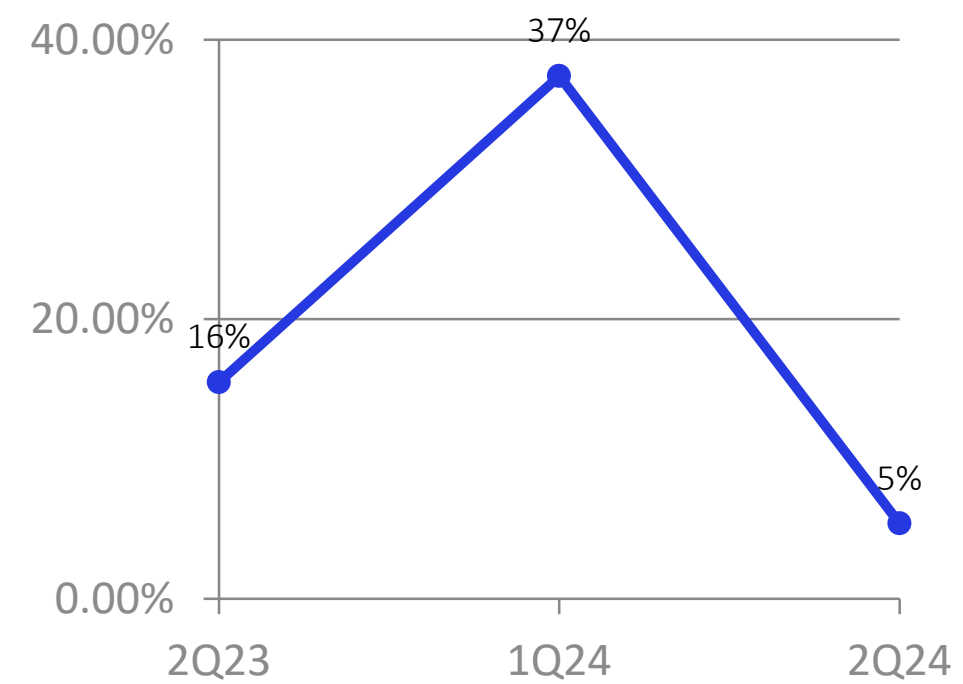
## Net Income



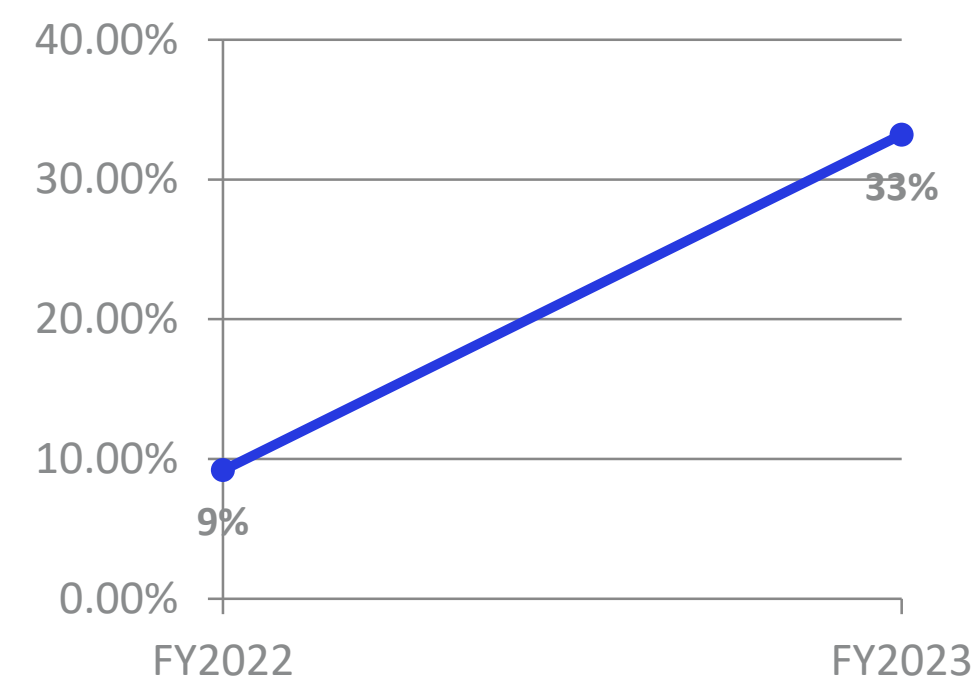
## Operating Income



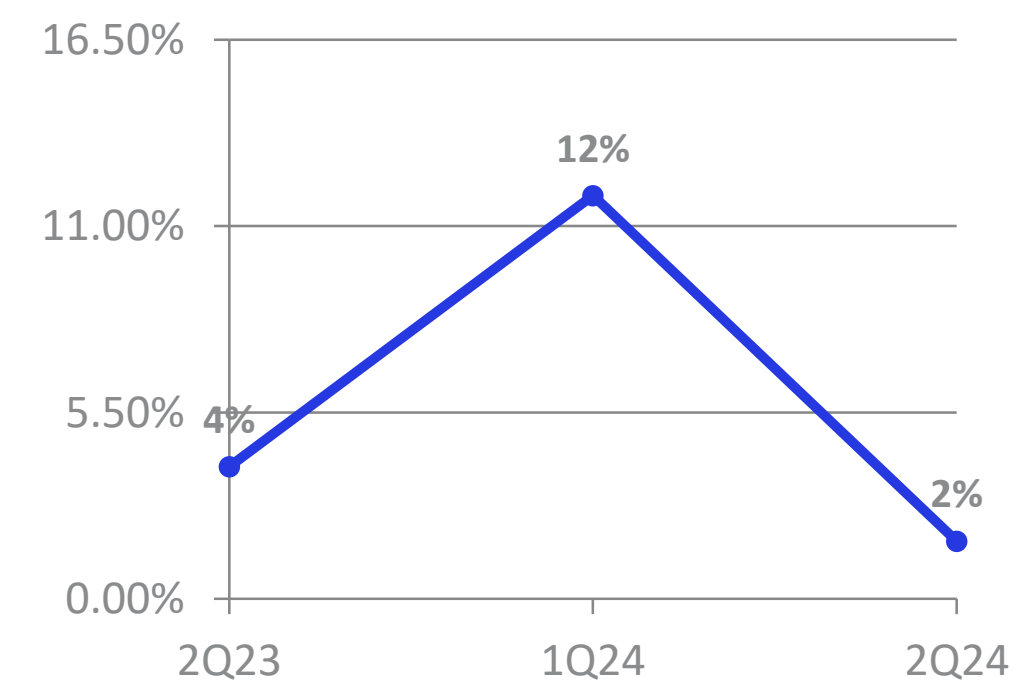
## ROAE (% Accumulated annualized)



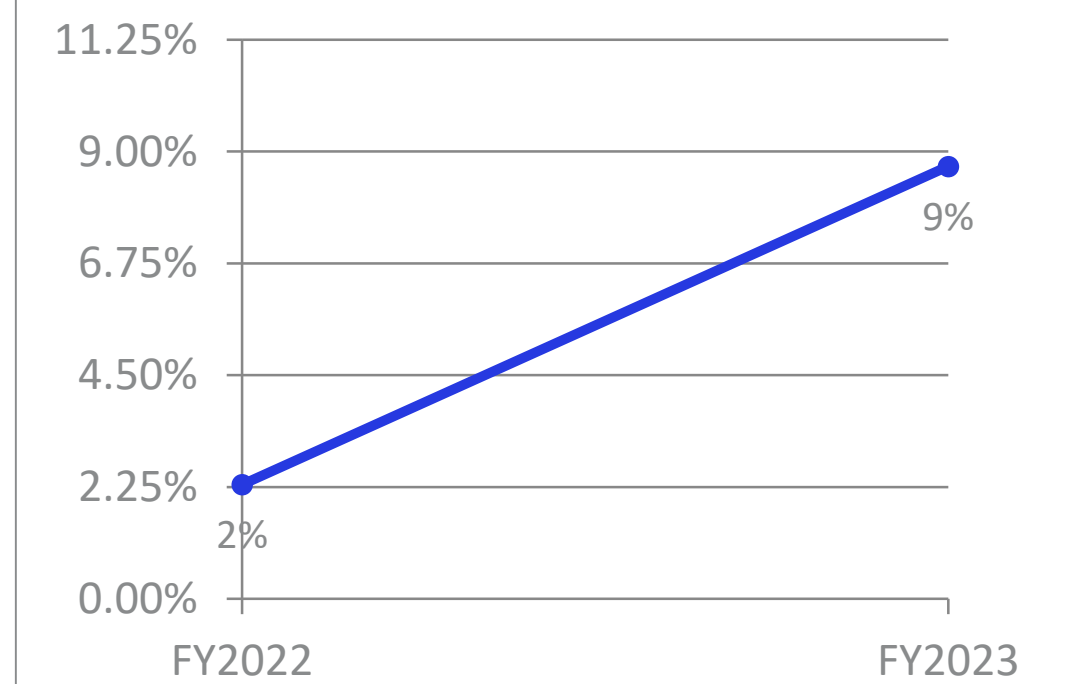
## ROAE (% Accumulated annualized)



## ROAA (% Accumulated annualized)



## ROAE (% Quarterly annualized)





## Banco Macro highlights' x peers

2Q24

Banco Macro Banco Galicia BBVA Supervielle Santander Peers Average

### Profitability

Net Interest Margin <sup>1</sup>	23.10%	51.86%	42.30%	48.60%	N/A	41.47%
Efficiency Ratio <sup>2</sup>	22.20%	31.78%	59.90%	40.50%	30.10%	36.90%
Accumulated ROAE	5.40%	36.90%	13.30%	22.10%	42.40%	24.02%
Accumulated ROAA	1.70%	8.95%	3.00%	4.80%	4.68%	4.63%

### Liquidity

Loans / Deposits	51.50%	55.29%	65.65%	59.50%	78.50%	62.09%
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### Capital

Total Equity / Total Assets	27.30%	21.50%	22.10%	19.40%	22.08%	22.48%
Tier 1 Capital Ratio	34.00%	27.80%	25.30%	21.30%	20.40%	25.76%
Capital Adequacy Ratio	35.70%	28.76%	25.30%	21.30%	21.20%	26.45%

### Asset Quality

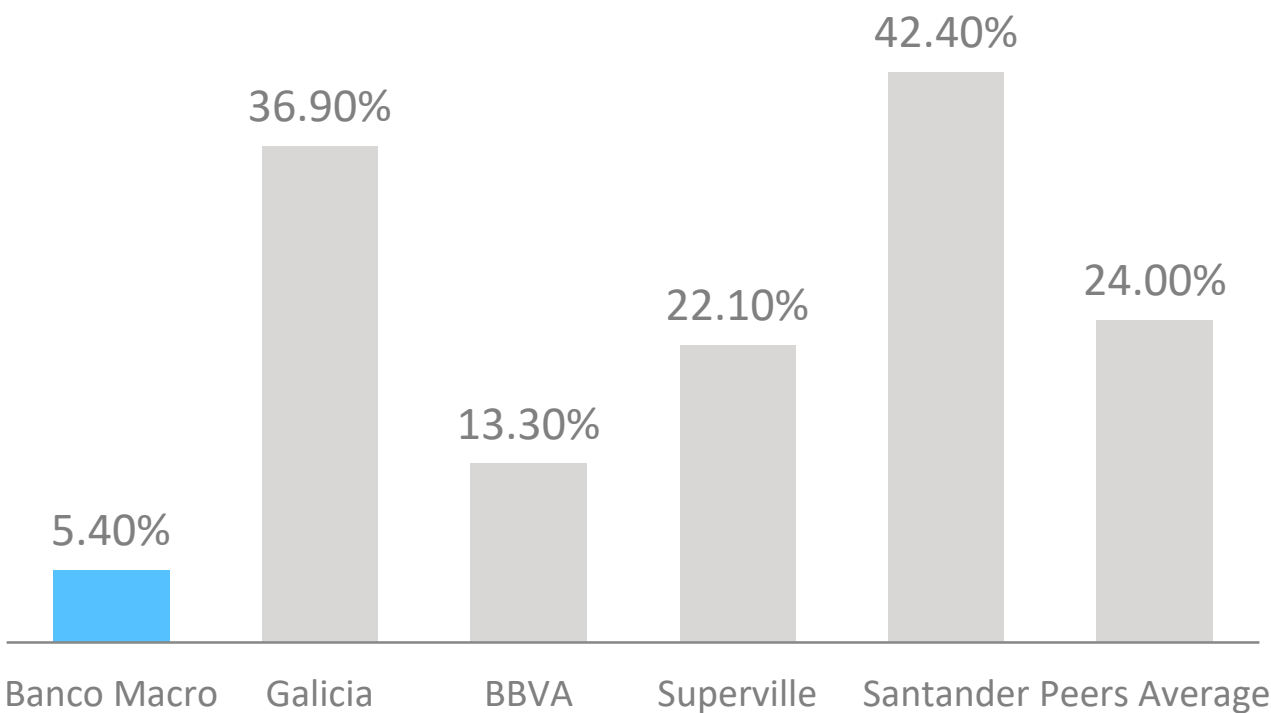
Allowances / Loans	2.50%	3.18%	1.95%	2.40%	2.67%	2.54%
NPLs/ Loans	1.23%	1.98%	1.18%	0.80%	1.60%	1.36%
Allowances / NPLs	181.38%	160.30%	165.50%	302.90%	167.10%	195.44%

Source: Numbers disclosed in press releases and Market Discipline documents of each bank as of 2Q24. Calculations may vary from bank to bank. Accumulated Annualized Ratios.

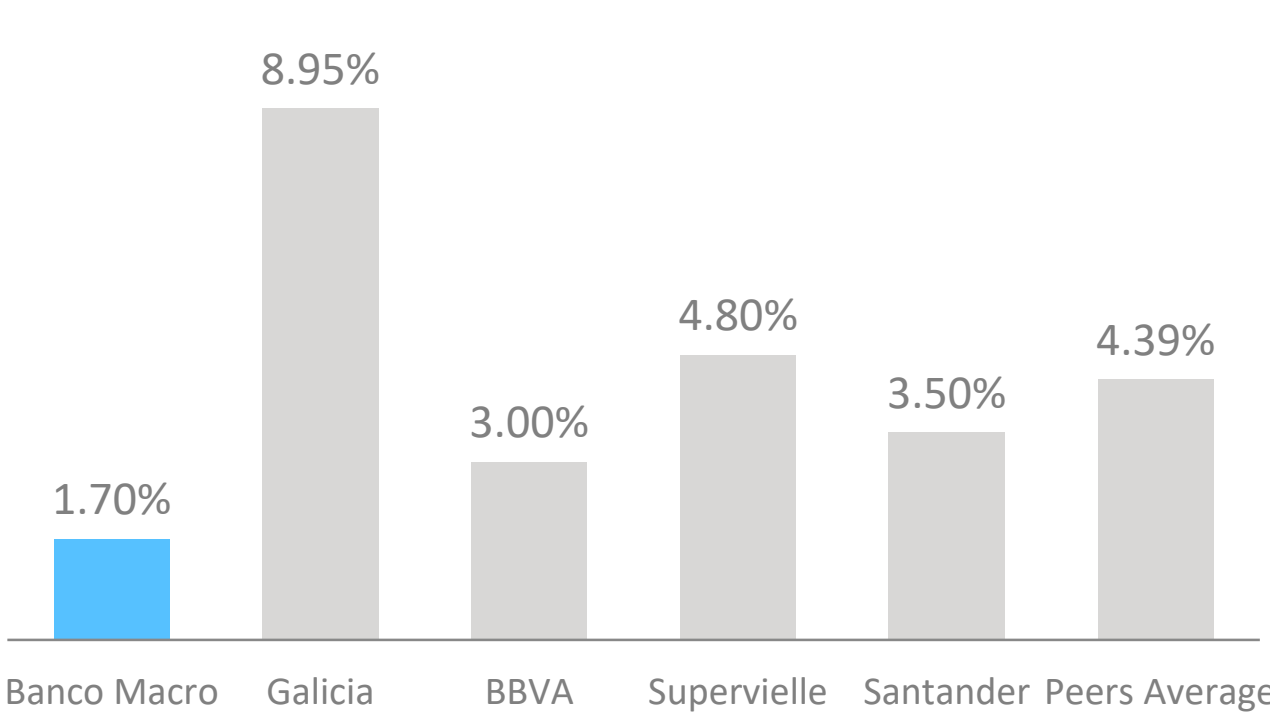
Note: 1 – Net interest income / average interest earning assets (annualized). 2 – Administrative expenses / Net fee income + Net financial income

Superior and consistent performance relative to peers (2Q2024)

