



2023 Supplementary
Integrated Report

Financial, economic, social, and environmental performance



Table of contents

Annex I	60
GRI	
Content Index	



The Bank
3



Corporate Governance
5



Manufactured and Intellectual Capital
8



Human Capital
37



Social Capital
51



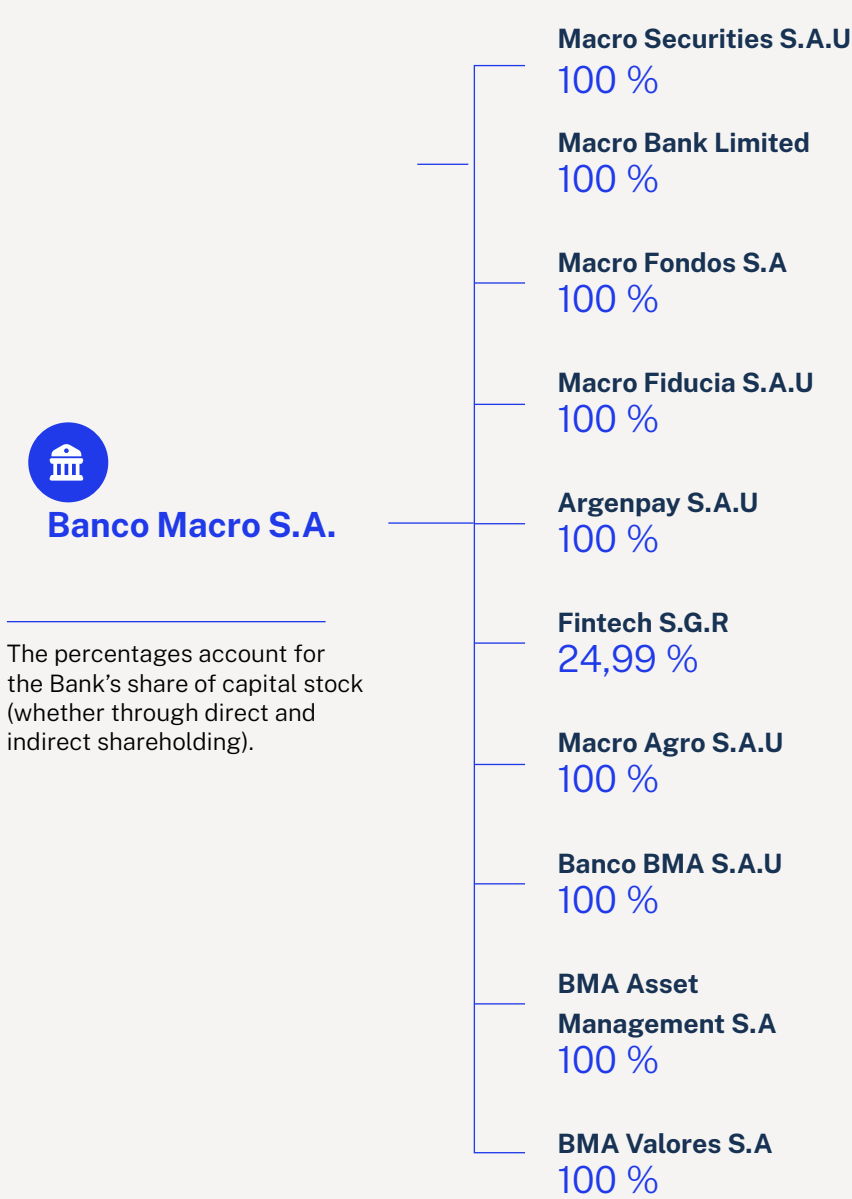
Natural Capital
58

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

The Bank

Banco Macro and its subsidiaries

Banco Macro S.A. is the corporation whereby a controlling interest is held in other entities, known as “subsidiary companies” or “subsidiaries.”



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

- **Macro Bank Limited (100 %):** A Bahamas-based company engaged in the banking business and all kinds of financial investments, trade, negotiation, and other transactions.
- **Macro Securities S.A.U. (100 %):** A leading Argentine stock market and asset management company offering counsel and investment administration services to a wide array of customers, from individuals to corporations.
- **Macro Fiducia S.A. (100 %):** A company organized to conduct fiduciary-agent, financial analysis, and financial advisory activities, and to offer agency, financial, and investment services.
- **Macro Fondos S.G.F.C.I. S.A. (100 %):** A company engaged in the management of mutual investment funds which, through a proven track record, is among the first local market players to launch such funds.
- **Argenpay S.A.U. (100 %):** A company seeking to develop its own network or to be a part of other networks to operate with individuals or legal entities, whether in person or remotely, through the use of information and communication technologies, in order to offer or accept online and offline electronic payments, electronic or virtual wallets or purses, and e-commerce in general.
- **Fintech S.G.R. (24,99 %):** A company organized to facilitate the access to credit by small and medium-sized enterprises (SMEs) through the furnishing of guarantees.
- **Banco BMA S.A.U. (Antes denominada Banco Itaú Argentina S.A.) (100 %):** A financial entity under Act No. 21,526 on Financial Institutions and its subsidiaries BMA Valores S.A. and BMA Asset Management S.A.
- **BMA Valores S.A. (antes denominada Itaú Valores S.A.) (100 %):** A brokerage company engaged in the trading of securities in the market both on its own behalf and on behalf of third parties.
- **BMA Asset Management S.A. (Antes denominada Itaú Asset Management S.A. S.G.F.C.I.) (100 %):** A company engaged in the management of mutual investment funds managing the GOAL Series Mutual Fund portfolios, which are only and exclusively traded through Banco BMA S.A.U. (formerly known as Banco Itaú Argentina S.A.).

