

BANCO GUAYAQUIL - ECUADOR

Banco Guayaquil has a clear purpose: to make everyday life easier for millions of Ecuadorians. This vision is embedded in our Sustainable Banking Model, which promotes both financial inclusion and financial health.

The Global Findex 2025¹ shows that 65% of adults in Ecuador have a bank account. Access, however, is uneven: 87.5% of men and 84% of women hold an account, while coverage reaches 71% in urban areas but only 51% in rural communities. Usage also lags regional benchmarks, just 43% of adults in Ecuador make digital payments, compared to 60% across Latin America. In addition, only 20% have access to formal credit and 10% hold active insurance policies.

To address these challenges, we are transitioning towards an omnichannel model that combines the proximity of face-to-face services with the efficiency of digital solutions. This approach is aligned with the National Financial Inclusion Strategy and the National Financial Education Strategy, both introduced in 2023 to foster a more inclusive and sustainable financial system.

Banco Guayaquil's strong market position provides the foundation for this commitment. With assets of more than USD 8.7 billion, the bank ranked second in lending and third in deposits in 2024. It also operates Ecuador's largest service network, offering over 21,000 access points, complemented by digital channels. The bank's portfolio covers Corporate, Retail, and Inclusive Banking.

As part of this strategy, we aim to increase our Customer Engagement Index (CEI)—the percentage of clients holding three or more products that meet their financial needs—from 20% in 2024 to 25% by 2028. In practical terms, this increase represents roughly 20,000 clients. Our efforts are particularly focused on a universe of nearly 307,000 microentrepreneurs, with the goal of strengthening their financial wellbeing through broader and more effective use of banking services.

The CEI reflects more than product penetration; it captures the depth and quality of client relationships. It ensures that financial needs are properly understood and addressed with tailored solutions in credit, savings, digital services, insurance, and investment throughout the customer journey.

These efforts will be reinforced through financial education initiatives, helping clients build resilience and long-term financial wellbeing. This strategy delivers on our 2024–2028 plan and aligns with the UNEP FI Principles for Responsible Banking, reinforcing Banco Guayaquil's commitment to an inclusive, resilient, and sustainable financial system in Ecuador.

¹ Starita, L. & Klapper, L., Singer, D., Norris, A. (2025). *The Global Findex Database 2025: Financial Inclusion and Connectivity in the Digital Economy*. World Bank. <https://hdl.handle.net/10986/43438>