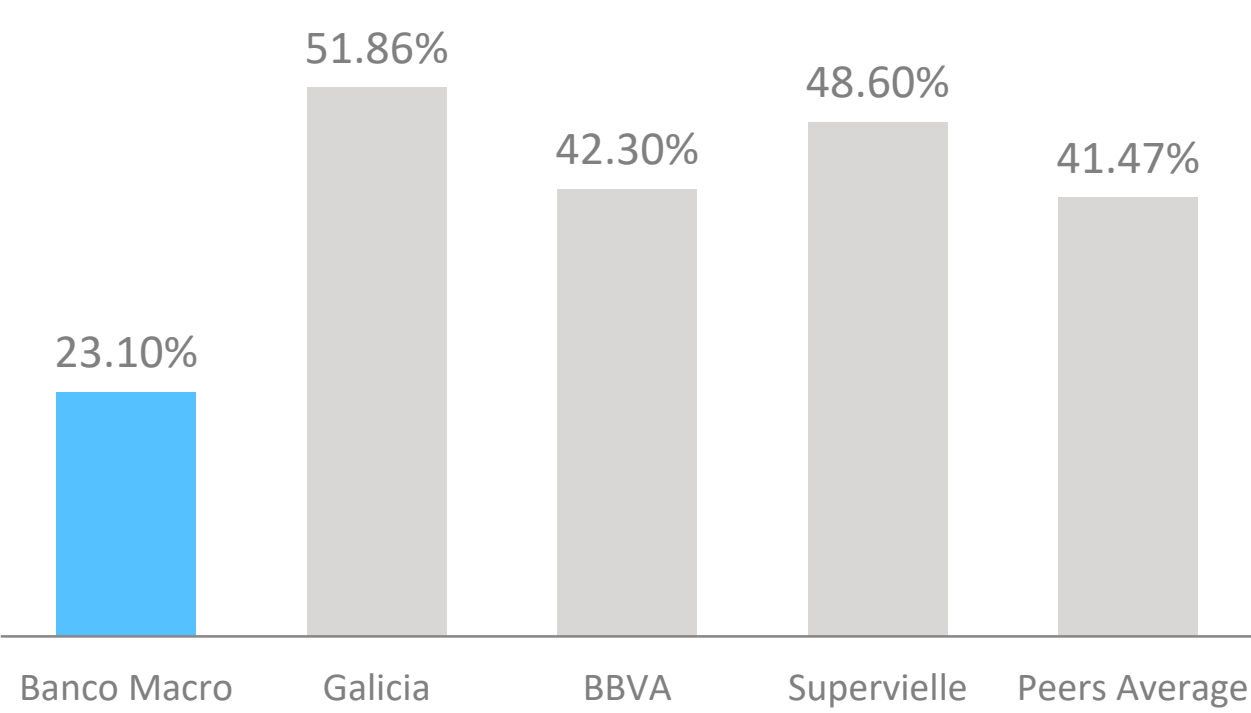
Accumulated ROAE



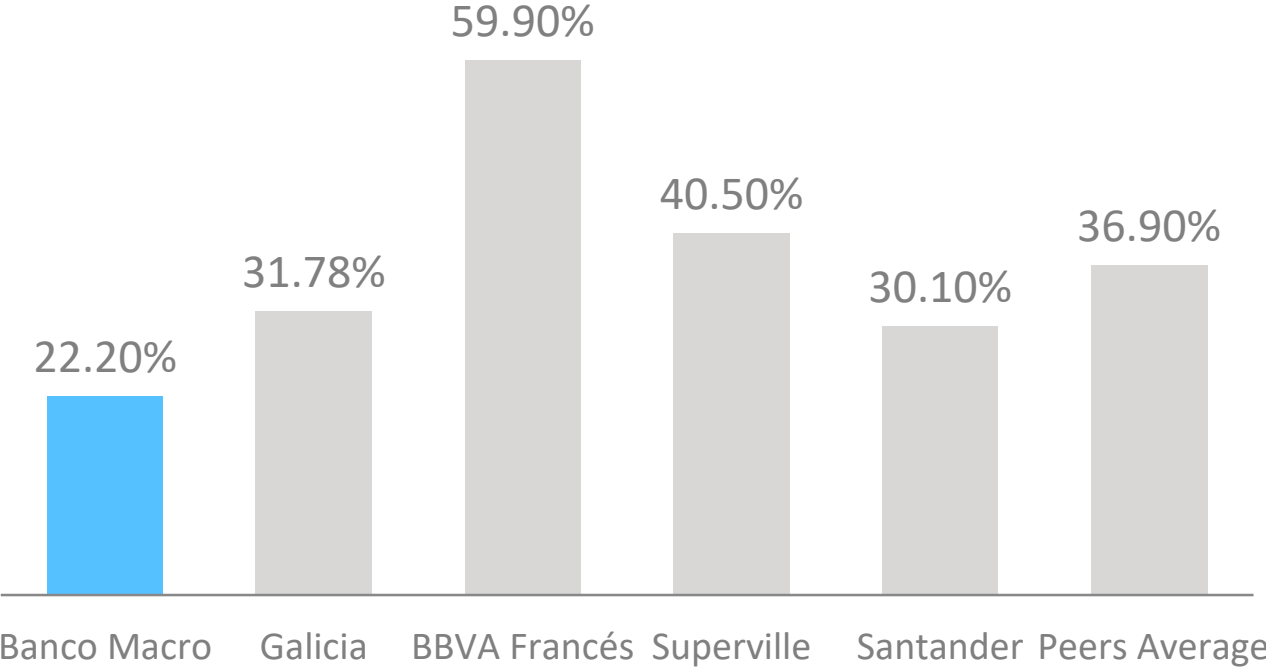
Accumulated ROAA



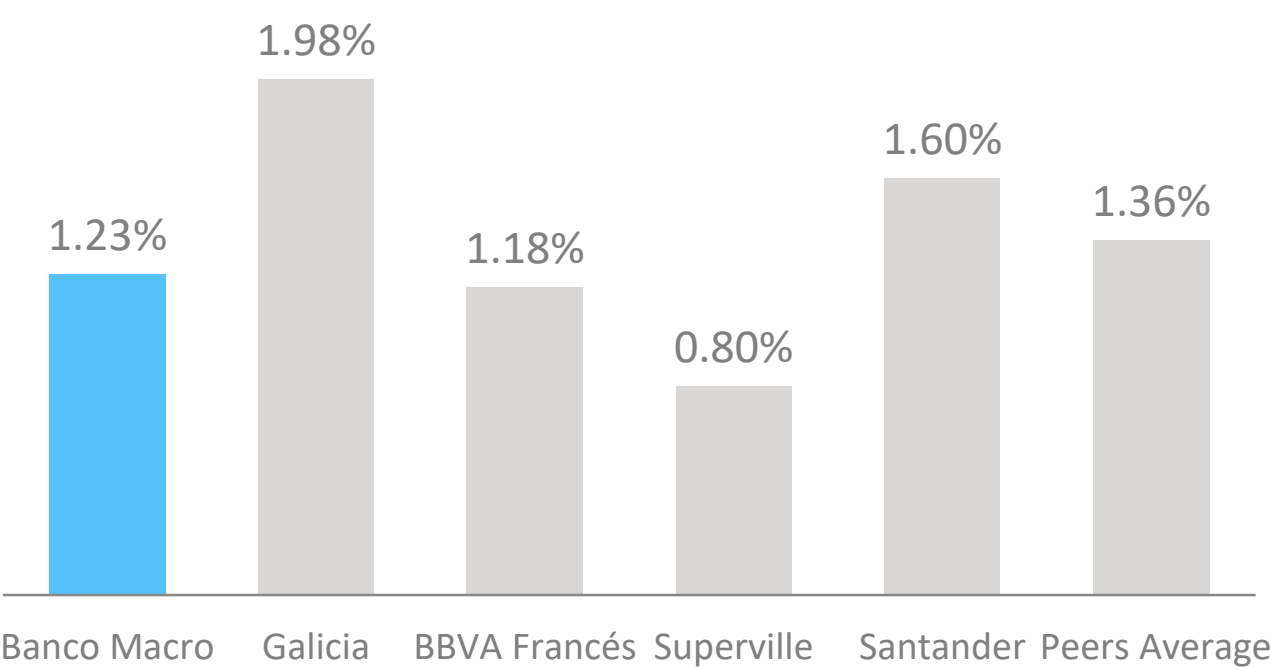
Net Interest Margin (NIM) <sup>2</sup>



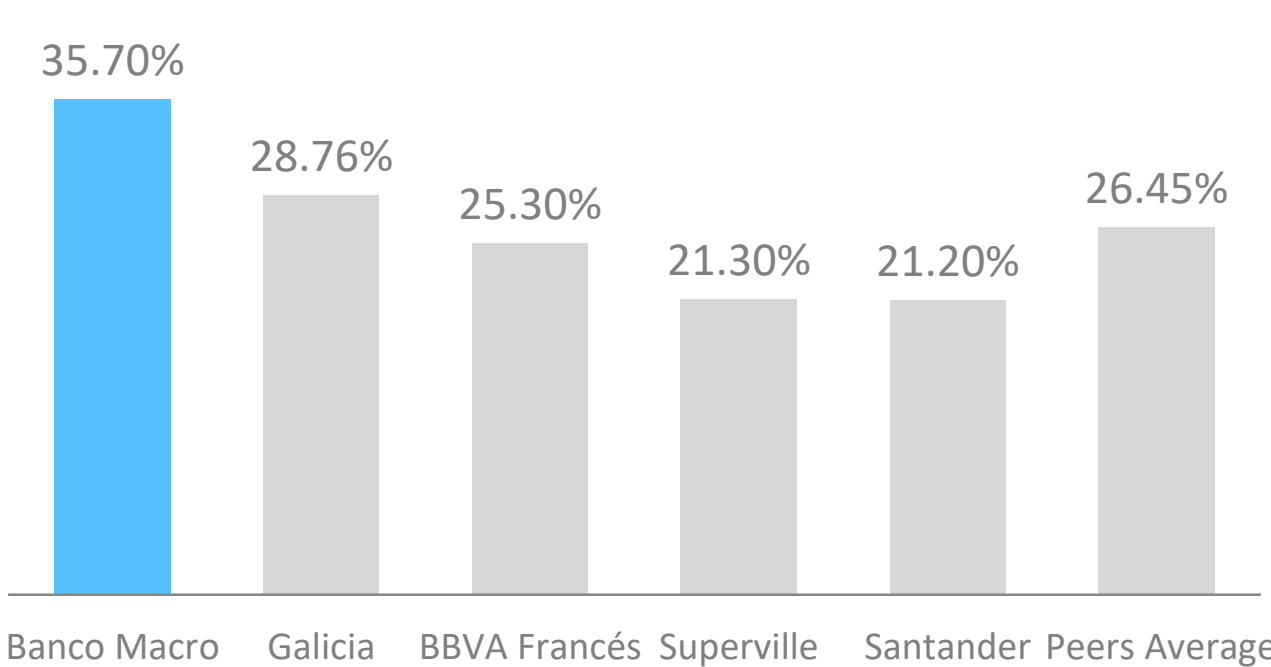
Efficiency Ratio



NPL



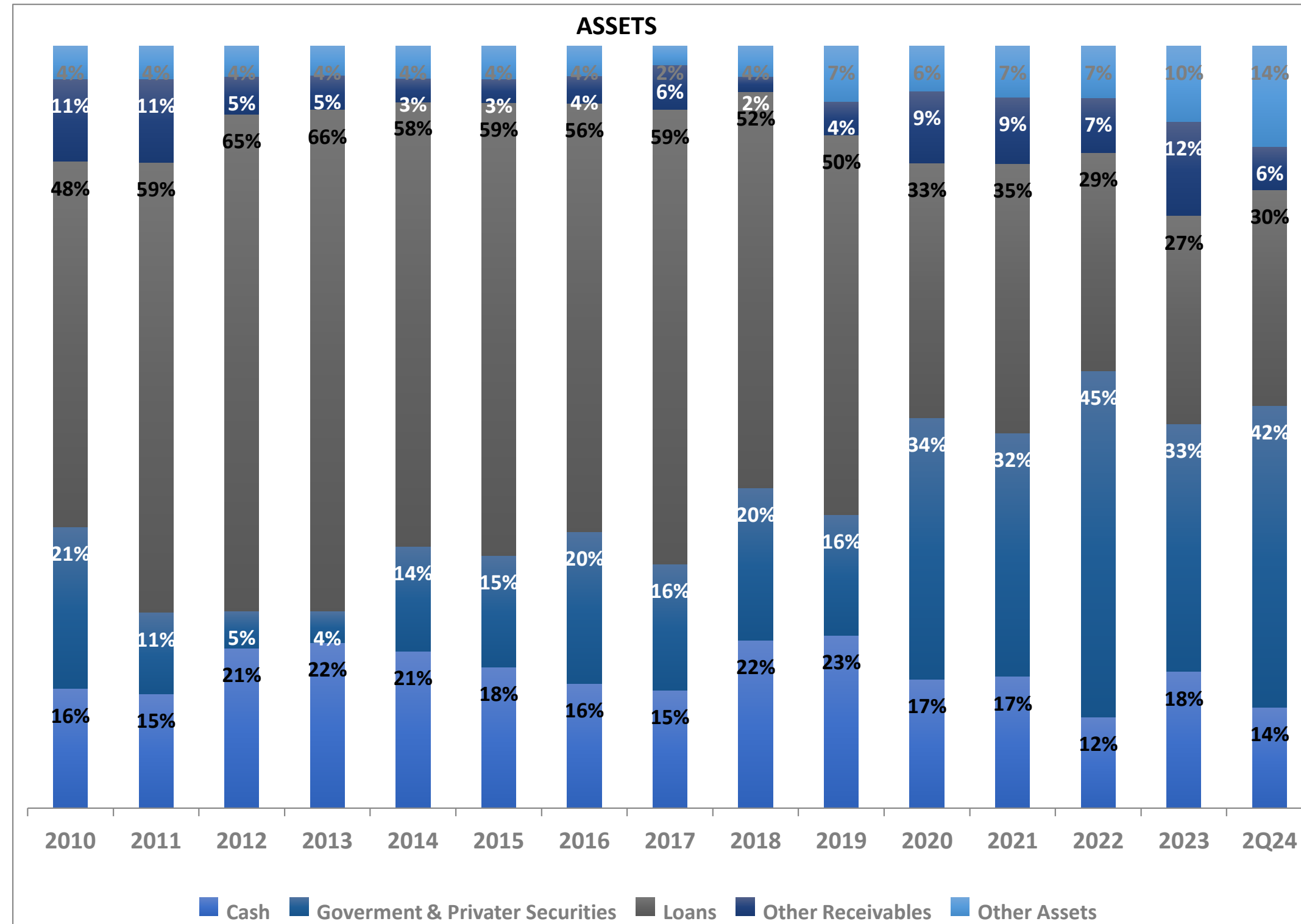
Capital Adequacy Ratio



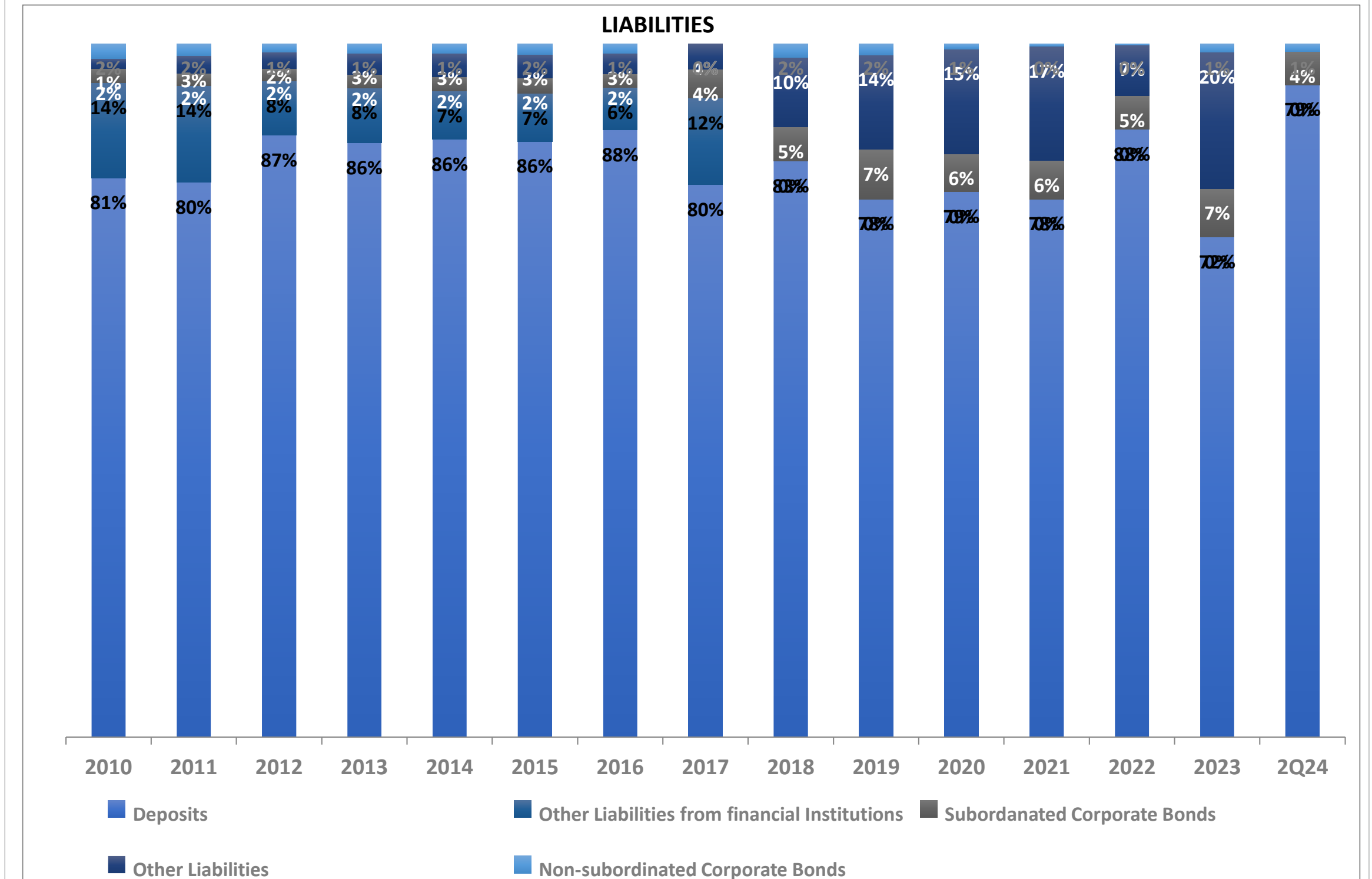
Fuente: Numbers disclosed in press releases and Market Discipline documents of each bank as of 4Q23. Calculations may vary from bank to bank.  
Note: 1 – Annualized Ratios. 2 – Net interest margen/ average interest earning assets(annualized). 3 – G&A Personnel Expenses + Depreciation & Impairment / Net Interest +Net fee income + Net Other Income  
Operating Income in quoted prices of fx. Peers Average calculated as average of Galicia, BBVA Francés y Santander Rio, except Net Interest Margin which excludes Santander Rio.

# Financial summary

## Balance Sheet Breakdown - Assets (Ps Billion)



## Balance Sheet Breakdown – Liabilities (Ps Billion)

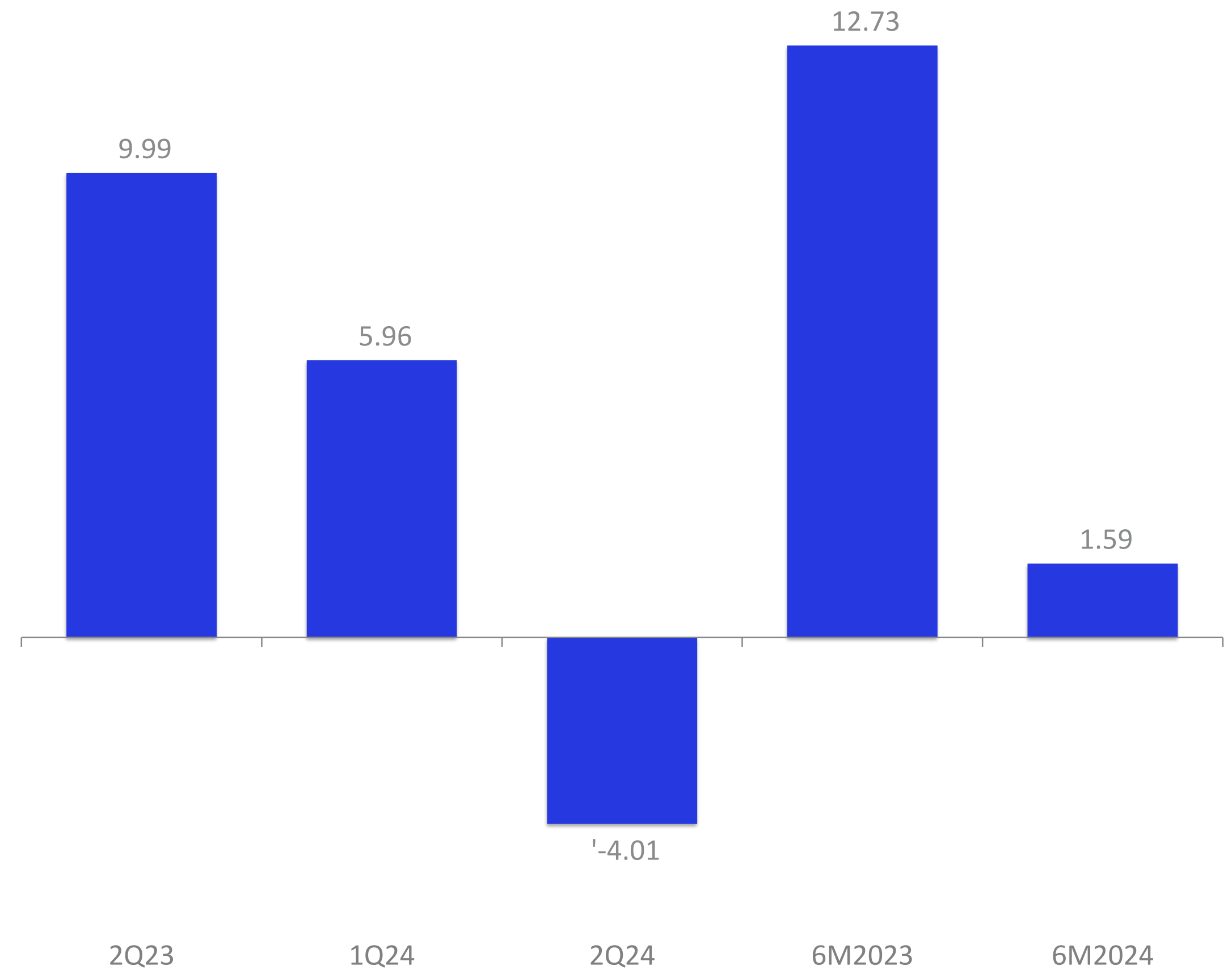




# Financial summary

INCOME STATEMENT		MACRO Consolidated				Change		
In MILLION \$ (Measuring Unit Current at EOP)		2Q23	1Q24	2Q24	6M2023	6M2024	QoQ	YoY
Net Interest Income		401,037	200,646	187,958	850,167	388,604	-6%	-53%
Net fee income		97,859	88,980	95,733	199,180	184,713	8%	-2%
Net Interest Income + Net Fee Income		498,896	289,626	283,691	1,049,347	573,317	-2%	-43%
Net Income from financial instruments at fair value through P&L		192,768	1,508,685	121,199	235,054	1,629,884	-92%	-37%
Income from assets at amortized cost		0	25	-4	0	21	-	-
Differences in quoted prices of gold and foreign currency		281,716	95,555	25,654	450,369	121,208	-73%	-91%
Other operating income		28,426	49,446	46,182	54,712	95,628	-7%	62%
Provision for loan losses		20,507	22,359	16,477	36,504	38,836	-26%	-20%
Net Operating Income		981,299	1,920,978	460,245	1,752,978	2,381,222	-76%	-53%
Employee benefits		114,011	158,158	136,435	221,937	294,593	-14%	20%
Administrative expenses		63,875	80,693	67,083	117,454	147,776	-17%	5%
Depreciation and impairment of assets		22,960	28,792	27,000	45,465	55,792	-6%	18%
Other operating expenses		137,400	166,568	130,658	247,019	297,226	-22%	-5%
Operating Income		643,053	1,486,767	99,069	1,121,103	1,585,835	-93%	-85%
Result from associates & joint ventures		-705	-254	-5,648	-1,716	-5,901	2124%	701%
Result from net monetary postion		-406,562	-1,054,000	-462,660	-813,037	-1,516,660	-56%	14%
Result before taxes from continuing operations		235,786	432,513	-369,239	306,350	63,274	-185%	-257%
Income tax		71,714	106,176	-135,996	-97,318	29,820	-228%	-290%
Net income from continuing operations		164,072	326,337	-233,243	209,032	93,094	-171%	-242%
Net Income of the period		164,072	326,337	-233,243	209,032	93,094	-171%	-242%
Net income of the period attributable to parent company		163,959	326,556	-233,712	208,857	92,844	-172%	-243%
Net income of the period attributable to minority interest		113	-219	469	175	250	-314%	315%
EARNINGS PER SHARE		MACRO Consolidated				Change		
In MILLION \$ (Measuring Unit Current at EOP)		2Q23	1Q24	2Q24	6M2023	6M2024	QoQ	YoY
Net income -Parent Company- (M \$)		164,072	326,337	-233,243	208,857	92,844	-171%	-242%
Average # of shares outstanding (M)		639	639	639	639	639	0%	0%
Book value per avg. Outstanding share (\$)		4,320	6,235	4,998	4,320	4,998	-20%	16%
Shares Outstanding (M)		639	639	639	639	639	0%	0%
Earnings per avg. outstanding share (\$)		256.42	510.70	-365.51	326.85	145.30	-172%	-243%
EOP FX (Pesos per USD)		256.6750	857.4167	911.7500	256.6750	911.7500	6%	255%
Book value per avg. issued ADS (USD)		168.31	72.72	54.82	168.31	54.82	-25%	-67%
Earnings per avg. outstanding ADS (USD)		9.99	5.96	-4.01	12.73	1.59	-167%	-140%

## Earnings per Outstanding Share (USD)<sup>1</sup>



# Financial summary

ACCUMULATED ANNUALIZED RATIOS	MACRO Consolidated				
	2Q23	3Q23	4Q23	1Q24	2Q24
<b>Profitability &amp; performance</b>					
Net interest margin	35.9%	43.0%	44.8%	26.2%	23.1%
Net interest margin adjusted (exc. FX)	23.5%	22.0%	22.8%	17.8%	17.6%
Net fee income ratio	6.6%	6.2%	3.6%	1.4%	4.6%
Efficiency ratio	23.4%	23.0%	18.6%	14.6%	22.2%
Net fee income as % of A&G Expenses	28.2%	26.9%	19.5%	9.9%	20.9%
Return on average assets	3.9%	2.8%	9.9%	11.9%	1.7%
Return on average equity	15.5%	11.3%	37.5%	37.4%	5.4%
<b>Liquidity</b>					
Loans as a percentage of total deposits	46.9%	57.4%	54.5%	49.7%	51.5%
Liquid assets as a percentage of total deposits	95.0%	99.0%	118.0%	124.0%	98.0%
<b>Capital</b>					
Total equity as a percentage of total assets	23.4%	27.2%	30.4%	33.6%	27.3%
Regulatory capital as % of APR	36.0%	37.9%	35.4%	46.6%	35.7%
<b>Asset Quality</b>					
Allowances over total loans	2.1%	2.0%	3.1%	2.9%	2.5%
Non-performing financing as a percentage of total financing	1.4%	1.4%	1.3%	1.1%	1.2%
Coverage ratio w/allowances	146.1%	133.9%	200.9%	222.7%	181.4%
Cost of Risk	2.4%	2.1%	2.6%	3.3%	2.7%