Shareholding structure

Individual's name/corporate name	Unit	2023
National Social Security Administration - Sustainability Guarantee Fund (ANSES-FGS, acronym in Spanish) - Act No. 26,425	Percentage of capital stock	28,80 %
Grouped shareholders (local stock exchanges)	Percentage of capital stock	11,43 %
Grouped shareholders (foreign stock exchanges)	Percentage of capital stock	23,23 %
Delfín Jorge Ezequiel Carballo	Percentage of capital stock	19,26 %
JHB BMA Guarantee Trust	Percentage of capital stock	17,28 %
ANSES-FGS - Act No. 26,425	Percentage of vote	26,91 %
Grouped shareholders (local stock exchanges)	Percentage of vote	10,87 %
Grouped shareholders (foreign stock exchanges)	Percentage of vote	21,71 %
Delfín Jorge Ezequiel Carballo	Percentage of vote	20,86 %
JHB BMA Guarantee Trust	Percentage of vote	19,65 %

● The Bank

● Corporate Governance

● Financial Capital

● Manufactured and Intellectual Capital

● Human Capital

● Social Capital

● Natural Capital

Corporate Governance

Members of the Board of Directors as of December 31, 2023

Name	Title	Age	Year first appointed	Term expiration - Shareholders' Meeting considering the FY Financial Statements
Jorge Pablo Brito	Chairman	44	2002	2024
Carlos Alberto Giovanelli	Vice-Chairman	66	2016	2024
Nelson Damián Pozzoli	Director	57	2016	2024
Fabián Alejandro de Paul (1)	Director	60	2019	2024
Constanza Brito	Directora	42	2007	2023
Mario Luis Vicens (1)	Director	72	2016	2023
Sebastián Palla (1)	Director	49	2021	2023
José Alfredo Sánchez	Director	67	2023	2023
Delfín Federico Ezequiel Carballo	Director	39	2016	2025
Marcos Brito	Director	41	2007	2025
Hugo Raúl Lazzarini (1)(2)	Director	75	2023	2025
Delfín Jorge Ezequiel Carballo	Alternate Director	71	2002	2024
Santiago Horacio Seeber	Alternate Director	46	2012	2024
Guido Agustín Gallino(1) (2)	Alternate Director	35	2023	2024

(1) Independent director.
(2) Appointed upon nomination by the ANSES-FGS.

Members of the Statutory Audit Committee as of December 31, 2023








Name	Title	Term expiration - Shareholders' Meeting considering the FY Financial Statements
Alejandro Almarza	Auditor	2023
Carlos Javier Piazza	Auditor	2023
Enrique Alfredo Fila (1)	Auditor	2023
Horacio Roberto Della Rocca	Alternate Auditor	2023
Claudia Inés Siciliano (1)	Alternate Auditor	2023

(1) Appointed upon nomination by the ANSES-FGS.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Members of Banco Macro’s Committees

Committee	Title	Committee	Title	Committee	Title
Assets and Liabilities Committee	Directors Jorge Pablo Brito Fabián Alejandro De Paul (1) Delfín Federico Ezequiel Carballo Jose Alfredo Sanchez	Senior Credit Recovery Committee	Directors Jorge Pablo Brito Carlos Alberto Giovanelli Marcos Brito Delfín Federico Ezequiel Carballo Nelson Damián Pozzoli	Ethics and Compliance Committee	Directors Mario Luis Vicens (*) Fabián Alejandro De Paul (*) Nelson Damián Pozzoli Jose Alfredo Sanchez
	Managers General Manager Finance and Investor Relations Manager Governance and Management Control Manager Commercial Banking Manager Management Control Manager		Managers Credit Risk Manager Legal Affairs Manager Credit Recovery Manager		Managers Legal Affairs Manager Comprehensive Risk Management Manager Compliance Manager
CNV/SEC Audit Committee	Directors Sebastián Palla (1) Mario Luis Vicens (1) Fabián Alejandro De Paul (1)	Risk Management Committee	Directors Mario Luis Vicens (1) Fabián Alejandro De Paul (1) Jose Alfredo Sanchez	Corporate Governance and Appointment Committee	Directors Mario Luis Vicens (1) Fabián Alejandro De Paul (1) Jose Alfredo Sanchez
Anti-Money Laundering and Counter-Terrorist Financing Committee	Directors Nelson Damián Pozzoli Mario Luis Vicens (1) Carlos Alberto Giovanelli		Managers General Manager Finance and Investor Relations Manager Credit Risk Manager IT Manager Risk Management Manager Bank Transactions Manager Comprehensive Risk Management Manager	Incentives Committee	Directors Mario Luis Vicens (1) Fabián Alejandro De Paul (1) Jose Alfredo Sanchez
	Managers Anti-Money Laundering Manager Legal Affairs Manager Comprehensive Risk Management Manager			Senior Credit Committee	Directors Jorge Pablo Brito Carlos Alberto Giovanelli Nelson Damián Pozzoli Managers General Manager Credit Risk Manager Business Banking Manager Business Risk Manager

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

Committee	Title
Internal Audit Committee	Directors Sebastián Palla (1) Fabián Alejandro De Paul (1) Mario Luis Vicens (1) Nelson Damián Pozzoli
	Managers Internal Audit Committee
Information Security and Information Technology Governance Committee	Directors Carlos Alberto Giovanelli Delfín Federico Ezequiel Carballo Marcos Brito Sebastián Palla (1) Fabián Alejandro De Paul (suplente) (1)
	Managers General Manager Governance and Management Control Manager IT Manager Comprehensive Risk Management Manager Information Security Manager
Junior Credit Committee	Directors Nelson Damián Pozzoli Delfín Federico Ezequiel Carballo
	Managers Credit Risk Manager Business Risk Manager Sales and Distribution Manager

Committee	Title
Financial Services User Protection Committee	Directors Mario Luis Vicens (1)
	Managers Customer Service Manager Legal Affairs Manager Compliance Manager Risk Management Manager Comprehensive Risk Management Manager

(1) Independent director.

Anti-money laundering and counter-terrorist financing

E-learning training for employees	2022	2023
Senior Managers	6	4
Managers	50	409
Heads/Supervisors	811	1.157
Analysts/Officers	2.594	2.059
Office Clerks/Operators	2.997	2.619
Total	6.458	6.248

The Bank

Corporate Governance

Financial Capital

Manufactured and Intellectual Capital

Human Capital

Social Capital

Natural Capital

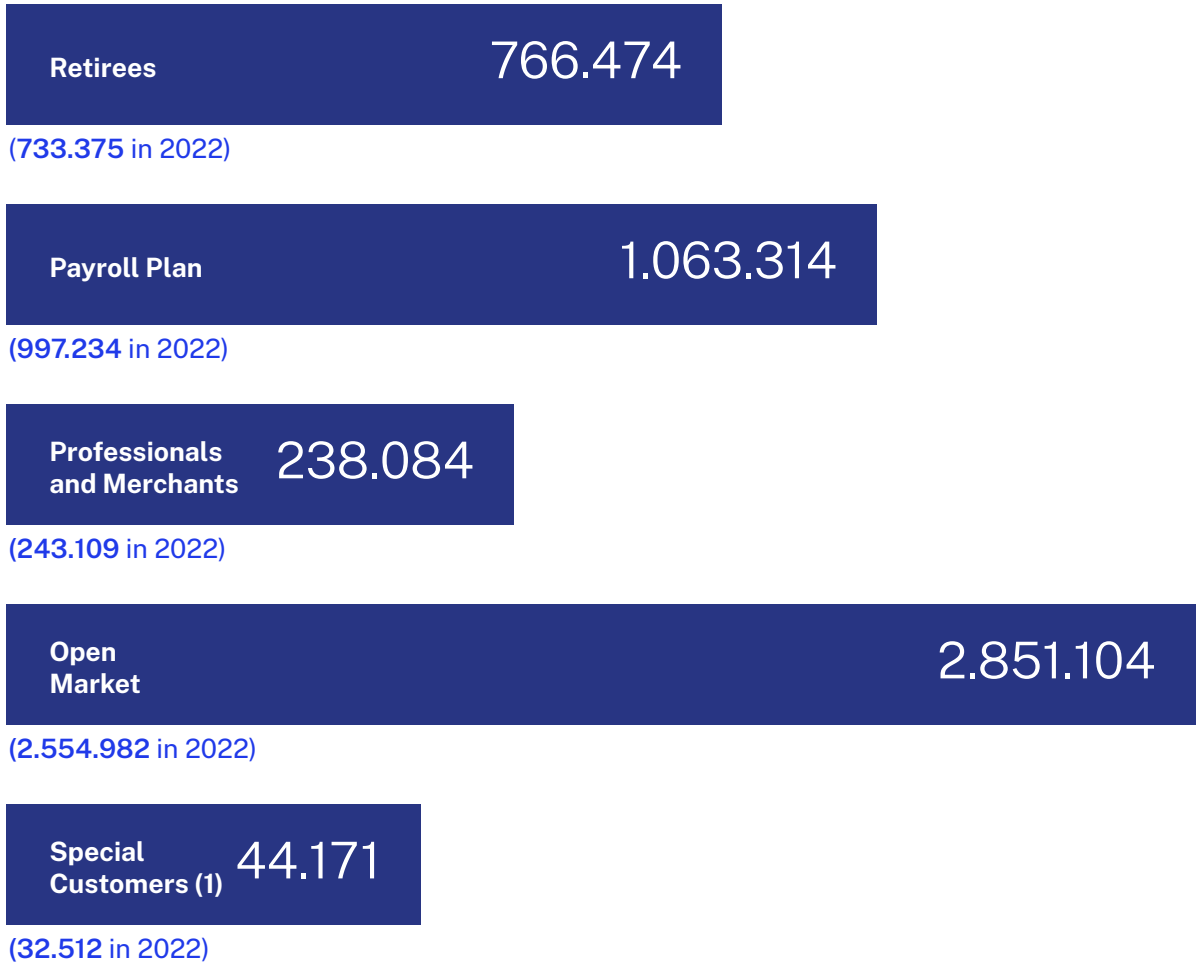
Manufactured and Intellectual Capital

Personal Banking

The main Personal Banking segments are:

PERSONAL BANKING CUSTOMERS BY SEGMENT

2023



TOTAL PERSONAL BANKING CUSTOMERS

2023



(1) This segment includes Universal Child Allowance (AUH, acronym in Spanish), *Progresar*, Family Allowance Payment System (SUAF, acronym in Spanish), and Gas Cylinder Subsidy beneficiaries.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Mass segments

We enriched user experience by including new functionalities in our mobile application, providing customers with the agility required to bank on a daily basis, as well as in the PIN setting and resetting processes.

We strengthened our value proposition through the introduction and renovation of benefits and incentives matching the changing needs and demands of our different customer segments.

We also continued to grow in terms of digital payment and collection, encouraging the use of bank products and services while strategically relying on MODO. This proactive approach reflects our constant commitment to innovation and adaptation to an ever-evolving financial context.

Retirees

SDG:
10

With a solid footprint nationwide through a large branch network, we concentrated our efforts on providing better experiences and benefits to the customers in this segment, giving it great importance and commitment regarding their transactions.

We improved our positioning in the segment as well, reaching over 760,000 retirees and pensioners and thus becoming the private bank with the largest number of beneficiaries and more than ARS 132 billion worth of benefits paid every month.

Highlights

Art exhibitions at the Macro Tower

All over the year, we held art exhibitions at the Macro Tower, offering customers in the retirees’ segment the opportunity to engage in exclusive guided visits. We presented works by well-known artists such as Felipe Noe, Juan Stoppani, Delia Cancela, and Clorindo Testa, delivering an enriching cultural experience. Each participant received a thank-you present for their visit.

Specialized newsletter for the retired

We remained in close contact with our customers through a bimonthly publication, a newsletter summarizing the most relevant news for the segment and keeping customers abreast of important news and events.

”Healthy Finances” workshops

We continued to offer specific workshops intended to help these customers develop good financial habits. These workshops were held in July, August, October, and November, covering “Healthy Finances

to Enjoy your Retirement,” “Effortless Healthy Finances,” and “Digital Healthy Finances.”

Differential benefits

Retirees also continued to enjoy exclusive benefits at pharmacies, optical stores, and restaurants (breakfasts) if paying by debit card, with a 30 percent discount subject to a cap of ARS 1,500. Among other benefits, they were offered product packages free of charge for 12 months as a welcome offer, and personal loans at a preferential rate.

As a part of our constant efforts to enhance our customers’ experience, we held surveys on an ongoing basis to use the information collected in adapting and improving our services, programs, and offers, ensuring a banking experience that satisfies customers’ demands and needs. For 2024, our priority will remain strengthening and expanding the initiatives targeted at this segment, seeking to consolidate and enrich our commitment and offering enhanced experiences and benefits not only intended to address their financial needs, but also improve their experience through a new way of interacting with the Bank.

Retirees’ segment	2022	2023
Number of retirees granted personal loans	203.926	219.807
Total amount disbursed on loans (1)	21.936	30.654
Total amount paid by way of retirement benefits (1) (2)	597.448	1.568.866
Total centers	24	22
Number of retirees served at the teller’s monthly	167.178	196.157
Total benefits paid in the year (2)	12.316.030	28.117.639

(1) ARS million.
(2) Accumulated from January through December.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

★

...

+ 1 M

salary deposit accounts.

50.955

additional salary deposit accounts (73 percent held by the private sector).

2.914

new active payroll agreements (99 percent with the private sector).

Payroll Plan

The financial market witnessed an increase in the number of offers and exclusive benefits targeted at this segment. In line with this, we crafted a competitive value proposition with continuously enhanced benefits intended to satisfy the segment’s needs, ranking fourth in number of Payroll Plan customers.

Among our 2023 highlights:

- We conducted marketing campaigns to attract new customers, retain the existing ones, and cultivate their loyalty.
- We enhanced the benefits included in the value proposition for this segment.
- We worked with a focus on customer experience to understand customers’ main motivations, pain points, and needs (for instance, through market research, customer satisfaction surveys, NPS determination for the segment, and customer lifecycle mapping and analysis with an external specialist consultancy).
- We strengthened our communication strategy as follows:
 - We enhanced the Web portal and private access sites with value offers by including new benefits, reducing content, adjusting the design, and calling to action for a more user-friendly navigation.
 - We created new communication material and improved the existing one with new formats intended to promote our offer through posters, mailing pieces, and WhatsApp, dynamic

- videos and the inclusion of QR codes in all pieces so that customers are directed to the segment’s website.
- We worked to promote customer loyalty and build relationships through pieces including birthday greetings and invitations to participate in “Healthy Finances” workshops under an annual schedule, providing customers with tools to improve their economy, use their salaries efficiently, and bank digitally.
 - We also developed tools for sales purposes:
 - We introduced a business simulator to activate the value proposition targeted at this segment.
 - We continually enhanced processes to streamline transactions and proposition management.
 - We implemented an internal training plan targeted at our branch network staff to provide them with training in sales and sales advice for the segment.