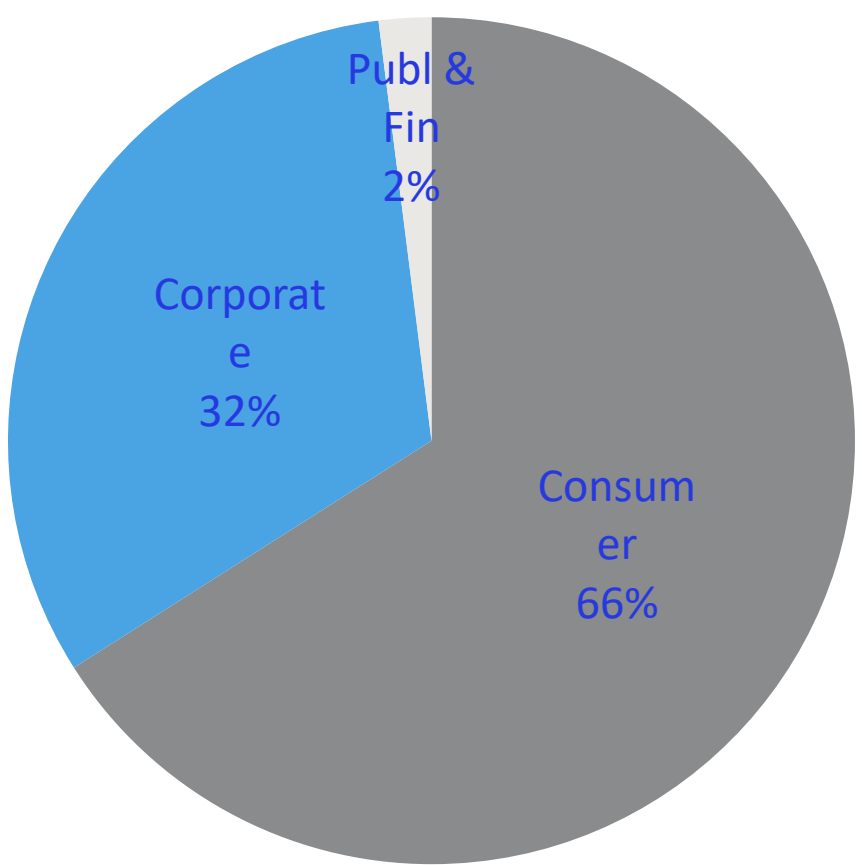
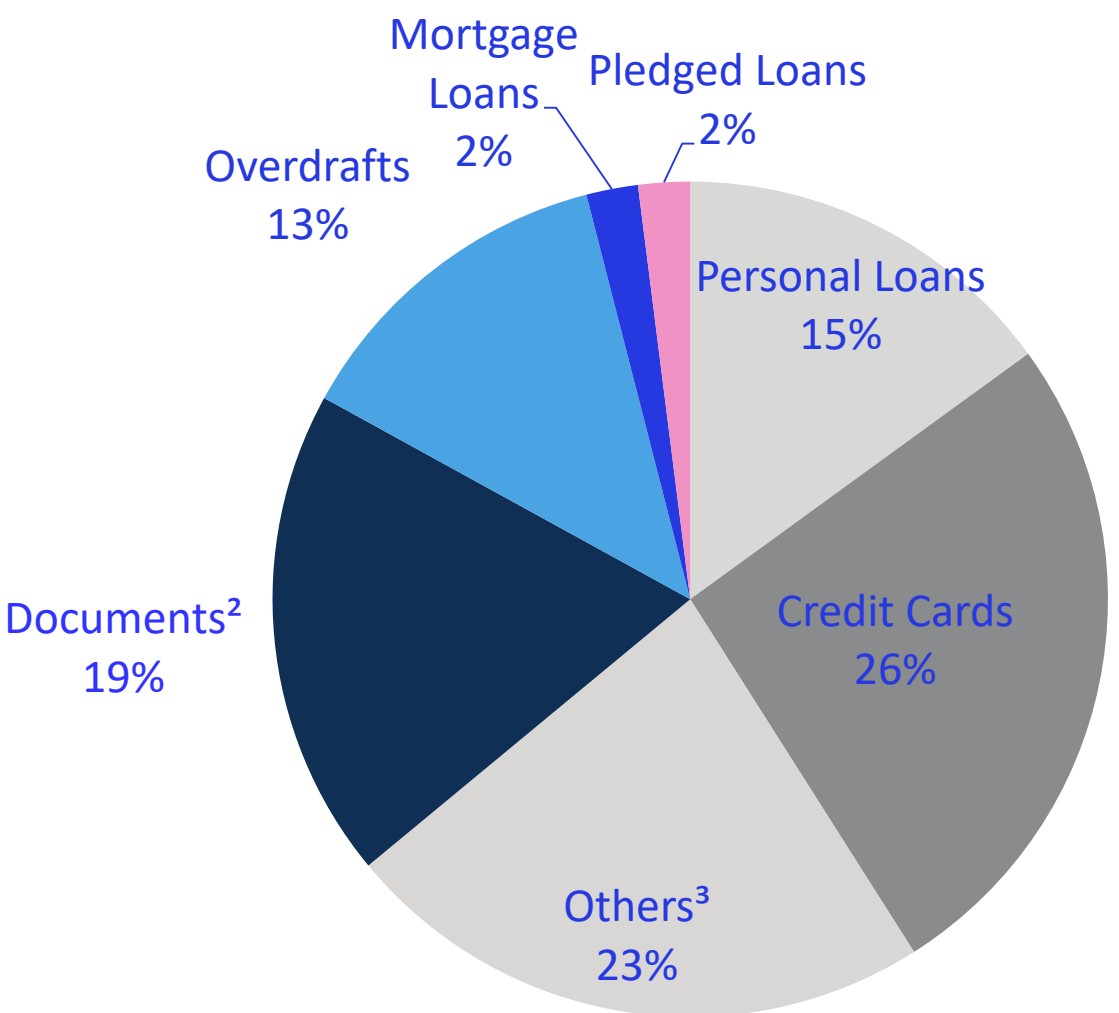
## QUARTERLY BALANCE SHEET

In MILLONES Ps.	2Q23	1Q24	2Q24
<b>Assets</b>			
Loans	3,318,405	2,968,870	3,472,924
Other assets	8,497,719	8,884,980	8,228,341
<b>Liabilities</b>			
Deposits	7,069,445	5,970,723	6,740,181
Other liabilities	1,986,441	1,898,850	1,767,466
<b>Shareholders Equity</b>			
	2,760,238	3,984,277	3,193,618

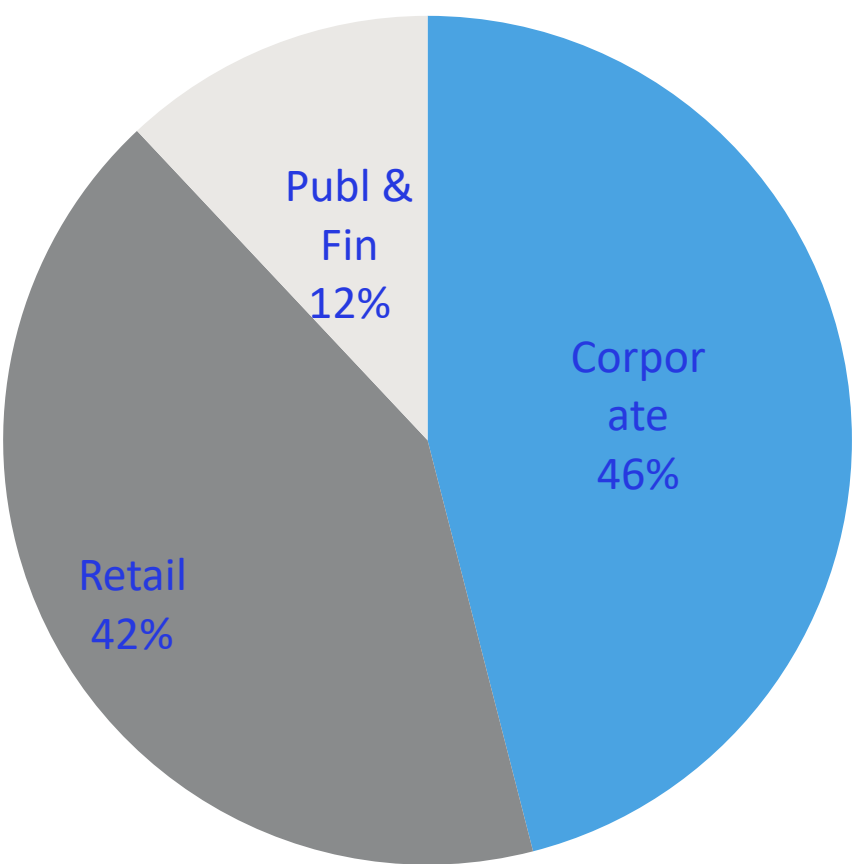
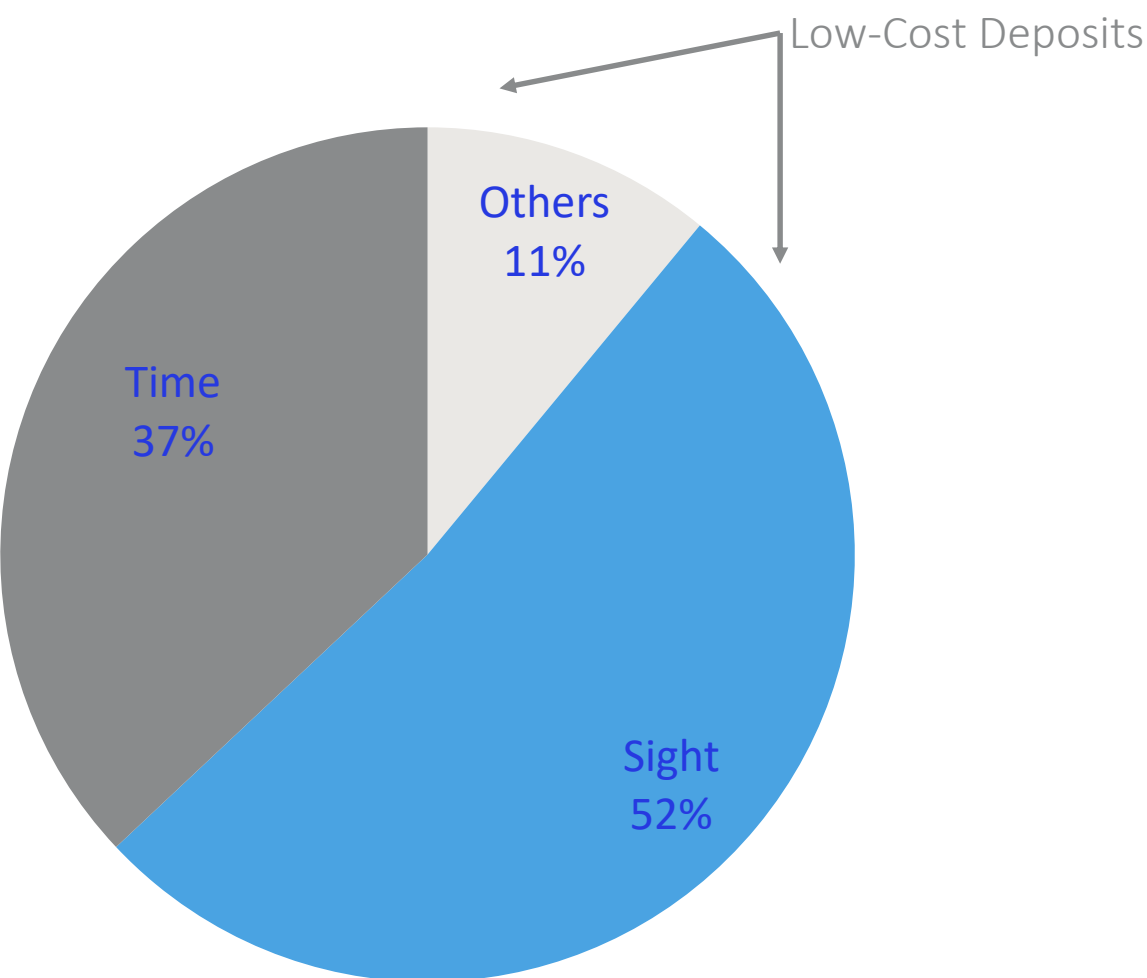


# Deposits and total financing maturity

## Loans



## Deposits



- 18% of Loan Book in dollars.
- 19% of deposits in dollars.

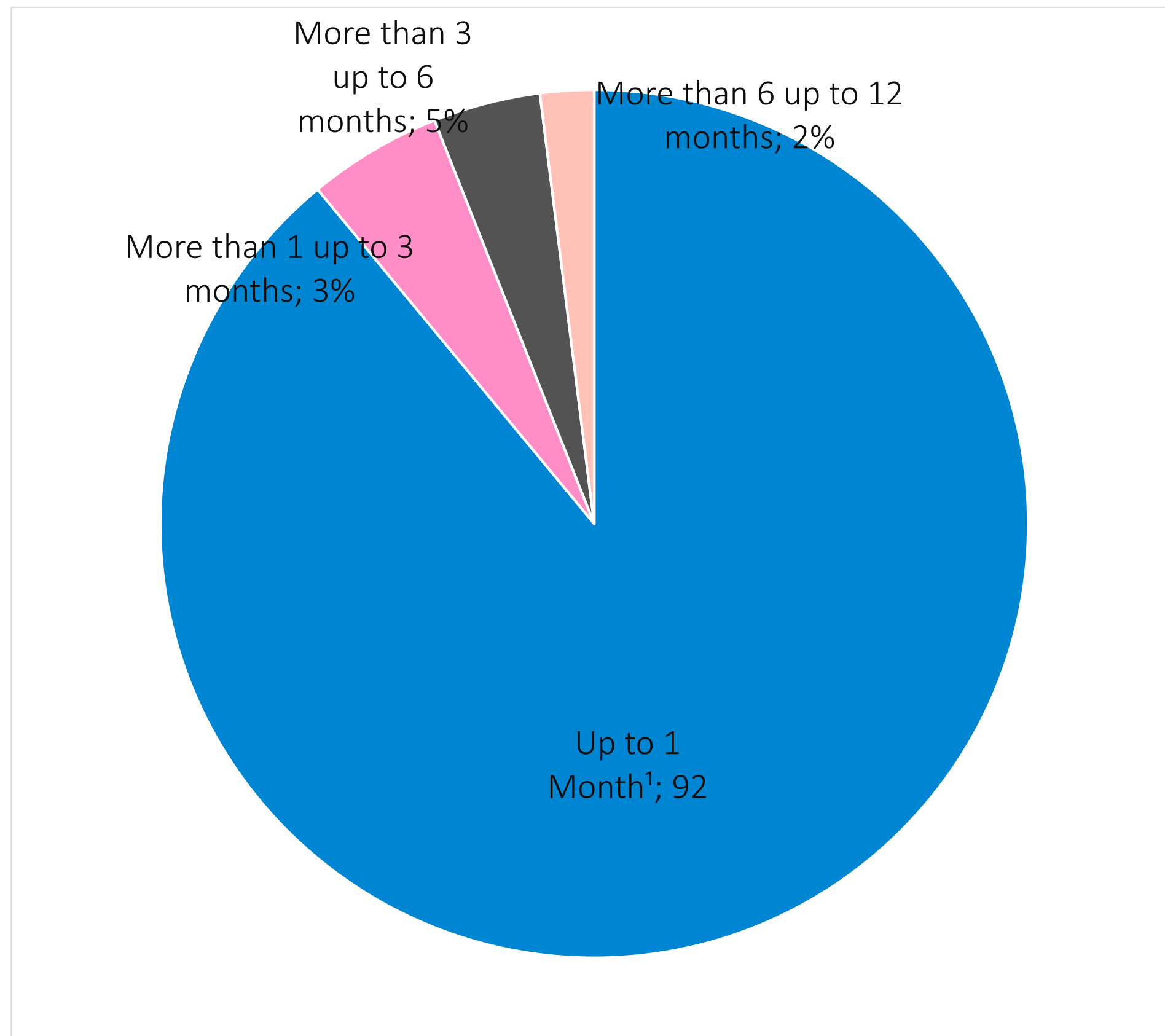
**Cross Selling** allows us to increase growth, while controlling risk.

Cross Selling Opportunities for depositors (especially payroll customers and SMEs) to use other products (such as credit cards, mortgages, long-term loans).

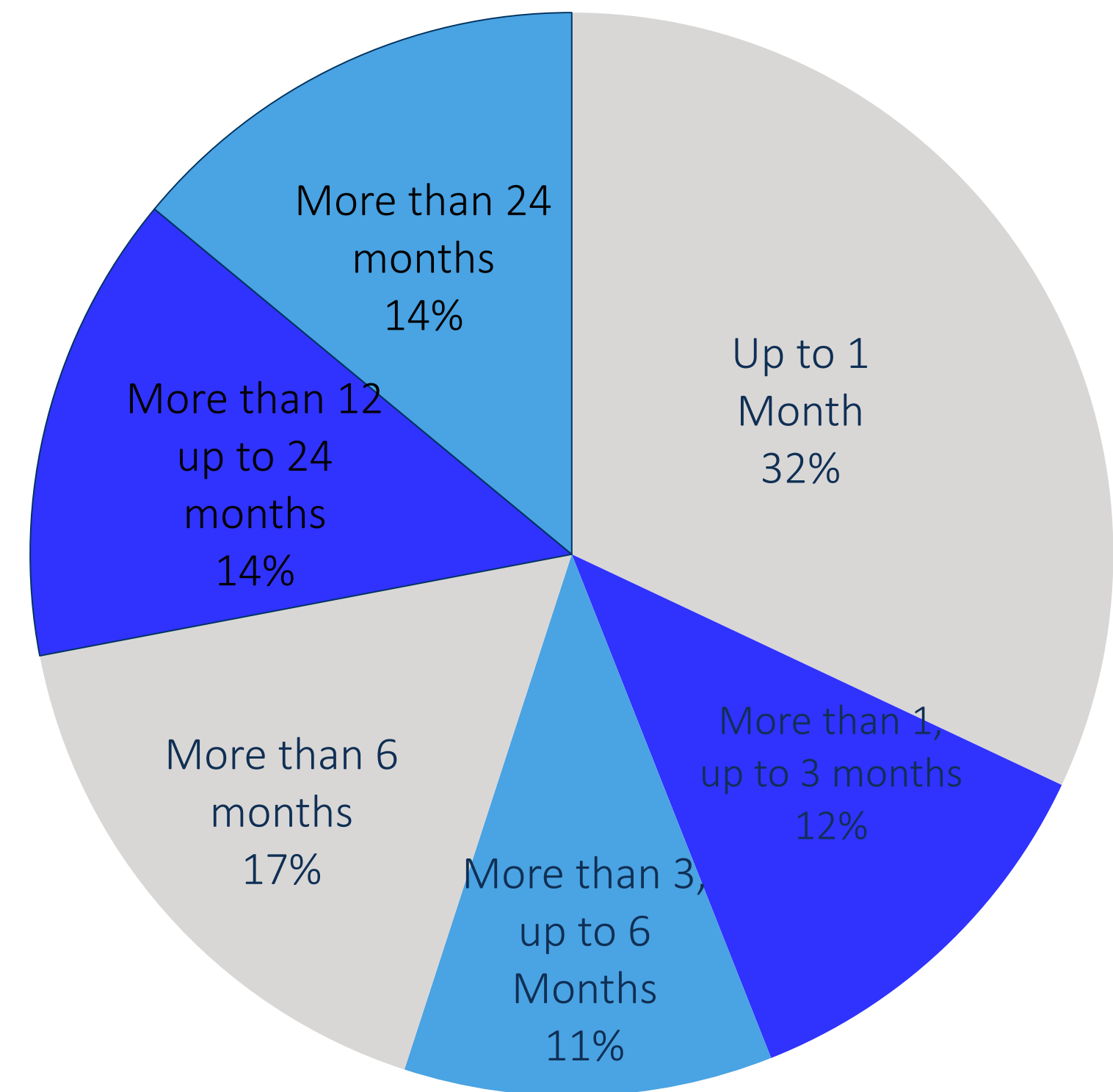
Note 1 – As of June, 2024. Includes 1% of matured total financing.

# Deposits and total financing maturity

Total Deposits<sup>1</sup>



Total Financing<sup>1</sup>

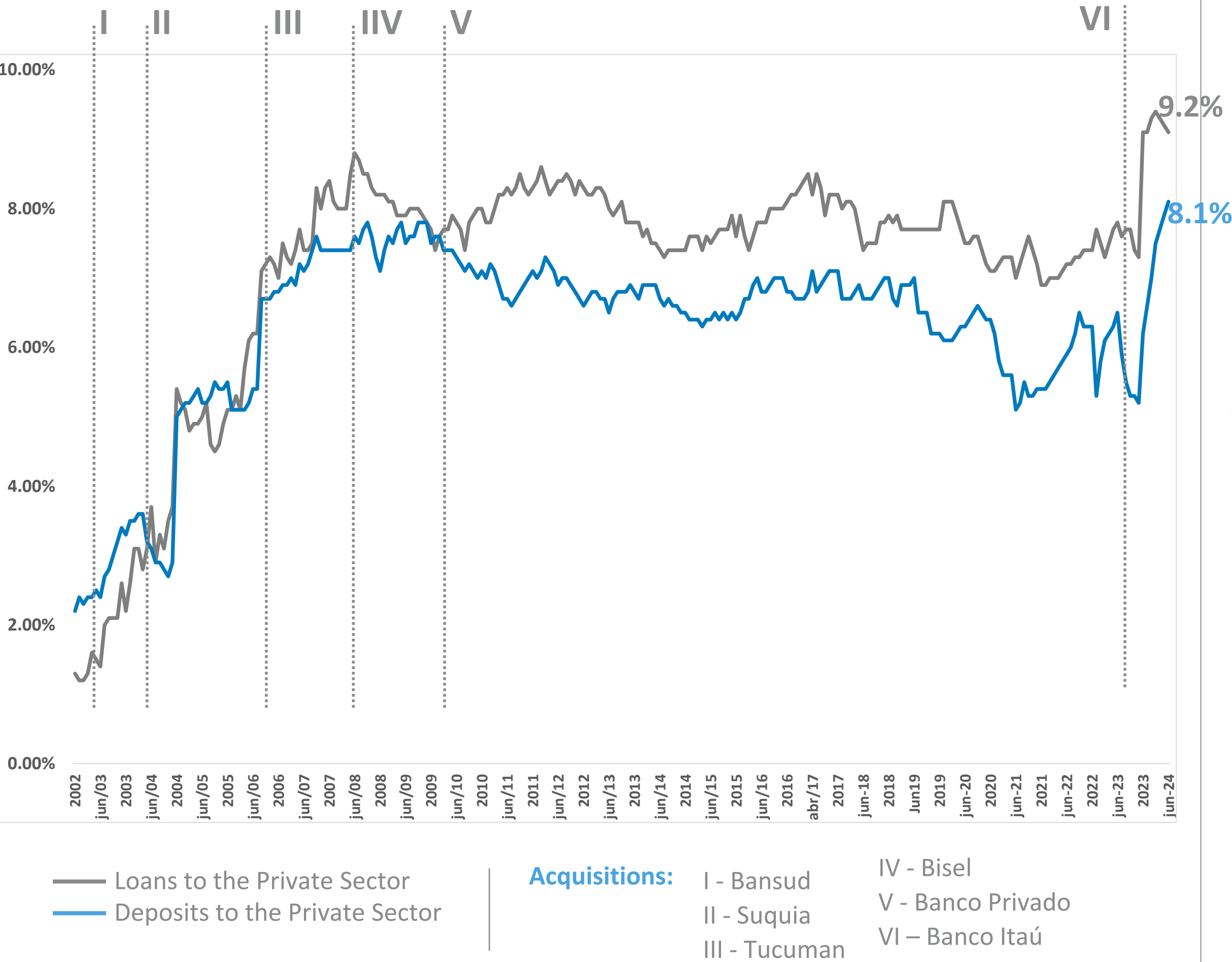


Note 1 – As of December, 2023. Includes 1% of matured total financing.

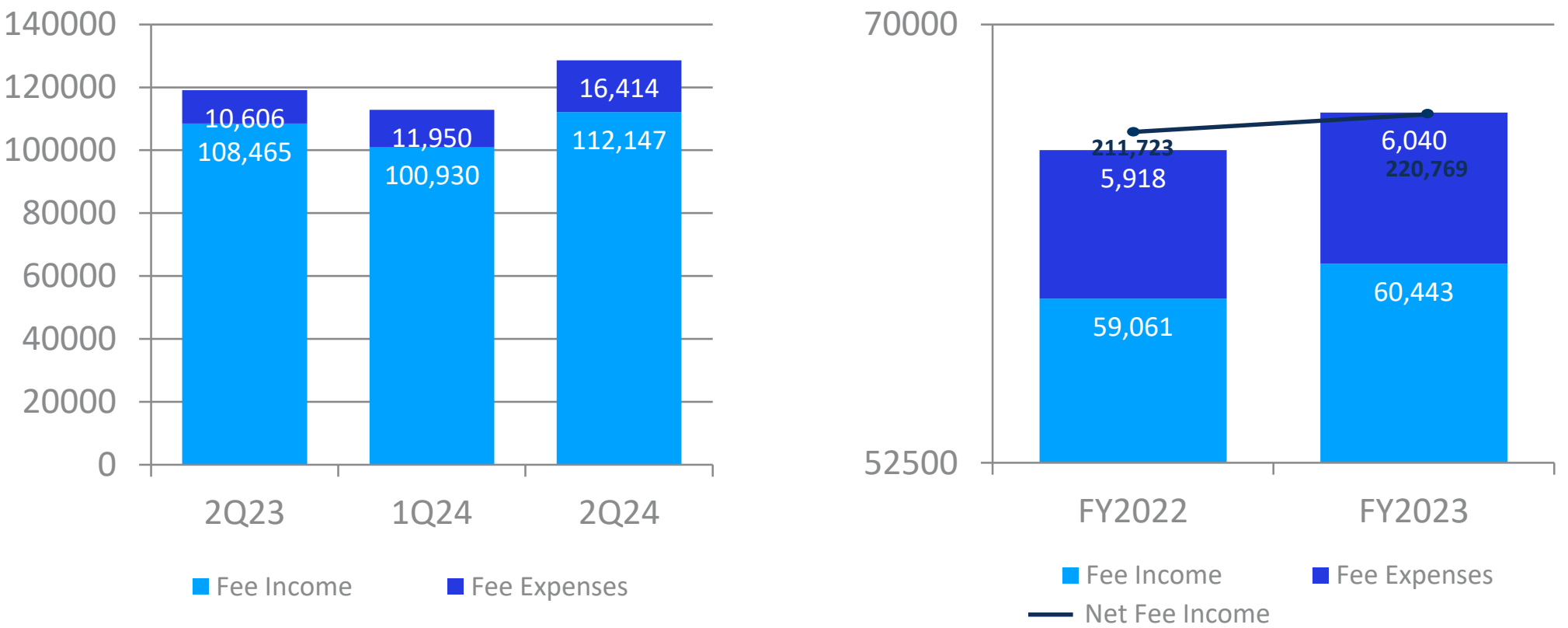


# Organic, inorganic and fee income growth

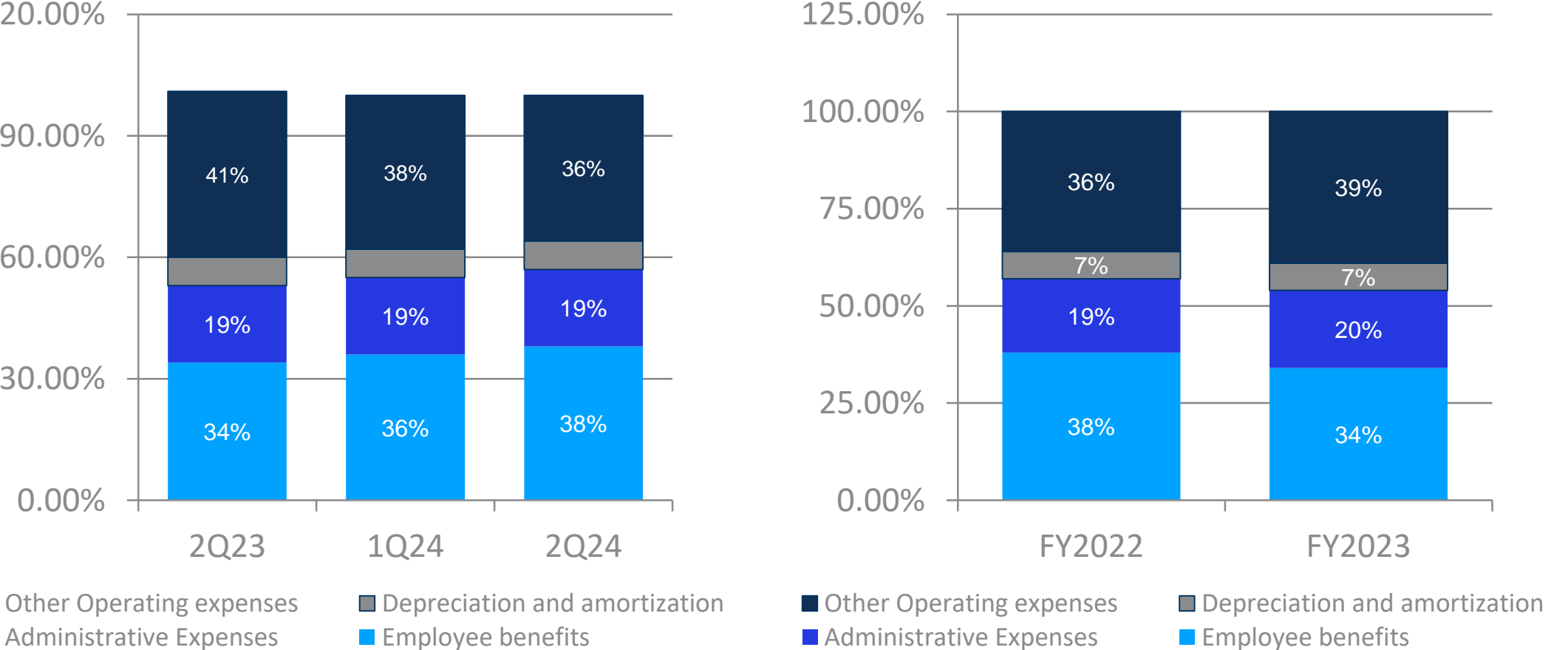
Market Share Evolution<sup>1</sup>



Net Fee Income

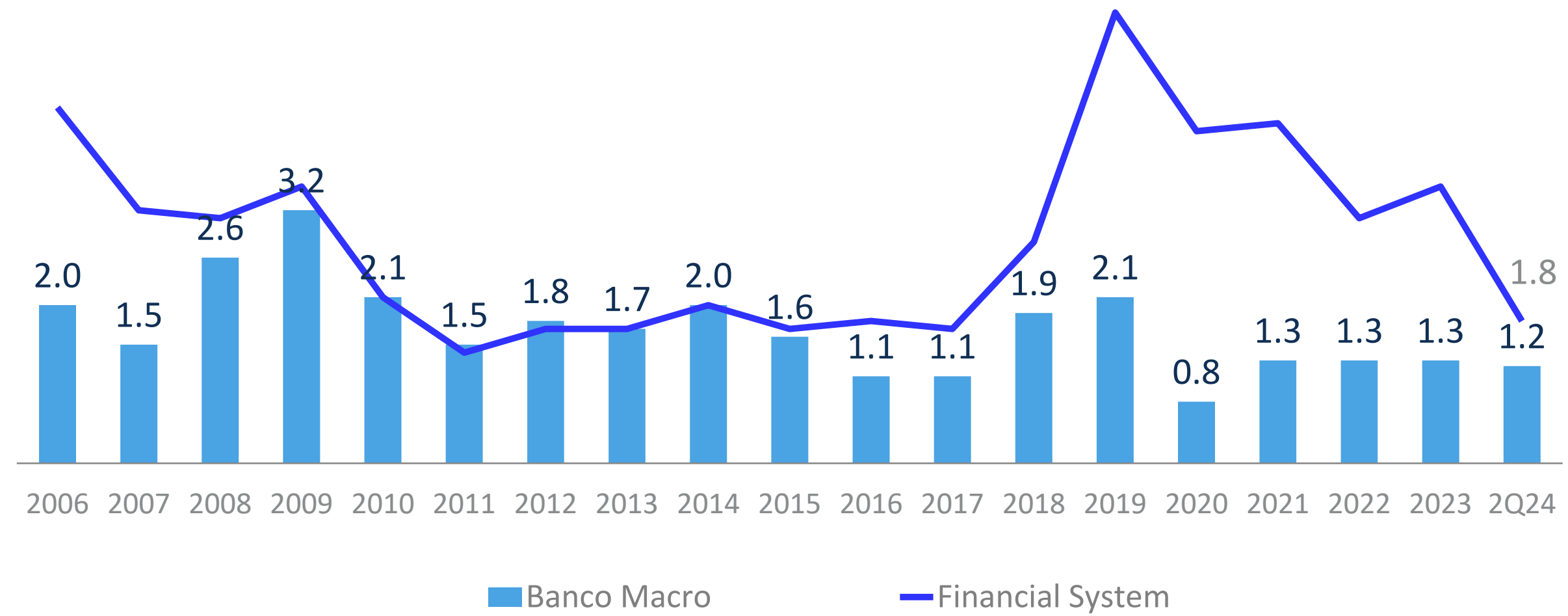


Operating Expenses

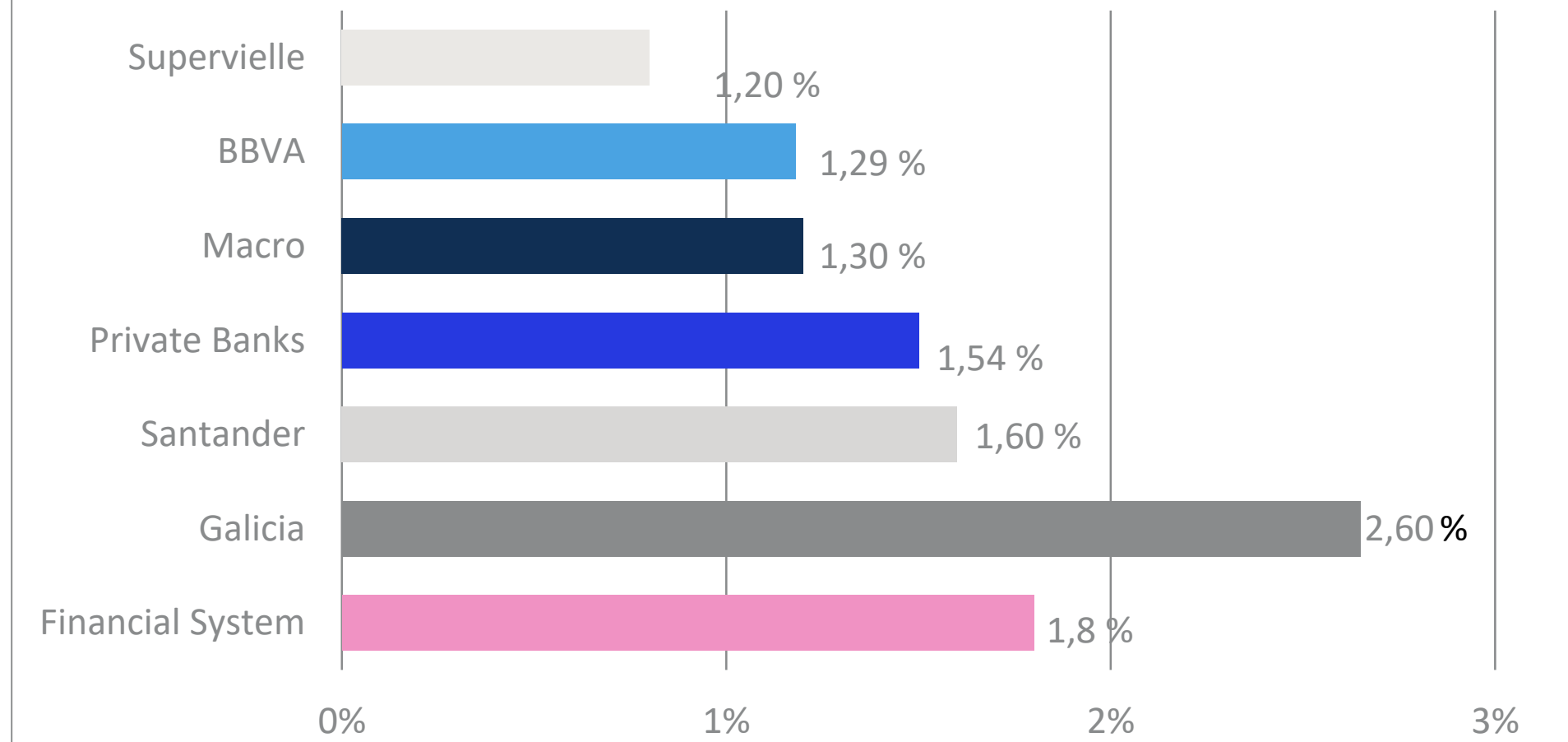


# Asset quality

## NPLs as a % of Total Lending<sup>1</sup>

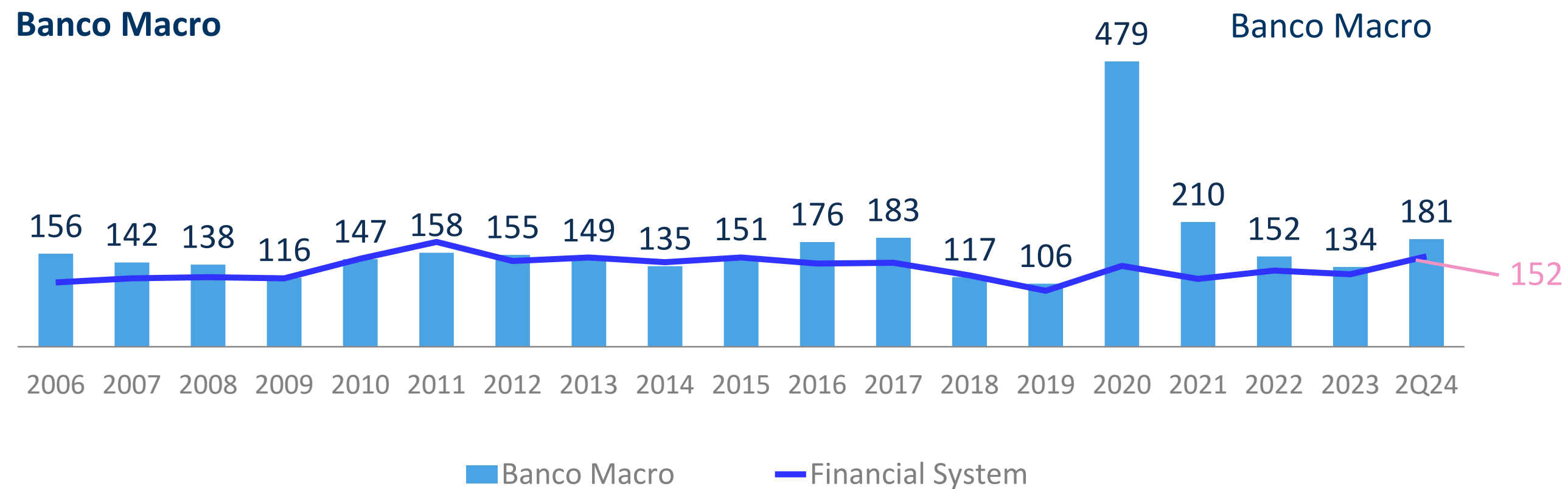


## NPL Peers & Financial System

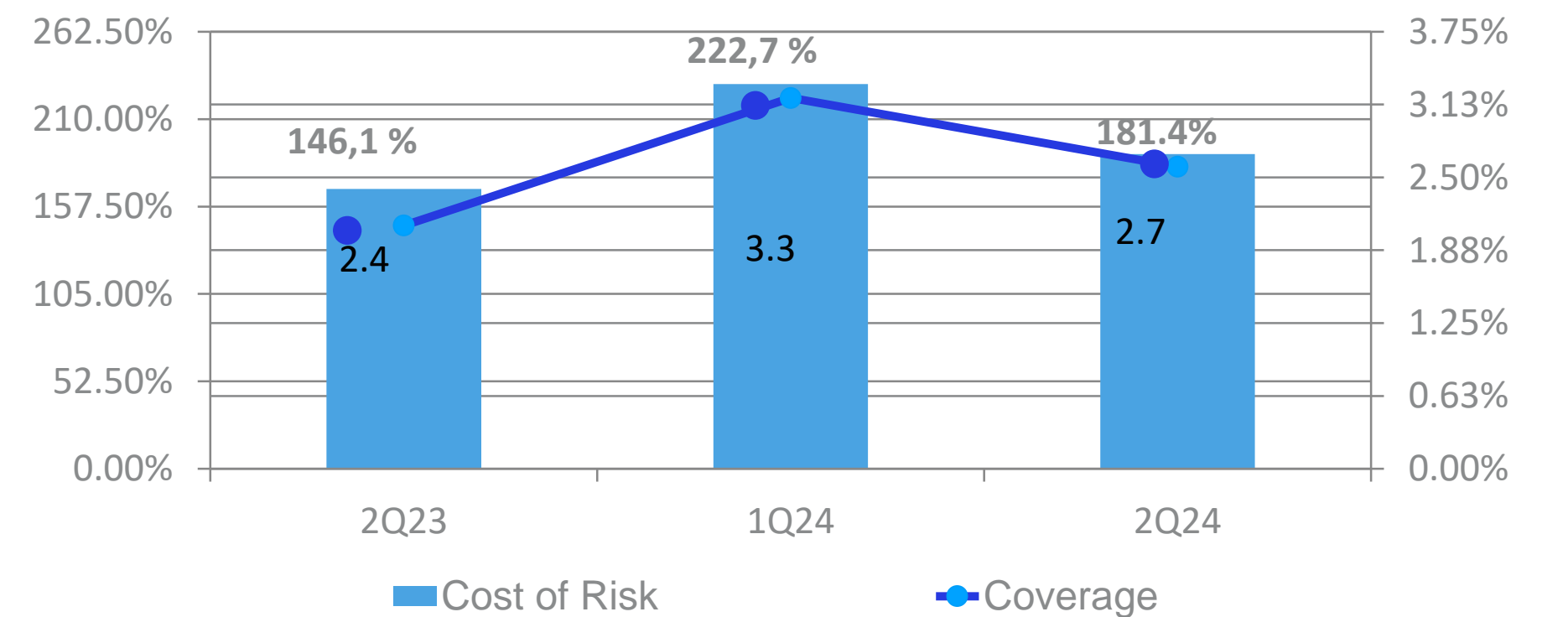


## Allowances as a % of NPLs<sup>1</sup>

**Banco Macro**



## Coverage & Cost of Risk

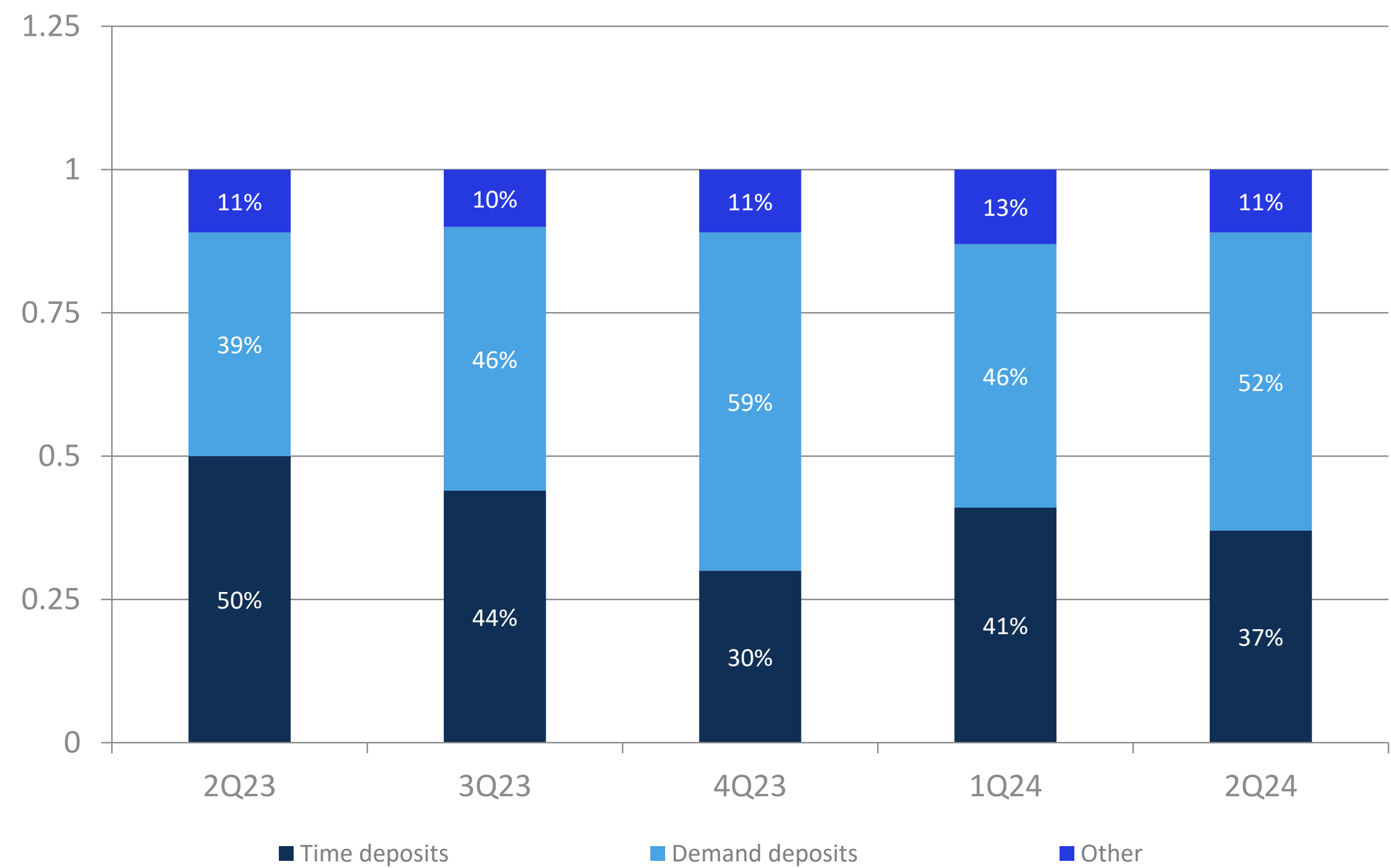




# Funding & Liquidity management

Large share of demand deposits complemented by low-cost deposits from provinces

Deposit Base



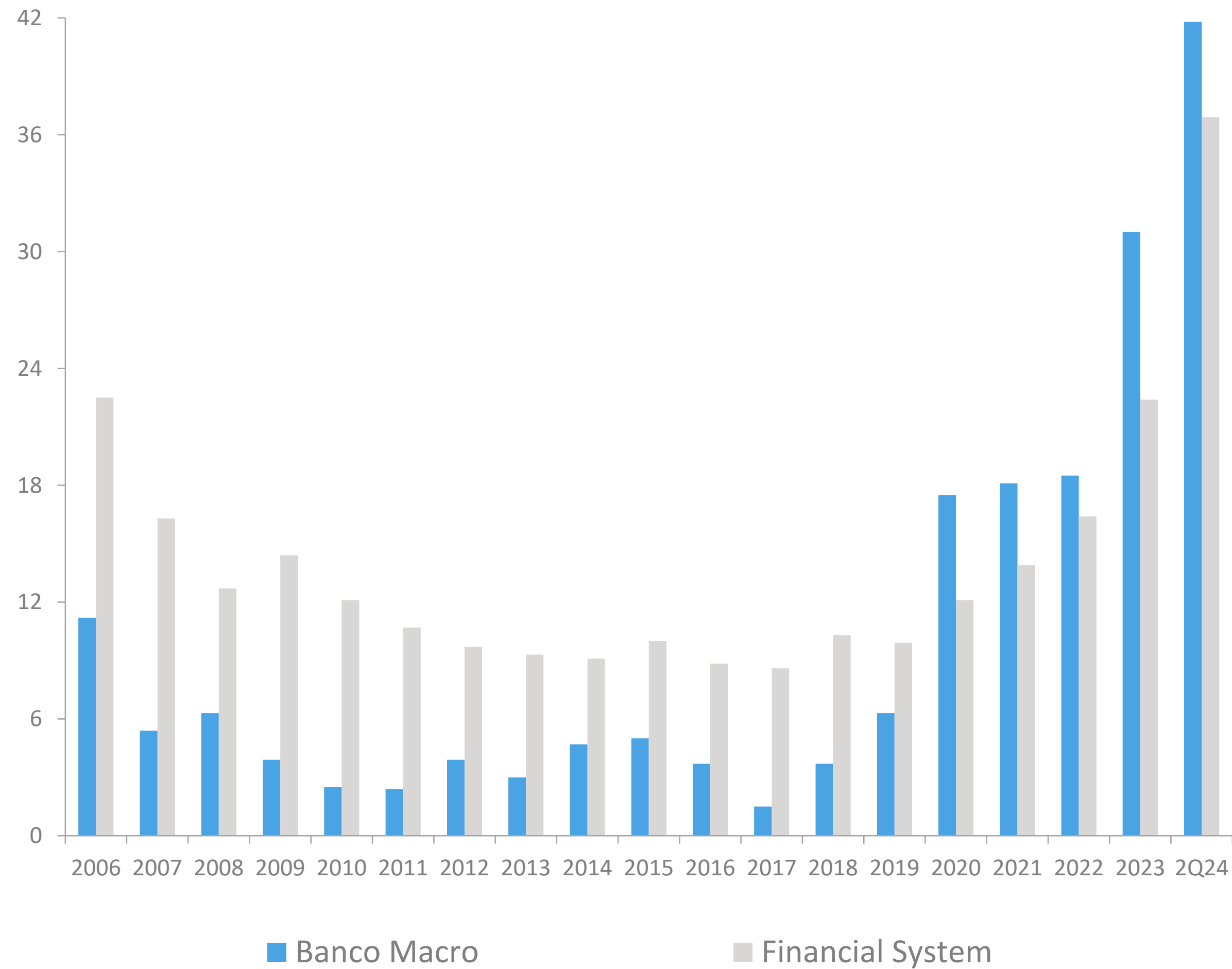
Appropriate liquidity available to take advantage of expected credit expansion