Payroll Plan	2022	2023
Salary deposit accounts	989.834	1.044.415
Active agreements	25.776	28.372
Year-over-year growth in active agreements	8 %	10 %

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

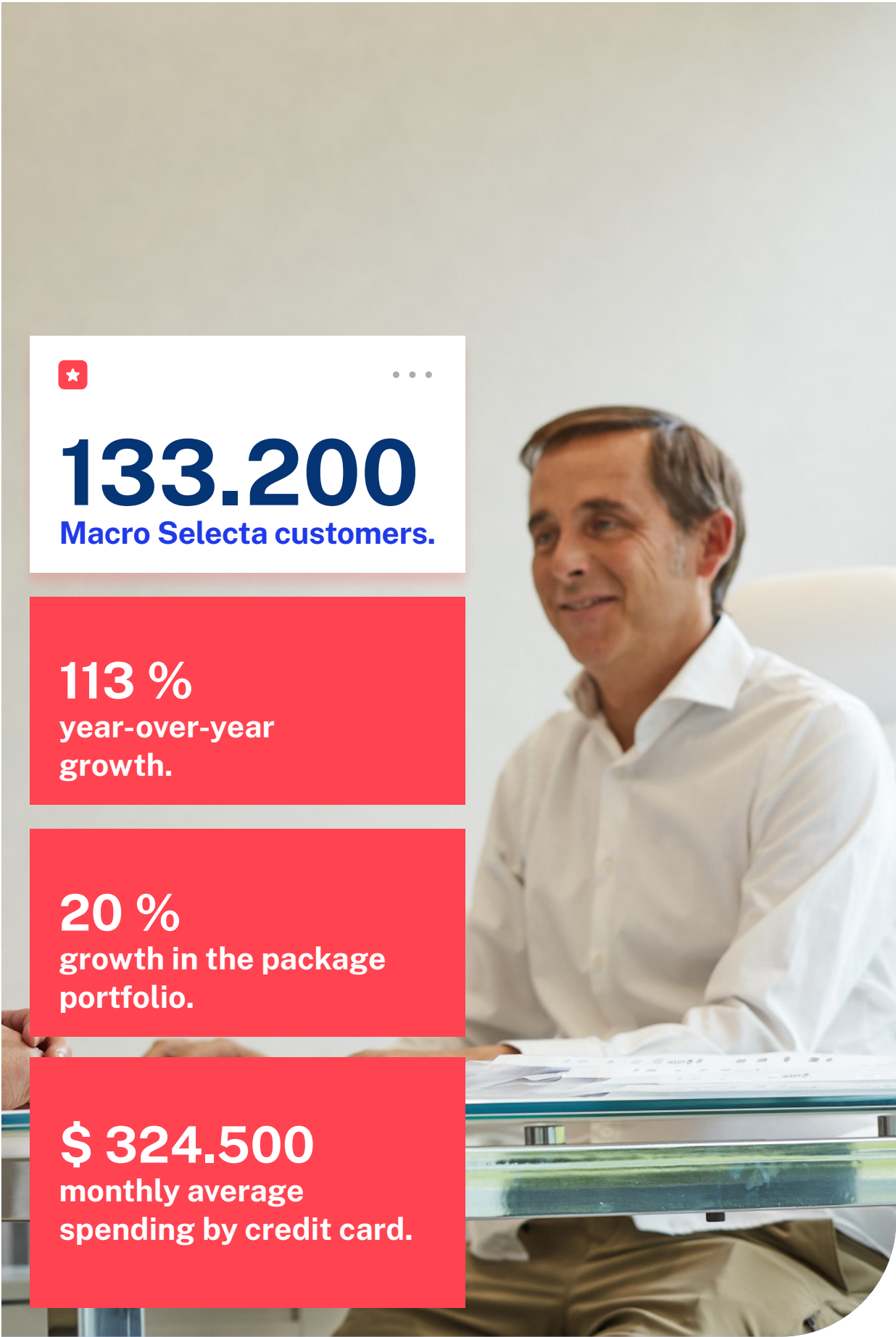
Membership Organizations

Membership Organizations are entities made up of individuals, merchants or companies (known as Members) making regular contributions by way of membership fees, license fees, etc. and, through business reciprocity at company level, to the Bank. These organizations are offered a differential value proposition through a strategic business partnership and include education and healthcare institutions, professional associations, sports clubs, and condominium associations, whether through subscriptions or direct sale.

In 2023, in order to strengthen our relationship with these organizations and related customers, we engaged in the following actions:

- We implemented value-chain relationships within the Bank’s system to identify customers and their related business and thus be able to provide them with a comprehensive value offer.
- We improved digital channels enabling the customers of these institutions to access credit card and product packages through an entirely digital self-service process.