Liquidity Management

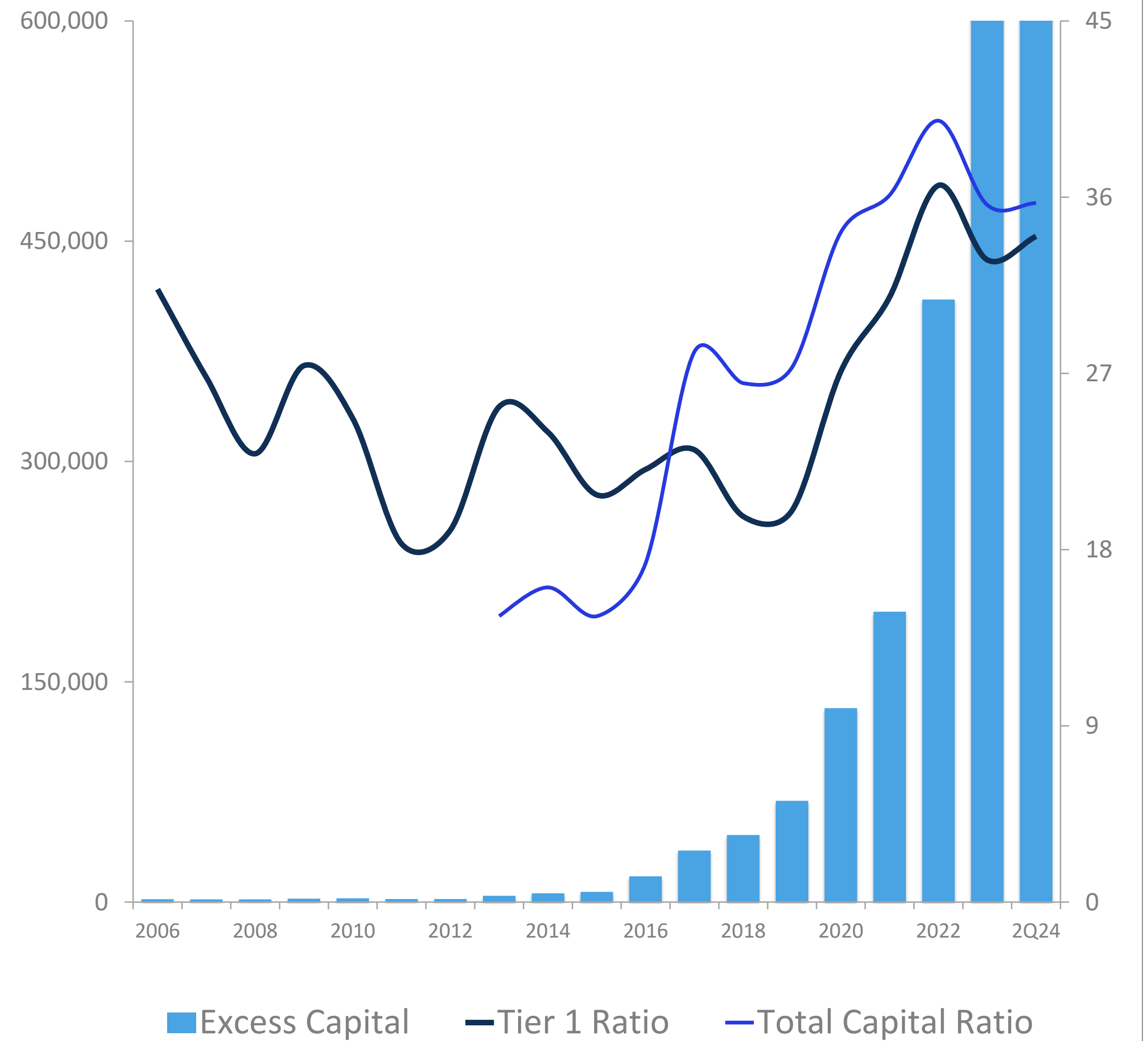
(Million Ps)	2Q23	2Q24
Cash + cash collateral + call	1,326,716	1,743,726
Repos	502,007	0
Central Bank Notes (Lebacs / Leliqs)	2,275,839	0
Other Government Securities	2,581,741	4,870,347
Liquid Assets	6,686,303	6,614,073
Liquid Assets / Total Assets	56.59%	56.52%
Liquid Assets / Deposits	95 %	98 %

# Lower exposure to public sector an solid capitalization and solvency

Exposure to the Public Sector<sup>1</sup>



Excess Capital





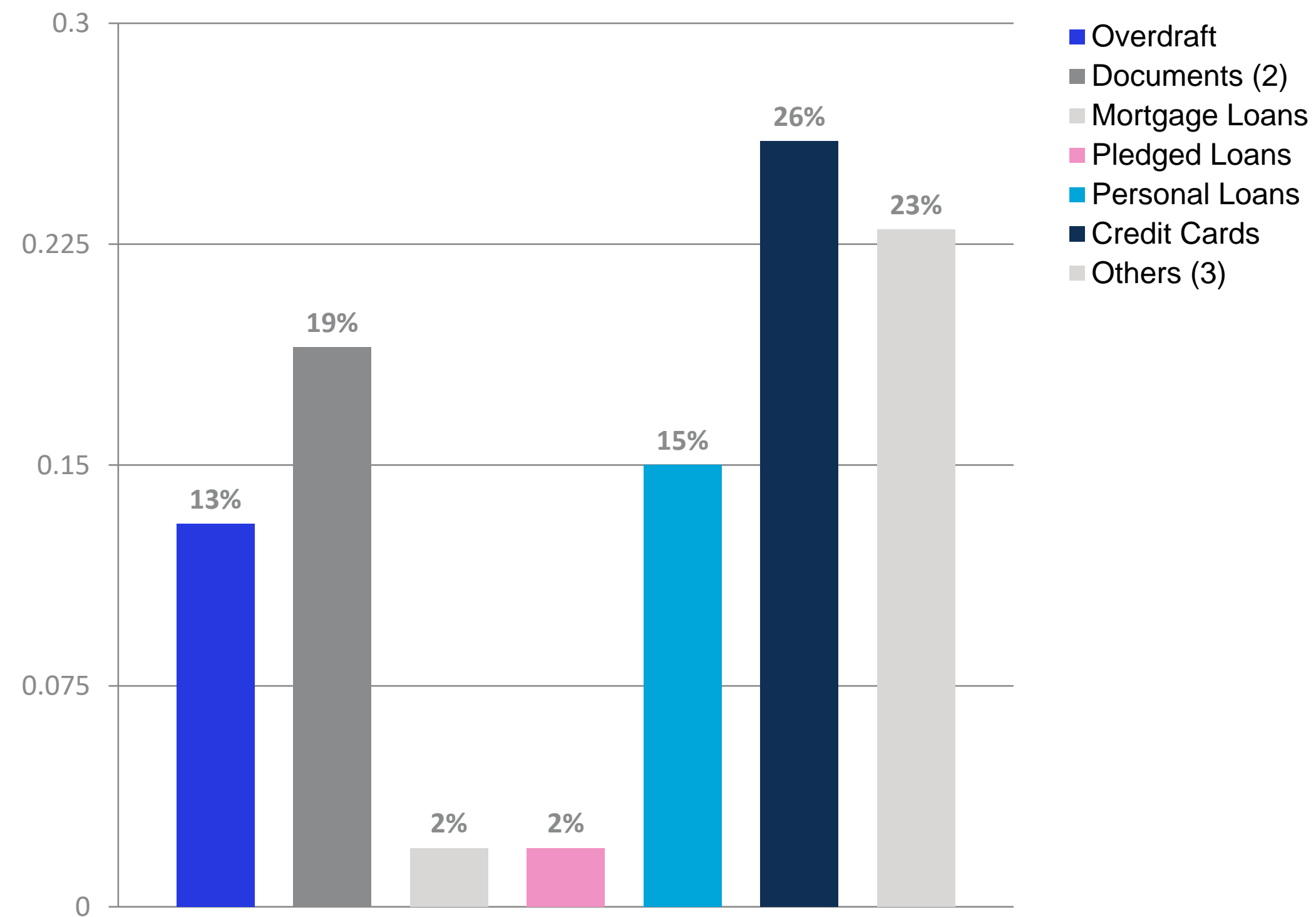
## SECTION IV Banco Macro Strengths and opportunities



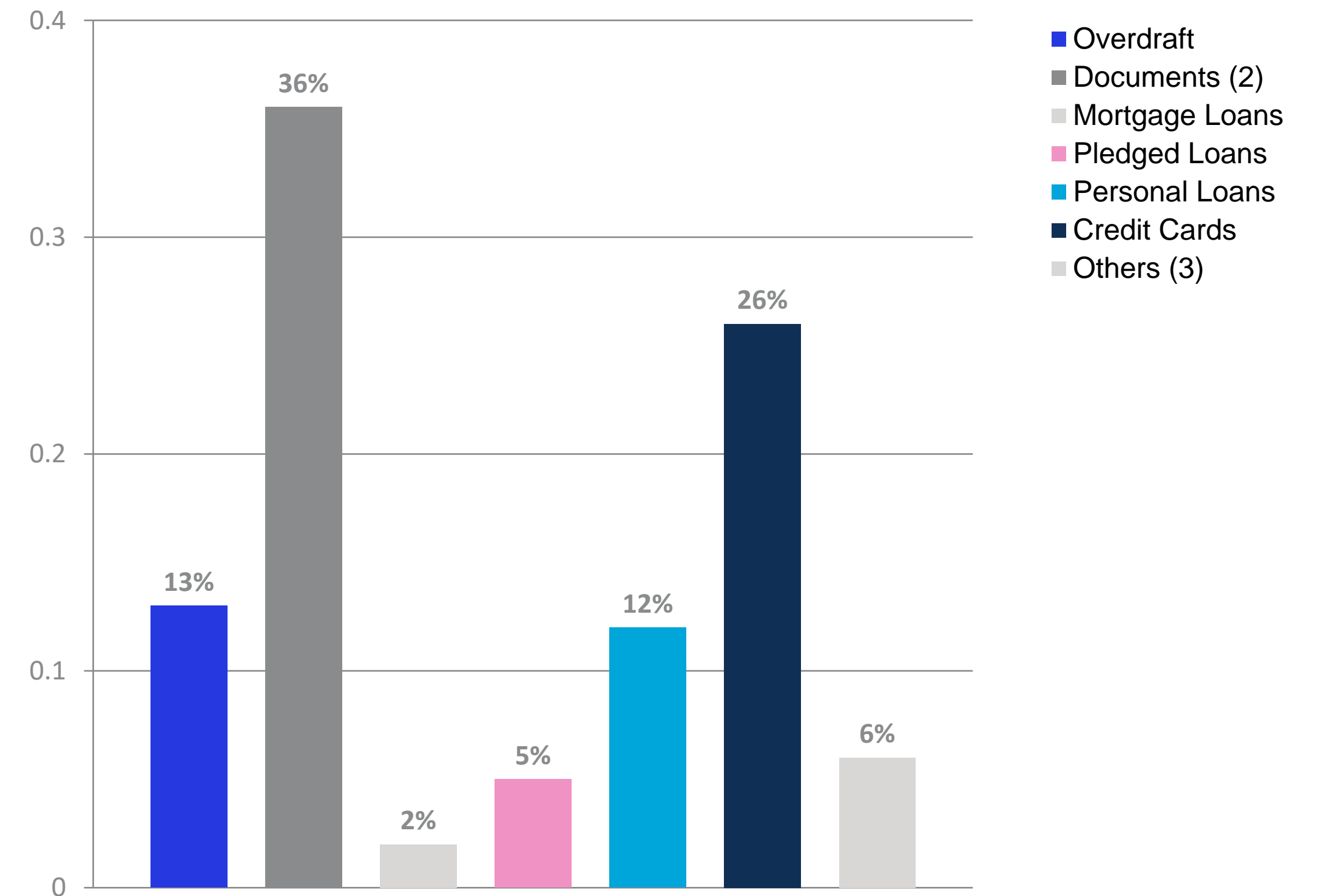
# Strong well diversified loan book

## Private Sector Loans – Banco Macro vs. System

**Banco Macro (Ps. 3.1 trillion)<sup>1</sup>**



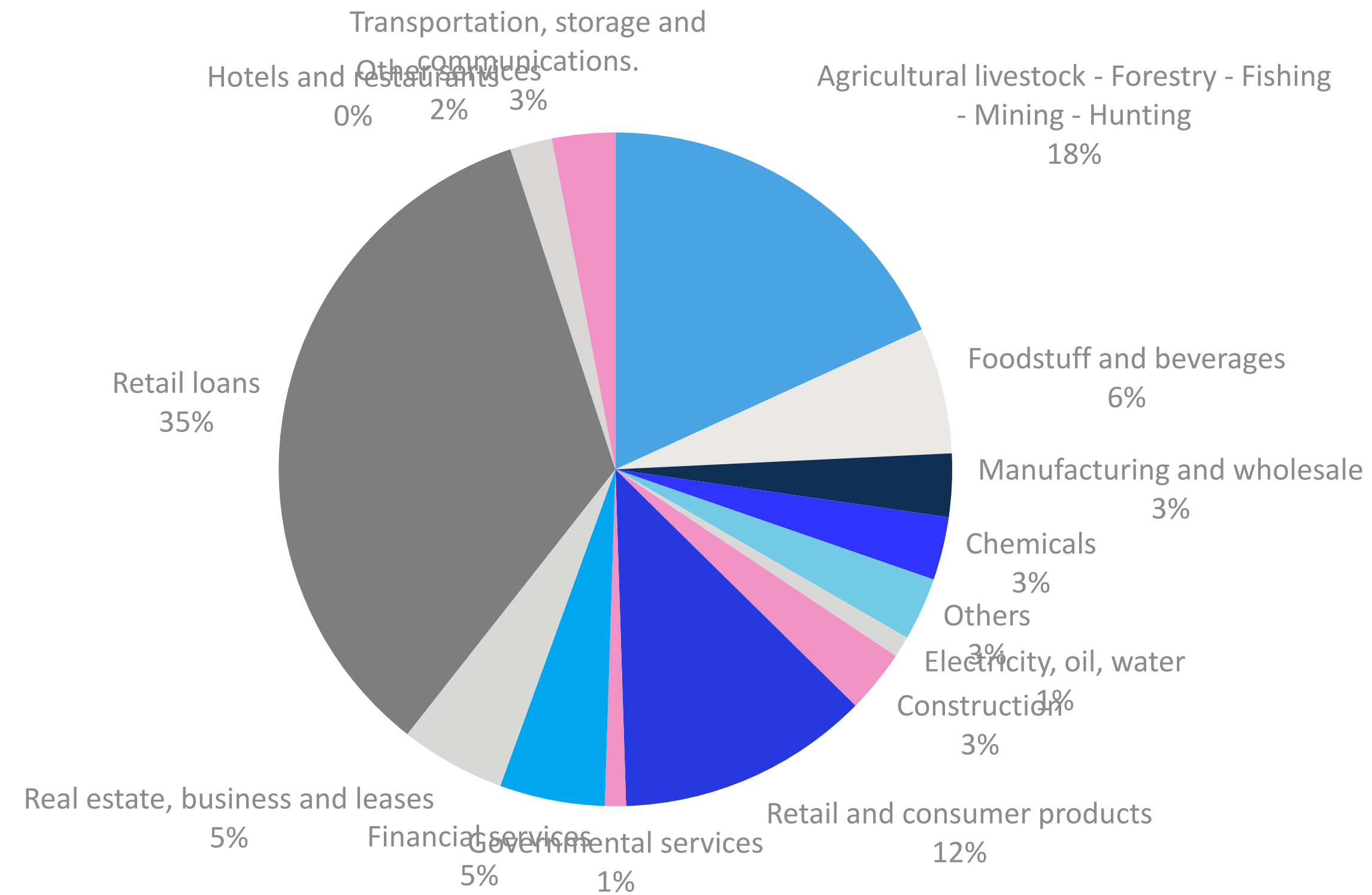
**System (Ps. 34.4 Trillion)<sup>2</sup>**