- We conducted marketing campaigns to attract new customers, retain the existing ones, and cultivate their loyalty.
- We worked on our communication strategy by improving the Membership Organizations’ Web portal and integrating it with the Business Banking site. We also introduced new communication material in different formats (including video) and improved the communication pieces in place, for instance, by including QR codes so that customers are directed to the segment’s website.
- We strengthened our value proposition with enhanced benefits.
- We further cultivated the relationship with customers by inviting them to participate in “Healthy Finances” workshops under an annual schedule to provide them with tools to improve their economy, use their salaries efficiently, and bank digitally.
- We implemented an internal training plan for the branch network staff to provide them with training in sales and the segment’s value proposition.



- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Macro Selecta,
our high-income customers

In 2023, we engaged in a comprehensive review of the strategy targeted at this segment in order to consolidate ourselves as the leading Bank among high-income customers. We sought to position the segment as one of excellence, focusing on offering a different journey and seeking our customers’ maximum satisfaction through a solid and robust value proposition.

In furtherance of the purpose of thinking about Macro, we outlined three key goals:

Disruptive experiences and solutions
for customers:

- Positive results with improvements in terms of customer satisfaction and loyalty (NPS) and customer effort (CES): an NPS (Net Promoter Score) of 52.2 percent and a CES (Customer Effort Score) of 77.5 percent.
- Launch of the “Selecta Flying” program with a wider array of benefits including further passes to VIP areas and new preferential services at Ezeiza Airport.

- Inclusion of the Boutique Hotels Program: A selection of hotels with benefits and interest-free installments in Argentina.
- Implementation of transactions through the WhatsApp account of the designated account manager.
- A stronger Selecta Gourmet array of options, including new restaurants across the country.
- A strategic partnership with a new provider for the creation of an exclusive travel platform with special benefits.

Effective positioning of the Macro
Selecta brand in the high-income
segment:

- Launch of an exclusive Instagram account. Rediseño integral de la página principal del portal (Home) de Macro Selecta.
- Full redesign of the Macro Selecta portal’s home page.
- Start of the process of preparation of the Macro Selecta customer lifecycle in order to assess step-in opportunities to introduce improvements.
- A stronger value proposition including exclusive discounts on supermarket, and fuel purchases, gastronomy,

movies, shows, and hairdressing salons, and now on a new vertical of clothing as well.

Development of a top-notch portfolio
with a focus on new business
integration:

- Prioritization of service quality and customer care model review.
- Creation of new nodes for greater capillarity upon serving Macro Selecta customers.
- Work seeking to render the current portfolio profitable.
- Implementation of marketing campaigns to attract new customers, retain the existing ones, and cultivate their loyalty.
- Introduction of restrictive measures regarding new customers’ access.
- Increase of credit card limits to benefit customers and become their primary bank choice.
- Leverage through the Macro Securities App to provide investment solutions to the Macro Selecta customers within the group.

Macro Selecta Segment	2023
Year-over-year segment growth	20 %
Year-over-year growth in the number of packages	20 %
Average active portfolio balance growth	88 %
Average passive portfolio balance growth	73 %
Year-over-year growth in mortgage loans	100 %
Year-over-year growth in mutual investment funds	344 %
Year-over-year growth in securities	281 %
Year-over-year growth in credit card spending	128 %

These achievements and goals not only reflect our continuous commitment to excellence, but also lay the foundations for the Macro Selecta segment’s sustainable growth.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Preferential segment

We moved forward with the exclusive communication targeted at this segment on the basis of a differential value proposition in terms of supermarket, fuel, and gastronomy benefits.

The Preferential segment portfolio grew by 17 percent relative to the end of 2022, reaching 101,876 customers. The segment’s monthly average credit card spending amounted to ARS 120,380 per account (+107 percent v. December 2022) and to ARS 125,071 per customer (+106 percent v. December 2022).

We also worked on different marketing campaigns to attract new customers and retain the existing ones, implementing an upgrade discount to boost the acquisition of potential customers. At the same time, we monitored and updated the income parameters applicable to maintain the portfolio’s quality.

Preferential Segment	2022	2023
Average active portfolio balance growth	59 %	50 %
Average passive portfolio balance growth	70 %	80 %
Year-over-year growth in the number of mortgage loans	57 %	76 %
Year-over-year growth in mutual investment funds	94 %	311 %
Year-over-year growth in credit card spending	164 %	132 %

Financial inclusion for underbanked customers

SDGs:
1, 8, 10

It is our undertaking to support underbanked customers, who come from a challenging and disadvantaged context, to provide them with opportunities to think big. Even though these customers hold a bank account, they still lack many financial services and are more exposed to riskier and/or unconscionable offers. Within this framework, we design specific propositions intended to satisfy their needs and in turn support the growth of regional economies.

In 2023, in order to encourage the use of bank products and services by this segment, we engaged in marketing campaigns and actions to reach out to these customers with a credit card offer, personal loans, and credit assistance to promote and strengthen regional activities. Our efforts were focused on the digital onboarding processes, making it easier for customers to open accounts and tap into benefits in different corners of the country through the use of remote

channels and communication, simplifying customer interactions, promoting self-managed processes, and sending out a clear message to reinforce that the transactions so conducted are simple and secure.

This offer is further supplemented by a training proposition under the “Healthy Finances” program for a more conscious handling of personal finances and/or their business projects.

We firmly believe that these ecosystem-based measures contribute to people’s inclusion in the formal market through the access to credit and the daily use of technology built into banking apps within a framework of regulations and security.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Loans

At Banco Macro, we make every effort to come close to customers with highly valued credit products tailored to their needs and possibilities. We also offer an array of loans across all interaction channels through simplified, fast, and digital processes.

In order to multiply credit options, we engaged in a number of strategic actions, including the creation of a range of loans catering for borrowers from all socioeconomic levels, subject to less stringent requirements and enhanced credit rating tools.

We also put our motto, “Think big, think about Macro,” into practice, and, upholding our closeness, agility, pride, and key-role values, we incorporated our customers’ view into each process to be able to assist them better in attaining their goals.

Some of our main value propositions include the following:

- A wide array of credit options designed to satisfy all needs, even in remote places of Argentina.
- Identification of risks and efficient allocation of credit taking into account customers’ capacity and rating.
- New processes to finance the purchase of products and services, not only within the Bank, but also at different points of sale thanks to agreements with a wide network of merchants, also bringing the

- underbanked into the system.
- Availability of platforms and functionalities through the offer of multiple channels/platforms.
- Creation of loans for reduced amounts or personal loans in partnership with municipalities so that underbanked customers can enjoy the benefits of the financial system. In this way, their exposure to loans subject to no regulations is limited.
- A suite of personal loans for customers and non-customers through entirely digital channels for financial inclusion purposes.
- Review of the entire in-branch lending process, enhancing customers’ journey from end to end and making the process faster and more dynamic. This also contributes to reducing the use of paper, with fewer or no forms to sign.
- Customers’ possibility of choosing the amount and term that better suit their needs upon taking out a loan at an ATM.
- Enhanced credit rating tools and engines leading to increased nominal rating limits to provide a better-quality response to customers.
- Use of our own internal collection and behavior score models with both individuals and businesses in order to improve our range and, at the same time, ensure a quality portfolio.
- Generation of loan selling campaigns to reach more customers with an offer tailored to their needs in furtherance of the network’s goals.

- Credit collection departments focused on providing a quick response and better service to financially affected customers.
- Simplified, campaign-driven credit recovery processes in an attempt to match debtors’ obligations to their payment capacity while contributing to their financial health.

Loans	2022	2023
Personal loans (number)	1.143.253	1.352.381
Personal loans (amount in ARS million) (1)	142.019	225.567
Mortgage loans (number)	5.803	5.600
Mortgage loans (amount in ARS million) (1)	43.087	105.865
Grant of UVA-denominated loans (mortgage, personal, and other loans)	80	261

(1) Balance of the Personal Banking portfolio (principal + adjustment + interest + other receivables from intermediation - OCIF).

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Accounts and Packages

In 2023, we worked to optimize the performance of accounts and packages with the focus on customer experience and process digitalization.

Every year, we grow in number and quality of accounts, increasing our market share. This clearly stems from the efforts to offer a value proposition increasingly in line with customers’ new needs while seeking to become their primary bank choice. For instance, we entirely digitalized the account opening and management process through digital channels so that customers can bank 24/7.

Insurance

We are committed to continuous improvement and to ensuring a constantly growing portfolio of satisfied and cared-for customers, working to offer protection products and experiences to individuals, companies, and their property.

- These are our 2023 highlights:
- We managed to adjust coverage every three months to guarantee that products reflect the variations of the local and global socioeconomic context.
 - We moved forward with the insurance customer loyalty program with very good retention indicators.
 - We launched new products delivering solutions to customers’ everyday issues:

Pet Insurance and Rent Guarantee Insurance, two strategy-aligned products enjoying wide acceptance among customers which can be purchased 100 percent digitally.

- In the second semester, we began to sell insurance over the phone, making it possible to address our customers’ needs fast and easily.
- In the last quarter, we launched a campaign targeted at our Selecta customers to communicate how easy it is to purchase Home Insurance through the Macro App or the Internet Banking portal 100 percent digitally. This is a differential value proposition entitling customers to earn points redeemable under the Macro Rewards program in an attempt to encourage self-service with excellent results and twice the number of purchases.
- We embarked on a change of model and technology for the comprehensive management of the insurance business, including quoting, selling, and after sales, among others, to implement the business transformation strategy that will make it possible to speed up the omnichannel, multi-channel, and segmentation imperatives under the umbrella of better managed experiences for our Personal Banking and Business Banking customers.

- Challenges for 2024:
- To remain innovative and engage in the initiatives required to be a simple, agile, and digital bank.

- To offer a wider array of insurance options to cover all of the customers’ demands on just one site.
- To create specialist customer service channels to assist individuals and companies in managing their risks.
- To launch products that help customers solve their everyday issues in a speedy way.

Credit Cards

In 2023, we moved forward with the promotion of digital payments. In June, we made it possible to make contactless payments using Visa credit and debit cards on the Google Pay wallet, incorporating yet another digital option to carry out transactions in a way that is simple, safe, and accessible.

In addition, we implemented the “Enter Money” connection service in order to build an interoperable platform and enhance customers’ journey when engaging in transactions and digital payments safely through the Macro App by simply linking their accounts following acceptance of a consent form.