# Strong well diversified loan book

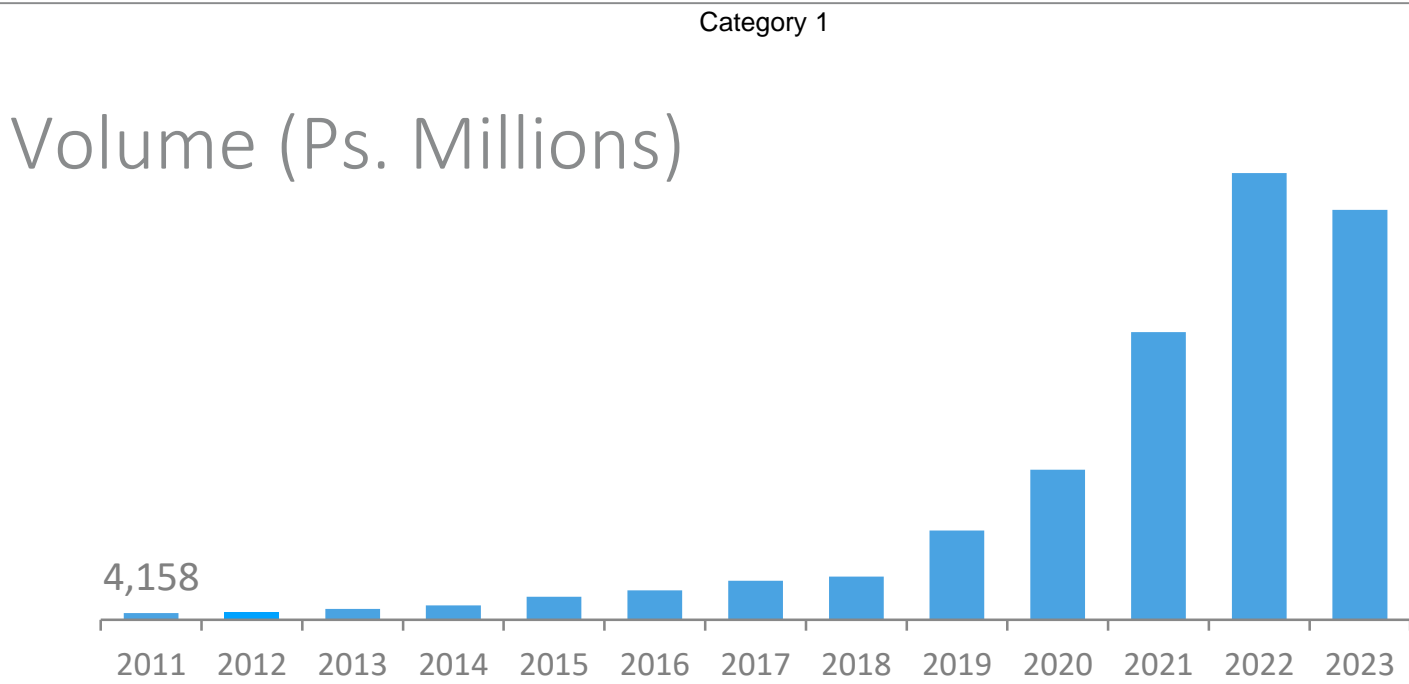
## Breakdown of Loans by Economic Activity<sup>1</sup>



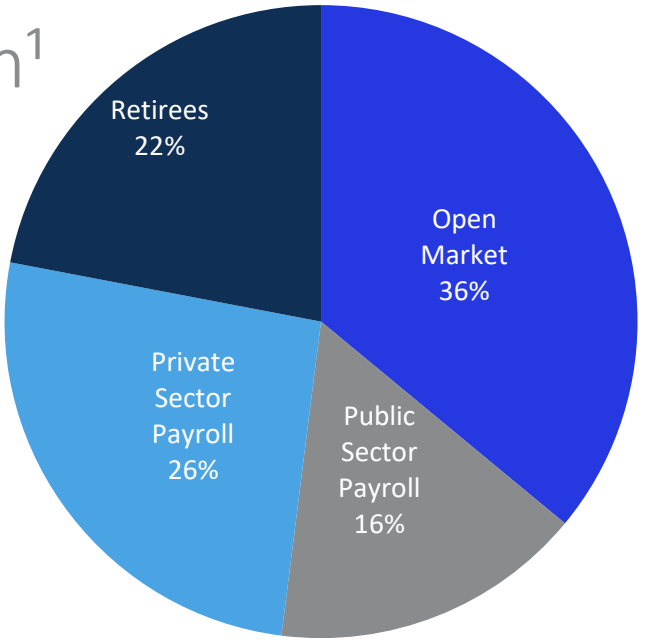
# Strong presence in fast growing segments

Credit Cards

- ▶ As of June 2024, credit cards comprise 23% of outstanding loans, down 19% YoY.
- ▶ We have grown our credit cards business at 30% CAGR since 2007 through our point-of-sale promotion strategy and discounts and fixed installments for our customers.
- ▶ Continue growing our business currently at ~9% market share as of June 2024.
- ▶ Recently upgraded “Selecta” program, directed to high-income customers.
- ▶ Only ~36% of credit card loans derived from open market customers.



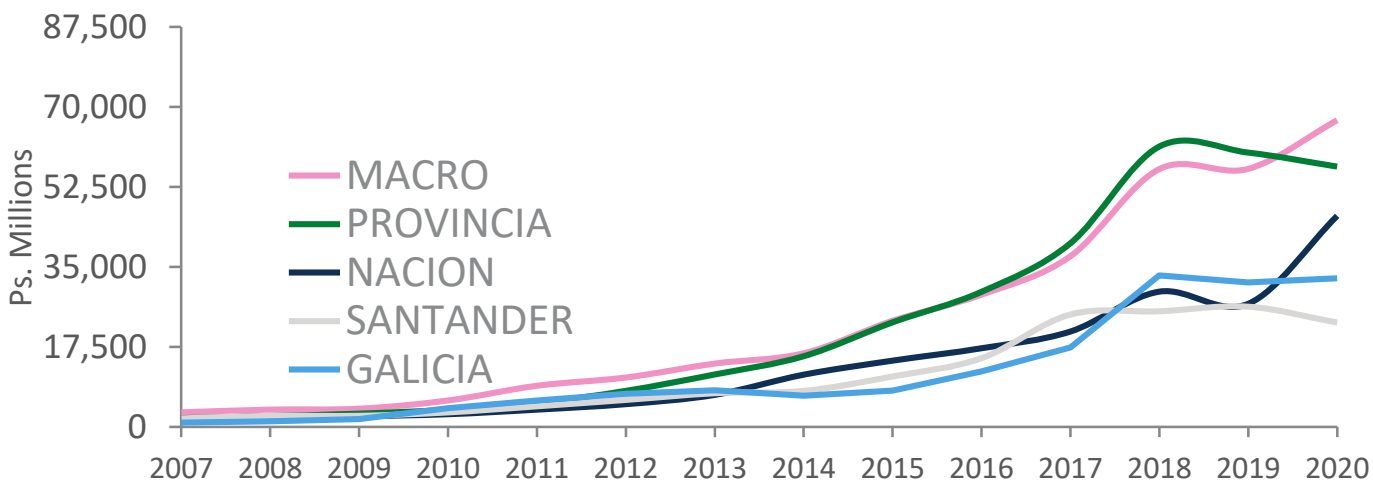
Breakdown<sup>1</sup>



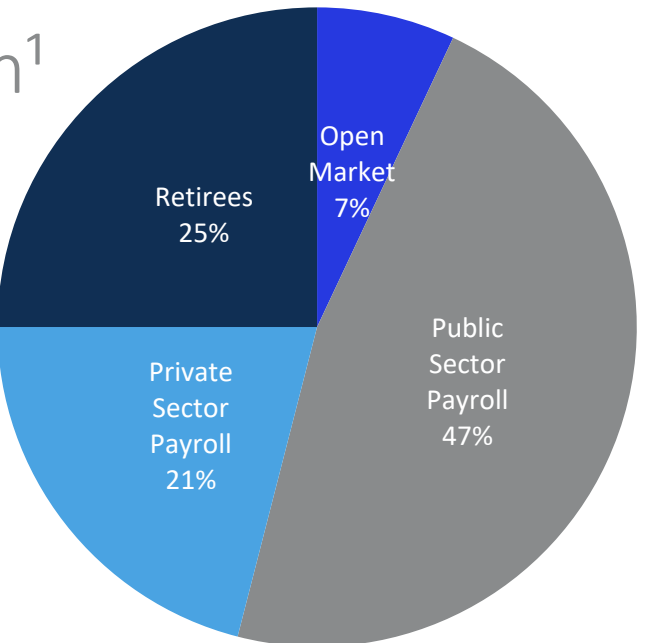
Personal Loans

- ▶ Ranked #2 in terms of personal loans with ~12% market share as of June 2023.
- ▶ Rapidly growing, with core focus on cross-selling products to payroll and pension customers.
- ▶ Opportunity to expand portfolio as demand for longer-term loans increases (i.e. mortgages).
- ▶ Collateralized loans, including Retirees, Public Payroll & Private Payroll, represents ~93% of total personal loans.
- ▶ Only 7% of personal loans derived from open market customers.

Personal Loans Growth



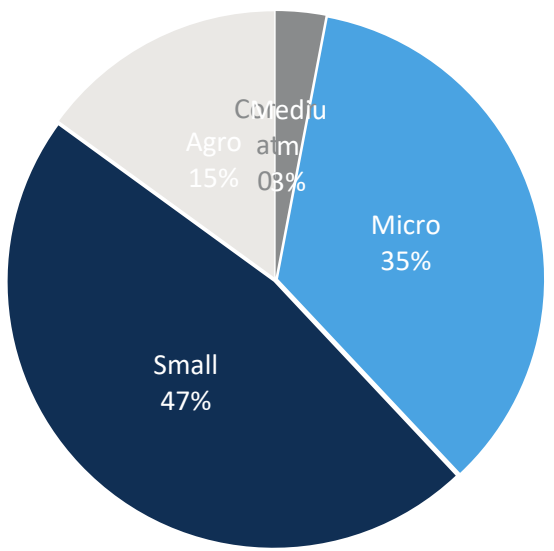
Breakdown<sup>1</sup>



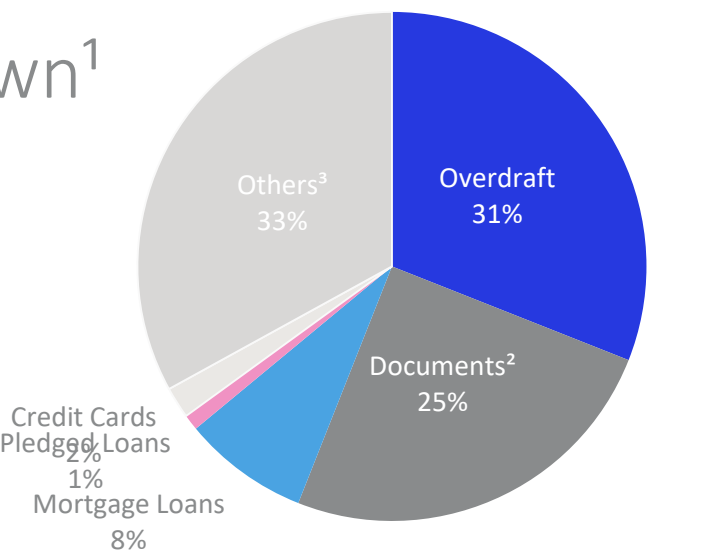
Corporate Loans

- ▶ Diversified SME customer base with ~131K small & micro, ~17k agro, ~3k medium clients.
- ▶ Opportunity to expand product offering beyond working capital and short-term pre-export financing with longer-term local and foreign currency loans.

Corporate Customers



Breakdown<sup>1</sup>



Source: BCRA. Notes: 1 - Open market includes prof & bus. 2 - Mostly structured loans (medium and long term). 3 - Factoring, check cashing advances and promissory notes. Companies Classification: Small and Micro companies: Up to Ps.200 million in sales per year; Medium-sized companies: more than Ps.200 million and less than Ps.800 million in sales per year; Corporate companies: more than Ps.800 million in sales per year; Agro companies: includes individuals and companies who operate in agriculture or in the commerce of agricultural products.



## SECTION V Financial System & Argentine Economy

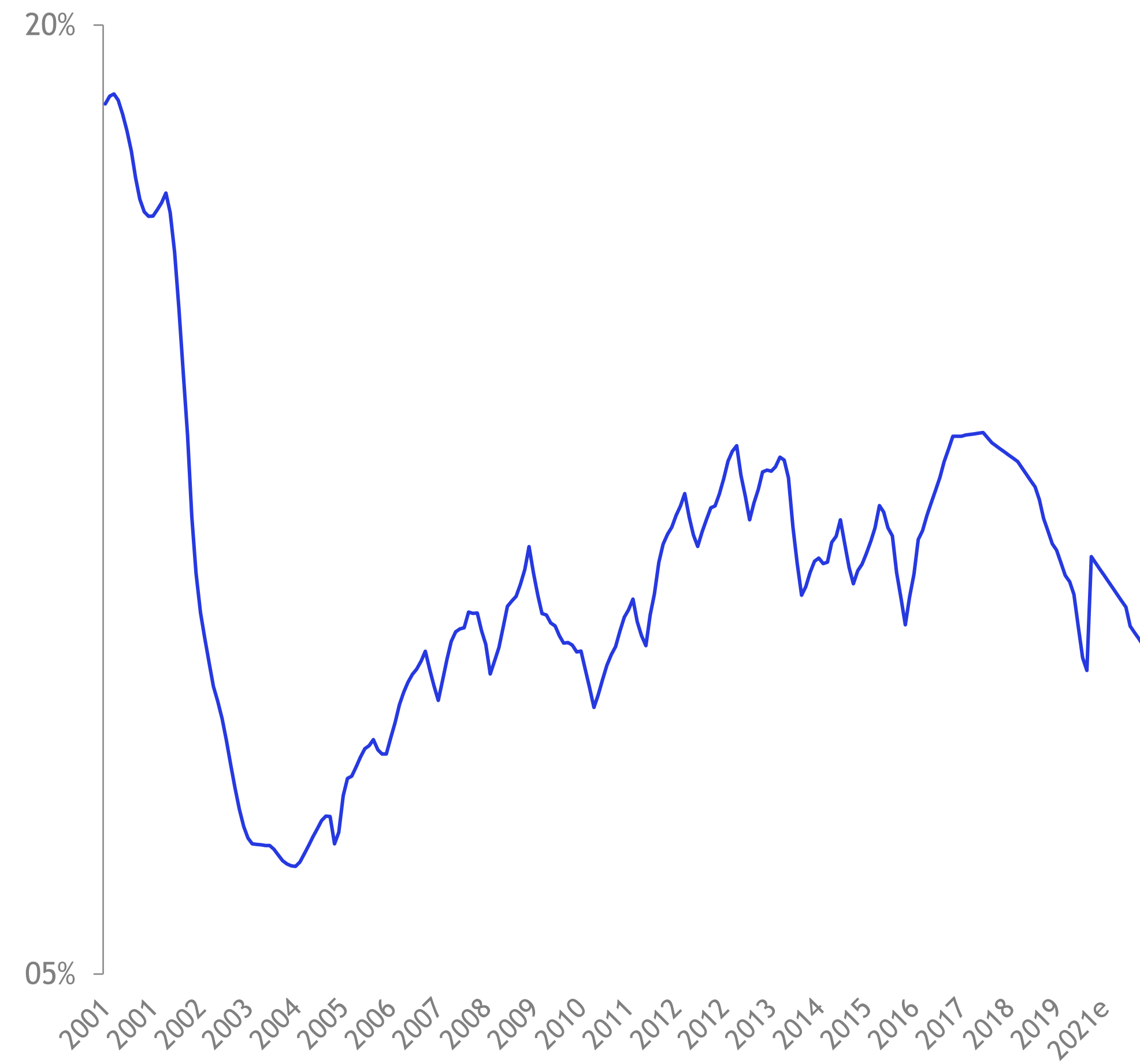


# Private sector loans growth

## Loans Growth Rates (YoY)



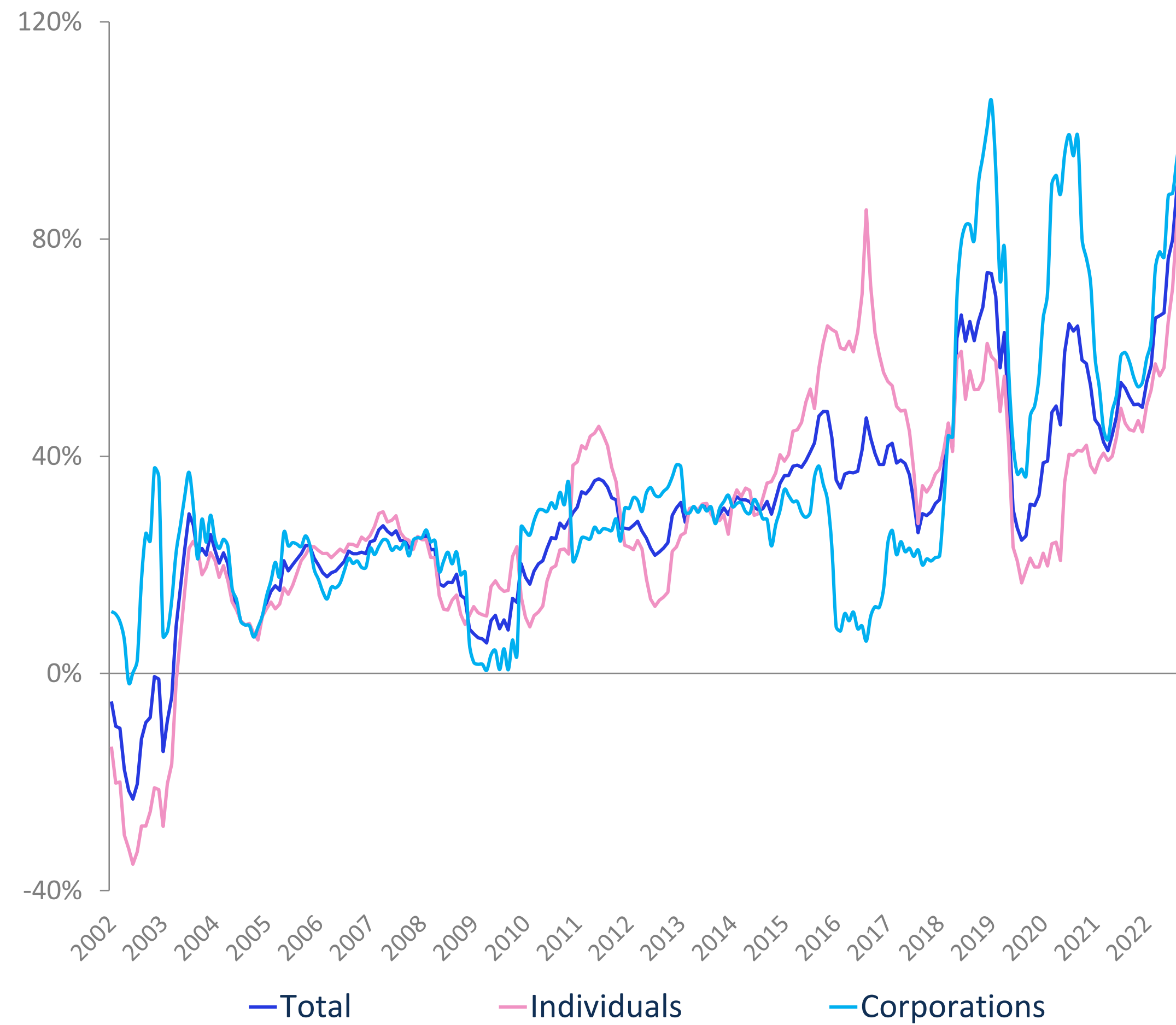
## Private Sector Loans/GDP<sup>1</sup>



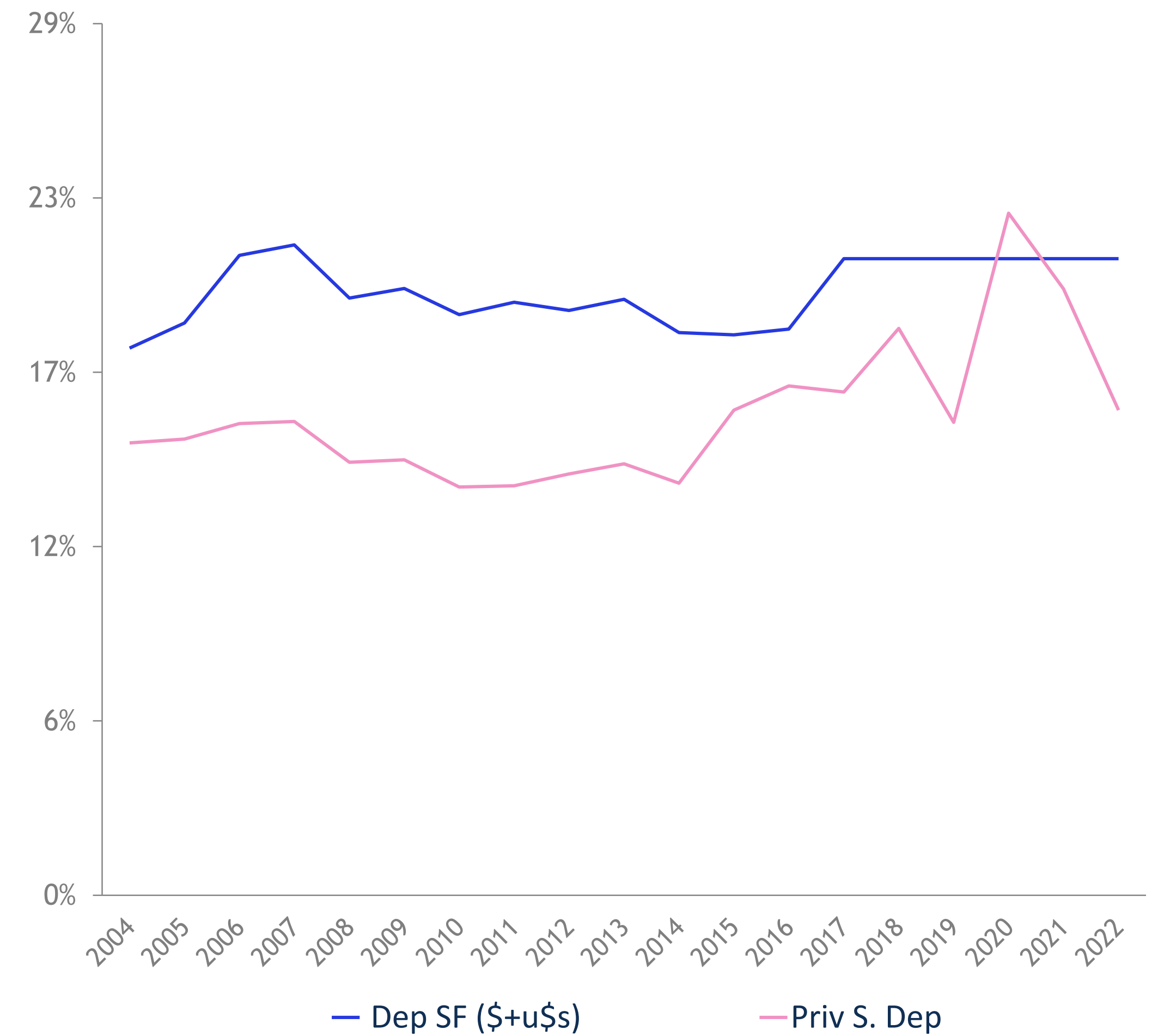


# Private sector deposits growth

## Deposits Growth Rates (YoY)

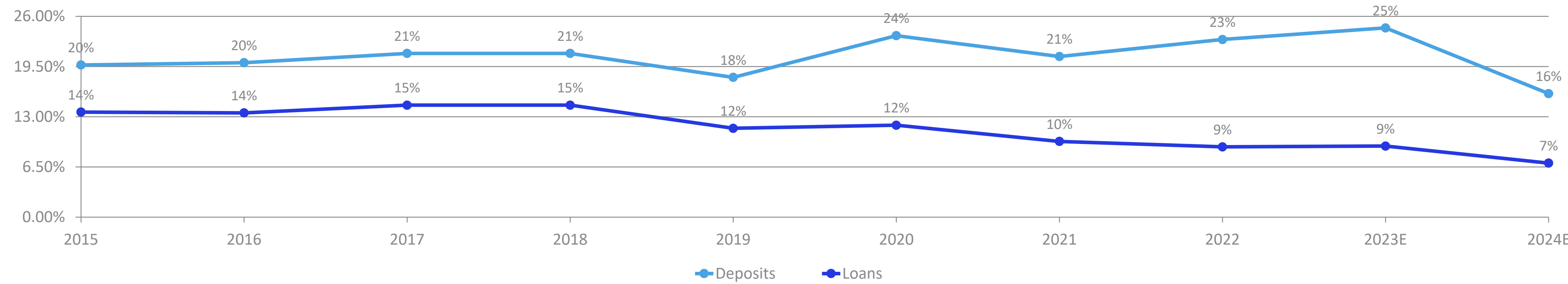


## Private Sector Deposits/GDP<sup>1</sup>



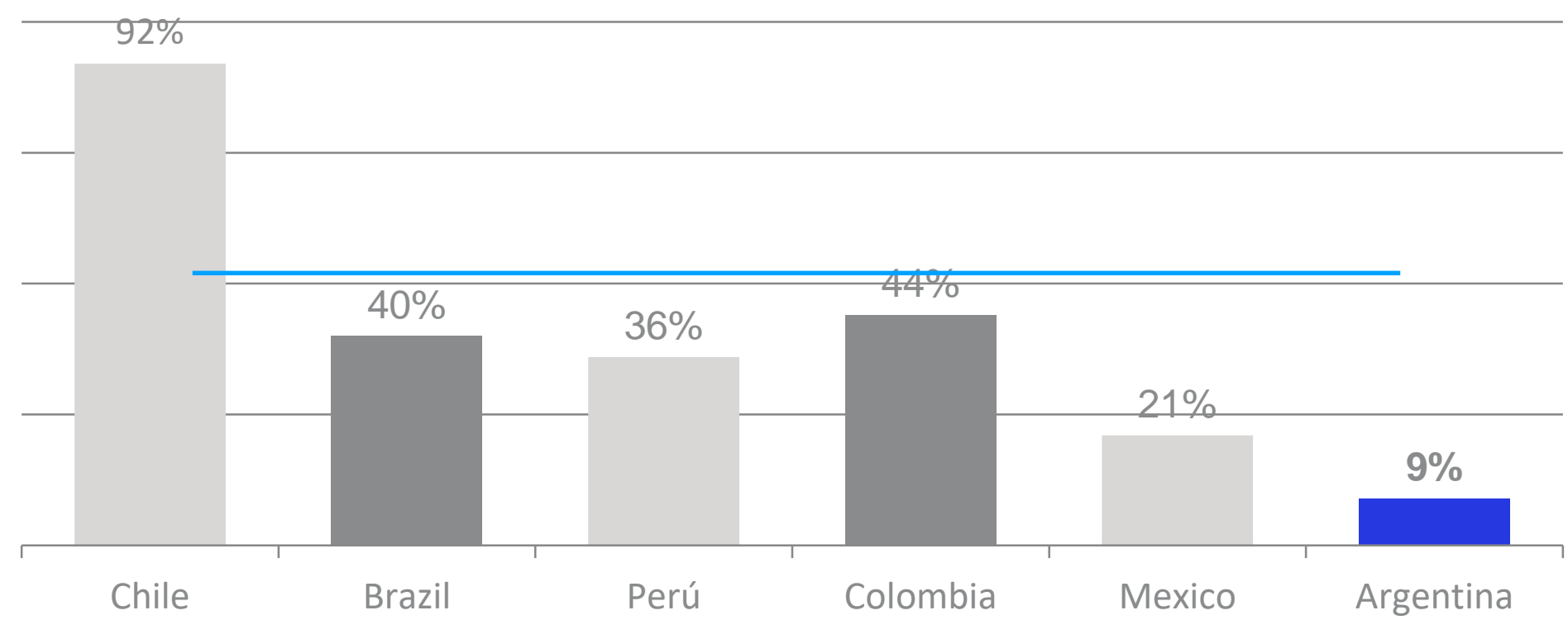
# Private sector loans and deposits growth

## Private Sector Loans & Deposits with Consistent Growth

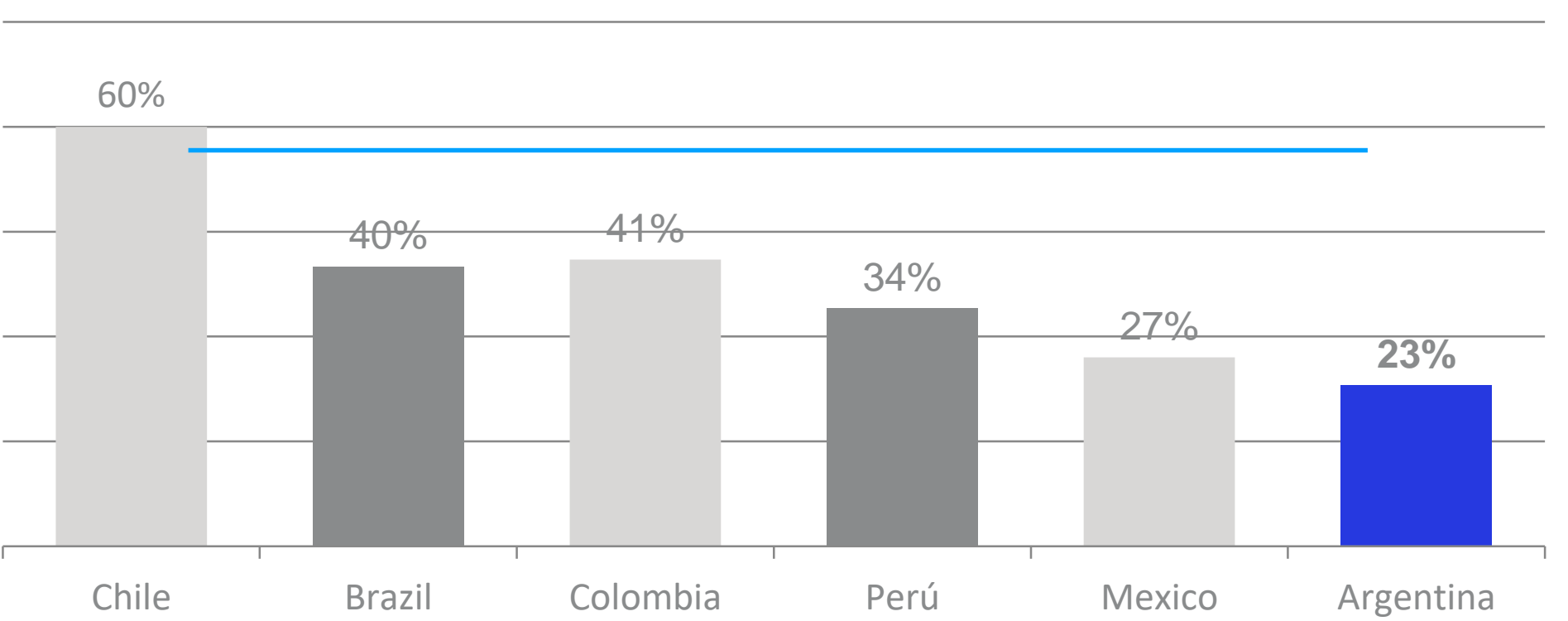


## Low Penetration Compared to Selected Peers

Loans to GDP (Dec 2022)

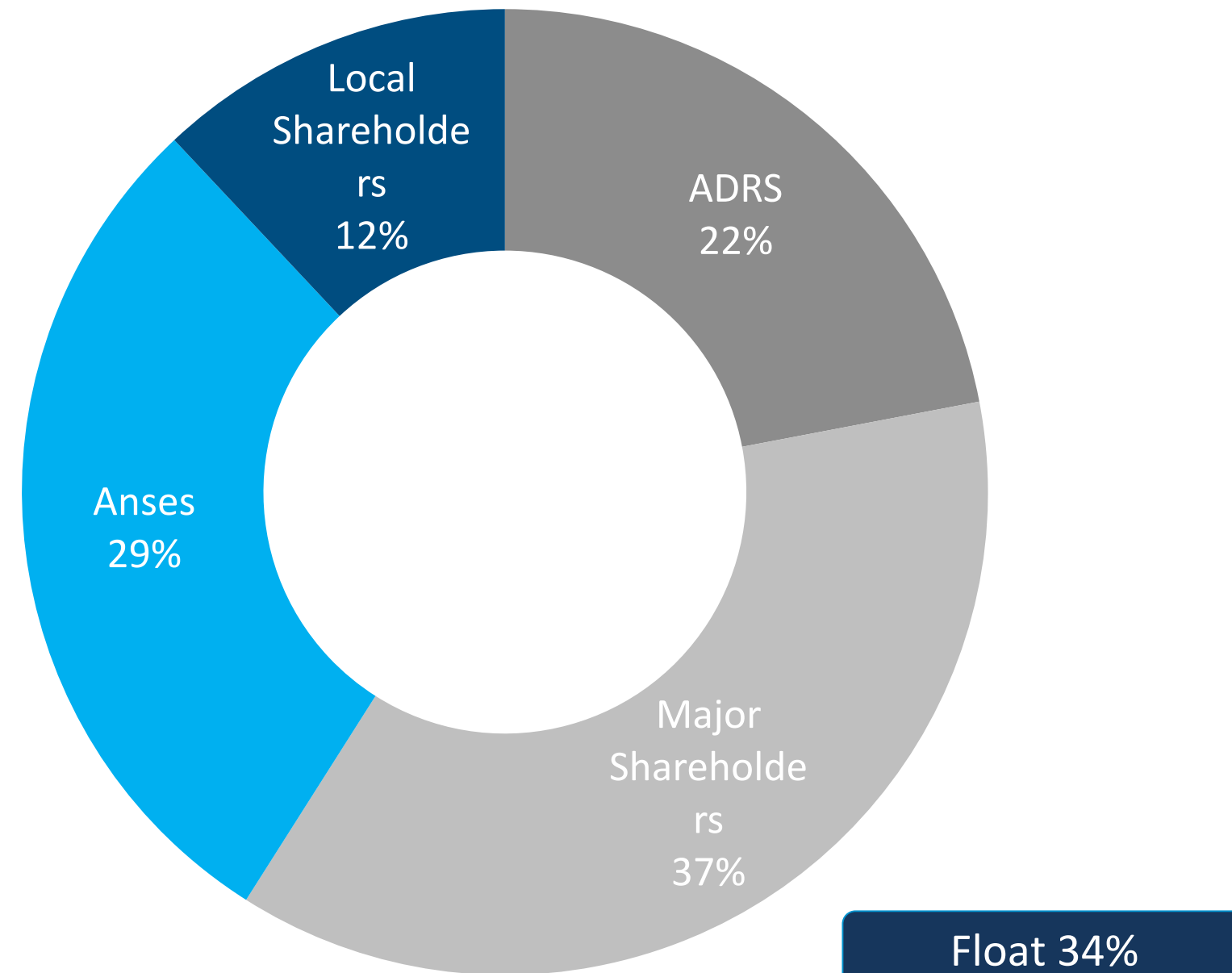


Deposits to GDP (Dec 2022)





# Ownership structure<sup>1</sup> | Debt & equity information



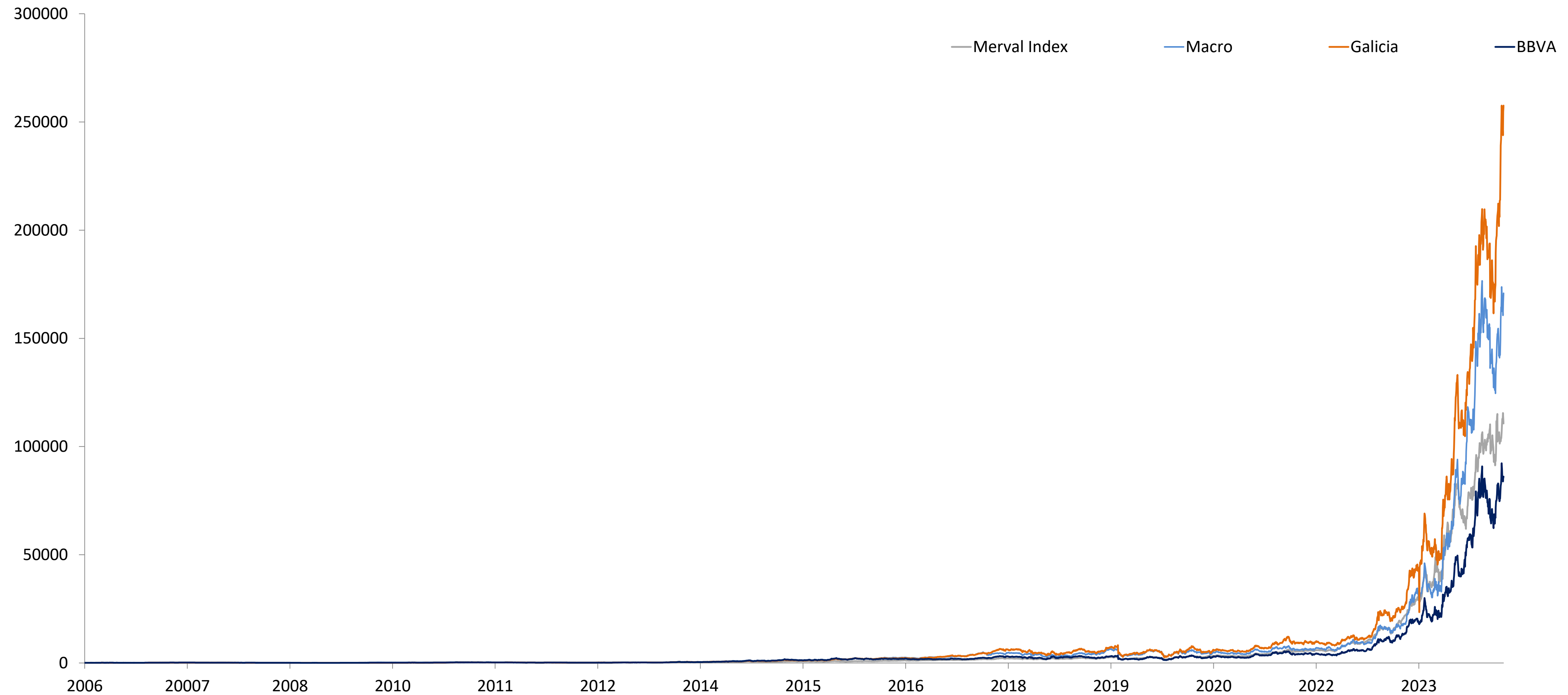
Fiscal Year	Payment	Dividends paid (In thousands Ps.)	Dividends per share (Ps)	Payout Ratio
2005	may-06	68,395	0.1	26.03%
2006	may-07	102,591	0.15	24.18%
2007	may-08	170,995	0.25	34.53%
2008	sep-09	148,334	0.25	22.47%
2009	jun-10	208,070	0.35	27.67%
2010	may-11	505,312	0.85	50.01%
2011	-	0,000	0	0.00%
2012	-	0,000	0	0.00%
2013	jul-14	596,254	1.02	24.40%
2014	mar-16	227,708	0.39	6.54%
2015	Aug/16	643,018	1.1	12.84%
2016	jun-17	701,475	1.2	10.70%
2017	may-18	3,348,315	5	35.70%
2018	may-19	6,393,977	10	40.65%
2019-2021	Monthly/22	19,751,444,343	30.9	-
2022	Monthly/23	75,000,000,000	117	-
2023	Monthly/24	401,735,819,252 (*)	628.29 (*)	50%

(\*) To be adjusted by inflation

Class A: 11,235,670  
 Class B: 628,177,738  
**= TOTAL 639,413,408**

Denomination	Amount (USD)		Maturity	Call Option	Coupon		Ratings	
	Original	Oustanding					Moody's	Fitch
Subordinated (Series A )	400	400	2026	2021	Bullet	6.64%	Ca(hyb)	CC/RR6
USD (Series F)	53	53	2024	-	Bullet		A1.ar	

## Banco Macro's share performance X Merval Index & Peers (100 points as of Jan, 2, 2006)





## SECTION V Banco Macro Strategy and digitalization



## Banco Macro's long term strategic vision seeks to change the way we do Banking in Argentina

Establishing a new value proposal that it is non existent in today's Argentine market, by reshaping and redefining game rules

01

**Integrating the best customer service with digital service for customers.**

02

**Close integration with the community, redefining our role as financial agent, plus a disruptive value proposition GovTech for provincial and municipal governments contributing to the digital transformation of cities.**

03

**Taylor made products through innovative environments that offer technological solutions and non traditional banking services**

04

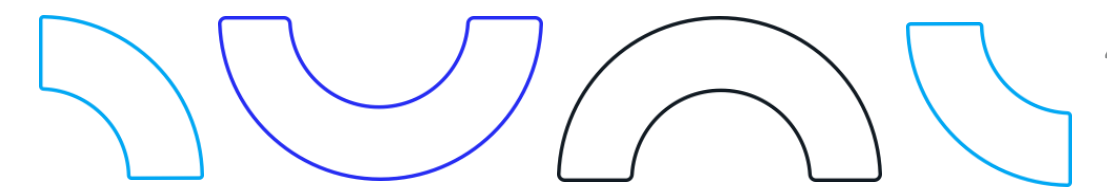
**Delivering payments and collections solutions to our corporate customers resembling Fintechs**

05

**Strong Brand positioning.**

06

**Highly experienced team with the necessary qualifications for delivering our transformation**



## Argentina's Competitive Environment

- Digital channels have absorbed day to day operations.
- Banks have improved considerably their value propositions, not only transactional operations but also offering new products.
- In consequence corporates and governments, regardless of their size, have started to understand the advantages and efficiency of digital solutions.
- The use of cash is an issue, and not only for Banks.
- There are Banks that have been reducing the amount of branches in response to their strategy and shifting to remote attention models both for retail and corporate customers.
- Foreign Banks are focused almost entirely in the Greater Area of Buenos Aires.

*It is worth mentioning that some digital wallets have disappeared due to difficulties to be profitable. MODO appears as an intelligent solution to compete against the most important digital wallet (Mercado Pago)*



## Argentina's Competitive Environment

- **The interior of the country continues to be the “big opportunity”** being the core for the productive development of the country but it shows the potential of some sectors like: mining, oil and gas, renewable energies, tourism, agribusiness.
- **Few products show an increase in volumes during 2023 credit cards on the retail side and Overdrafts on the commercial side.**
- Some expensive perks and benefits that Banks gave out have disappeared (loyalty points and frequent flier miles)
- **Payrolls continue to be key to grow in quality customers.**
- While current Banks products and offers are very similar, being close to our customer base through our branches and the integration with the community will play an important role.

## In other markets...

- **Fintechs: from being a threat they shifted to be tech and innovation solution providers**
- Fintechs will continue to work to better understand the needs of corporates and individuals, offering solutions that prove optimal for each context, creating their own ecosystem in which we can later operate.
- Some medium sized Banks or regional Banks or digital wallets might face some difficulties which raises the need for traditional Banks with solid capital ratios and liquidity providing universal banking services across different segments

# Digitalization – Advanced Origination

PRESENT  
DAY



2024 Q2

435  
BRANCHES WITH  
ADVANCED  
ORIGINATION



402  
Branches with  
Advanced  
Origination

92%  
Of total branch  
network



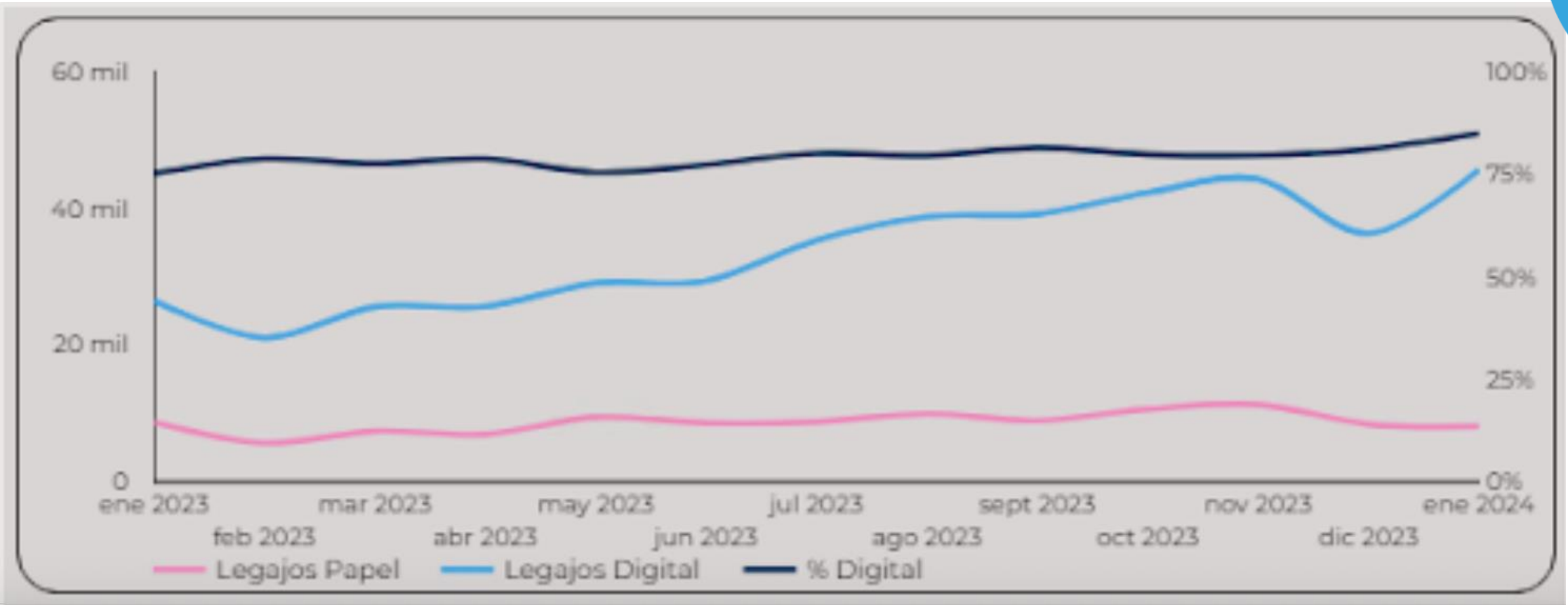
1186  
Relationship Executives  
with tablets



+1000  
Courses (e-Learning)



85%  
Originated by  
Advanced  
Origination  
(Digital)





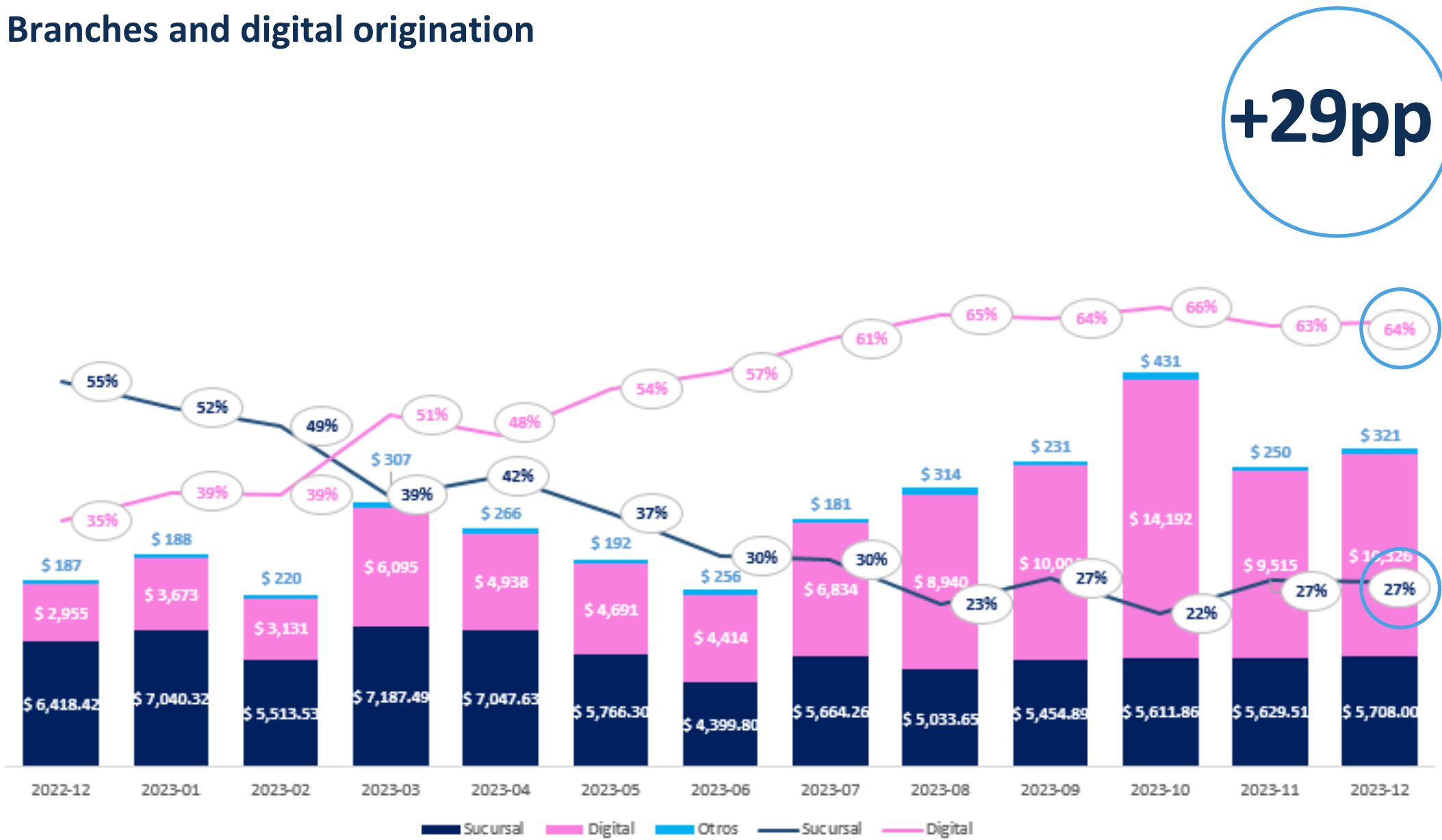
# Our Model (2023)

## “Use” of digitalization

### DIGITALIZATION / ADVANCED ORIGINATION

- Sales with digital origination: 37,131 → 81%
- Products sold with digital origination: 51,892 → 82%

Personal Loans Evolution  
Branches and digital origination



64% of personal loans are originated digitally

47% of total loans originated in branches are transfered to digital channels.

27% of loans were generated in branches, 81% of them were then extended through advanced origination (digital records)

DIGITAL Sales	34 %
Assisted DIGITAL sales	31 %
Sales Branches paperless (Advanced Origination)	22 %
Sales Branches not digital (to be phased out)	5 %



## Our model- (2023)

### “Use” of digital

#### BIOMETRICS Enrollment

- 80% of sales
- 21% active clients
- (+13,5% monthly average)
- 36% de digital clients

#### Customers with Biometrics:

- +15% digital clients(34% vs 50%)
- Increases the use of digital channels.

#### SELF SERVICE TERMINALS

- Monthly Transactions: **988,000 (+189%)**
- Transactions per unit: **2,753 (+106%)**

#### CUSTOMERS' CONNECTIVITY

- 67% of our branches have Wi-Fi
- Upward trend in digital onboarding after making Wi-Fi available to our clients Greater Buenos Aires and Santa Fe stand out

### Self Serive Terminals: Use of Biometrics

	SELF SERVICE TERMINALS Transactions	Transactions using own Biometrics	% USO BIOMETRICS
MARCH	360,869	45,372	13%
APRIL	370,000	56,309	15%
MAY	17,670	81,136	19%
JUNE	449,318	104,706	23%
JULY	478,161	124,044	26%
AUGUST	516,025	165,100	32%
SEPTEMBER	564,353	223,633	40%
OCTOBER	534,443	272,275	51%
NOVEMBER	527,968	307,000	58%
DECEMBER	568,403	350,204	62%



# Biometrics

## 2023 Achievements



426

Branches with biometrics



774.864

Face Id registrations

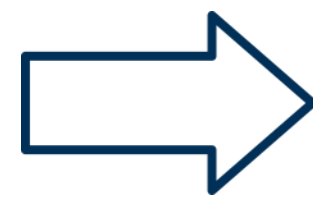


1.081.908

Touch Id registrations



Successful trials, cash withdrawals without debit card using touch id.



### Channels were Biometrics is used

- BancoChat
- Mobile App
- Cashier
- Self Service Terminals

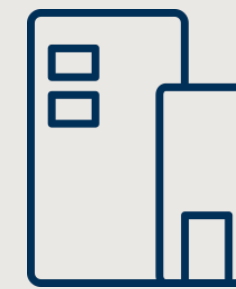
## 2024 Objectives



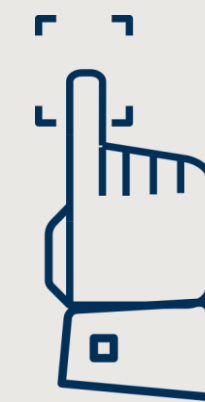
Increase the remote channels that use Biometric validation.



Implement Biometrics on all BMA (Itaú) Branches

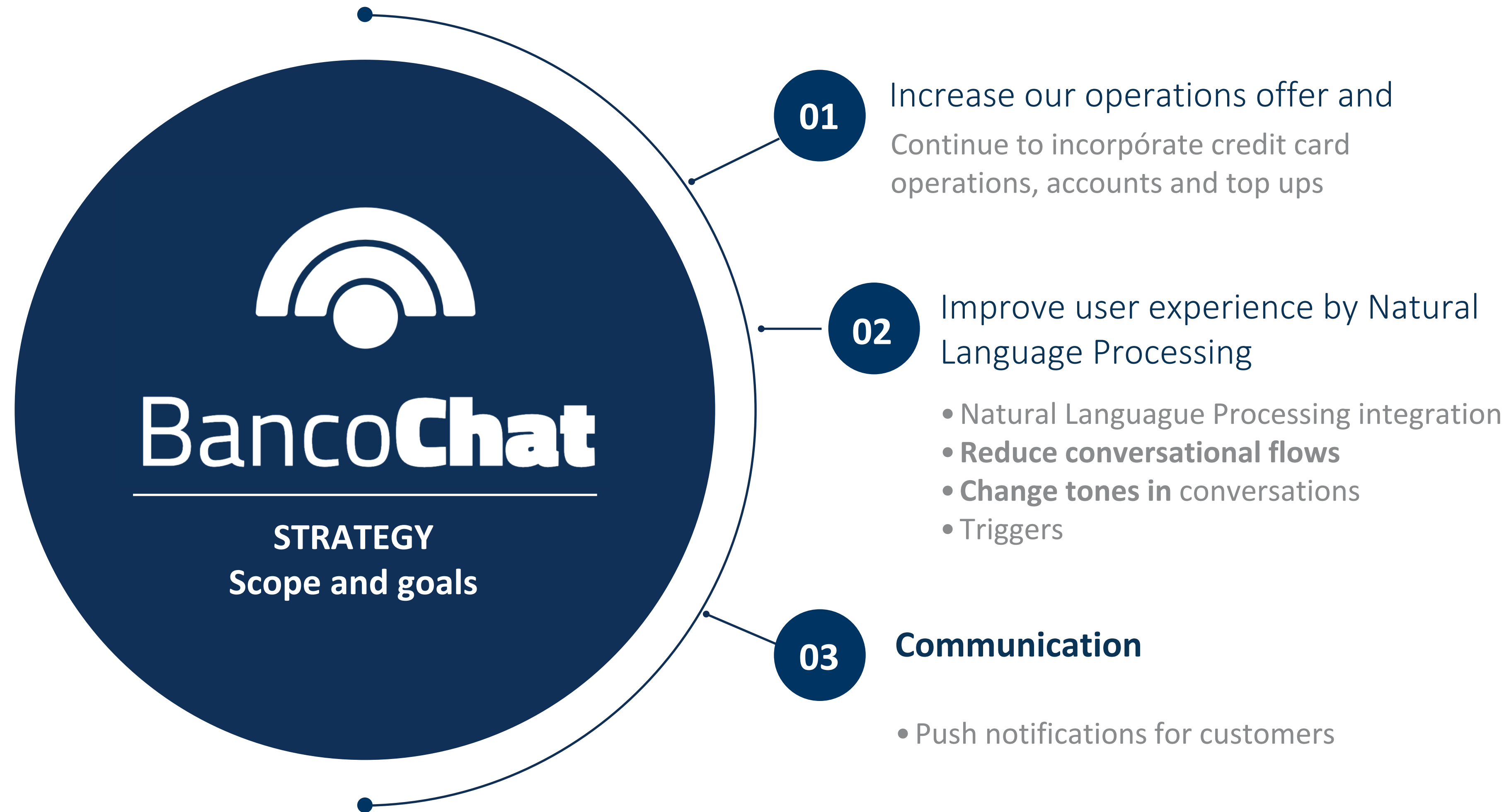


Biometrics for Corporates



- Own Biometrics validation in Prisma's ATM
- Enable Biometric validation in our own ATMs

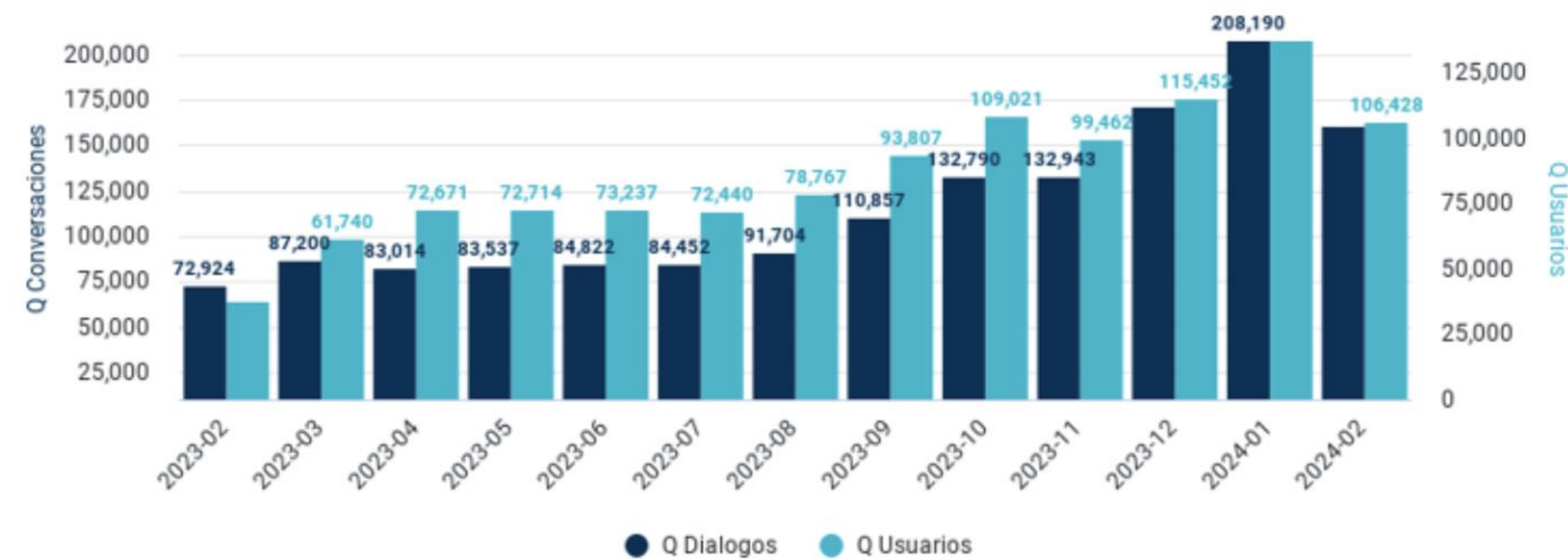
## BancoChat 2024 Focus



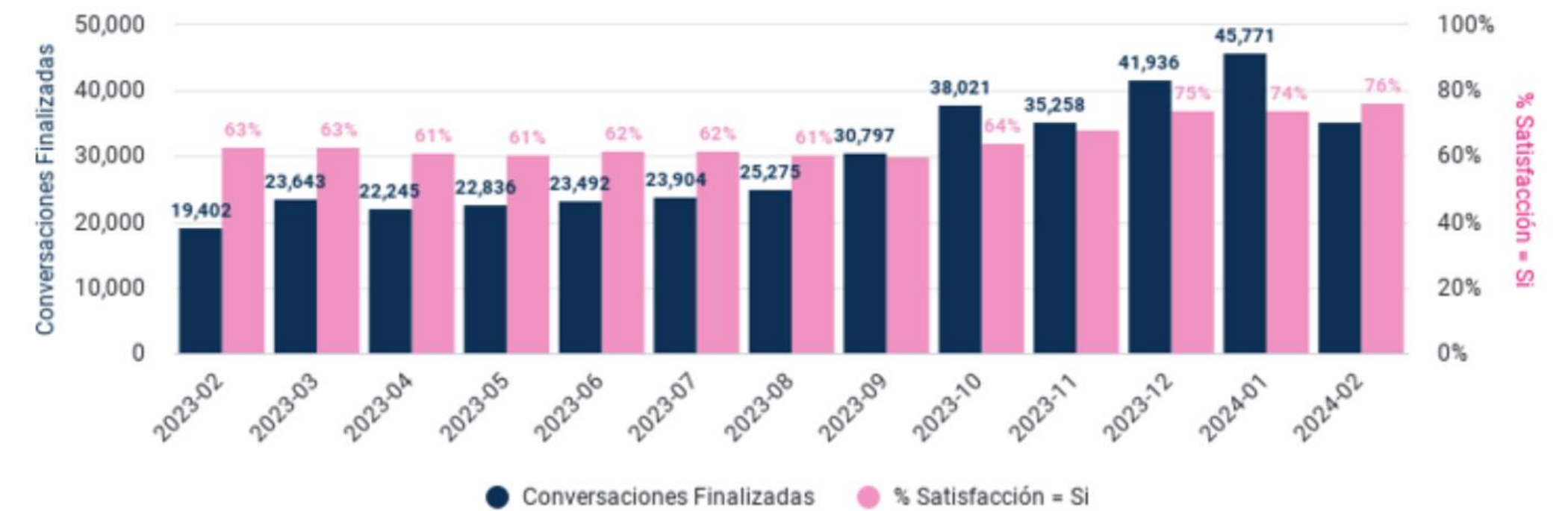
# BancoChat Metrics

February 2023 through January 2024

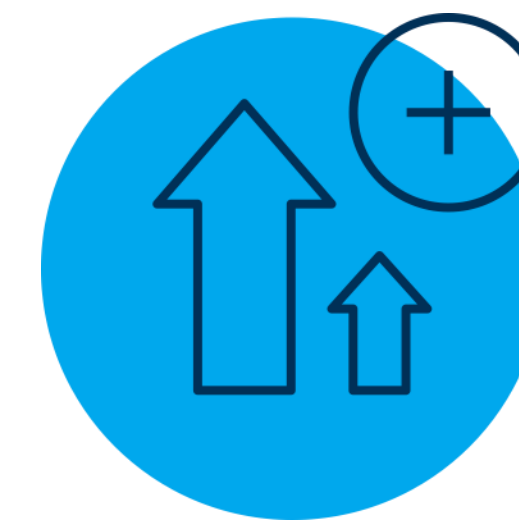
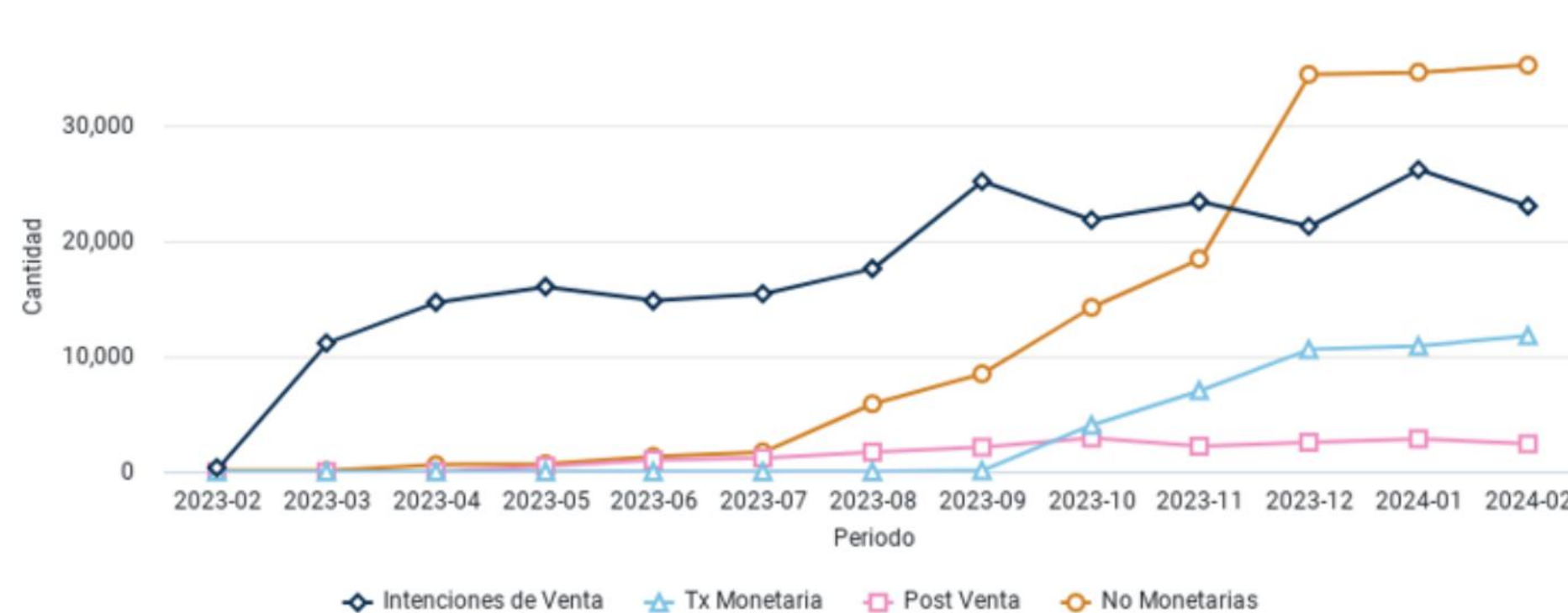
# of conversations and users



# of conversations and customer satisfaction rate



Transactions evolution



- ⇒ Over **200.000** conversations and over **130.000** users (per month).
- ⇒ We increased transactionality by adding new features and operations.
- ⇒ Over **70%** customer satisfaction rate





We are not only financial services providers, we are technology services providers for corporates, provincial and municipal governments.

We strive to offer more and better experiences.

Ours is not only a digital transformation, it is a cultural and nationwide transformation.