We worked on different actions to enrich customers’ experience when using their cards and speed up processes through digitalization and self-service.

- These are some of our 2023 highlights:
- We implemented a new offer of Visa

Airport Companion passes for Visa Signature customers to access VIP areas at airports.

- We continued to partner with Visa for customer portfolio analysis purposes in order to encourage the use of payment methods other than cash, mitigate fraud, and improve authorization indicators.
- We adjusted the minimum and maximum limits and massively increased limits in order to ensure that products remain competitive in a high-inflation landscape.
- We applied the financing annual nominal rate on higher balances, generating further revenues for the Bank.
- We organized the Selecta portfolio and started to charge maintenance fees for the MasterCard credit cards not included in product packages, generating new revenues.
- We reduced the number of days between the closing date and the payment due date on credit card statements, achieving great efficiency in terms of financial revenues.
- We launched the migration of MasterCard cards to American Express.
- We engaged in efficiency-oriented tasks, purging and deactivating all unused plastic. We also refined the portfolio, analyzing and unifying parameters (ML and GAFF) with a view to streamlined processes and a more organized portfolio at the time of merging Macro BMA’s own portfolio into it.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

As regards results in the annual comparison, credit card spending grew by 227.81 percent, 6.18 percent above the growth in the financial system (+221.63 percent).

We represented about 8.25 percent of all spending in the financial system using this payment method.

We have 1,459,933 active accounts at the Bank. In annual terms, they grew by 7.15 percent v. 3.48 percent of the financial system, with our active accounts representing 8.55 percent of the financial system's total.

Our activation level (active/authorized) stood above 77.32 percent, 16.7 percent greater than the activation level in the financial system.

Our total stock of authorized cards was of 2,510,096 (6.96 percent of the financial system's total).

Debit Cards

This is one of the most important products in our portfolio, which is why we strive to continue providing benefits to our customers through increasingly effective processes and the implementation of actions. In this regard:

- In the case of dual interface chip cards, known as “secure cards,” we generated mass alphabetic password deactivations in order to simplify and enhance customers’ ATM experience.
- We increased withdrawal, purchase, and transfer limits to encourage the use of automatic channels and the access to cash.
- We implemented the multi-currency pricing (MCP) method for our Visa debit cards, enabling customers to have their recurring USD payments for digital services debited in ARS (plus taxes) from their savings account in ARS or in USD from their savings account in USD.
- We regularized our Selecta P&M packages.
- We implemented improvements to facilitate processes across our branch network (inter-branch delivery, dynamic organization for vault storage, joint signing for governmental agencies).

- We complied with Visa International’s 8-digit BIN mandatory change, implementing a new logic in terms of product numbering.
- We developed an automatic process for cashback rewards from purchases at butcher shops, as required by the Argentine Central Bank.
- We undertook the migration of the Business Banking virtual debit cards to a new BNLC BIN, with a view to optimizing the use of Visa International’s BINs.

As regards our results in the annual comparison, debit card spending grew by 226.58 percent, 46.99 percent above the growth in the financial system (+179.59 percent). We represented about 16.11 percent of all spending in the financial system using this payment method.

We have 5,680,413 active accounts at Banco Macro. In annual terms, they grew by 11.43 percent v. 5.54 percent of the financial system. Active accounts represented 21.04 percent of the financial system's total.

Our activation level (active/authorized) stood above 53.76 percent, 24.66 percent greater than the activation level in the financial system.

Investments

At Banco Macro, we strive to encourage customers to purchase investment products that suit their risk profile, offering them increasingly easier and secure transactions. In so doing, we leverage digital transformation and the best advisory service. In this regard, we designed communication pieces intended to advise customers on banking across digital channels such as the Macro App and the Internet Banking portal.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital



We continued to support the Government of Misiones with a proposition including more and better benefits for the province.

Benefits for Personal Banking Customers

At Banco Macro, we offer a wide array of benefits nationwide, including discounts on store, supermarket, and online purchases, technology, gastronomy, tourism, home, and clothing, among others.

In particular, we conducted campaigns on special occasions, for instance, in the summer and the winter, upon children’s return to school, on Father’s Day, Children’s Day, Mother’s Day, during the holidays, and at commercial events such as Hot Sales and Cyber Mondays, offering discounts and interest-free installments.

We also extended special offers to our segments, with specific value propositions such as benefits at pharmacies, optical stores, and breakfasts for the retired; fuel and gastronomy discounts for the Preferential segment, and discounts on clothing, shows, hotels, and hairdressing salons targeted at our Selecta customers.

In particular, our Selecta Gourmet benefit was extended to include different well-known stores in the Metropolitan Area of Buenos Aires and the rest of the country.

In turn, in connection with the payment ecosystem, we participated in the benefits available through MODO, with discounts

and special offers for all customers. We also added benefits for all Apple Pay and Google Pay payments. Through viüMi, we made our regular offers and a special range including discounts and interest-free installments. And through Macro Payment Click, we offered interest-free installments at selected stores.

Benefit Campaigns in partnership with Visa

In order to strengthen this partnership and enrich the array of benefits available, we engaged in different initiatives with Visa.

Winter 2023

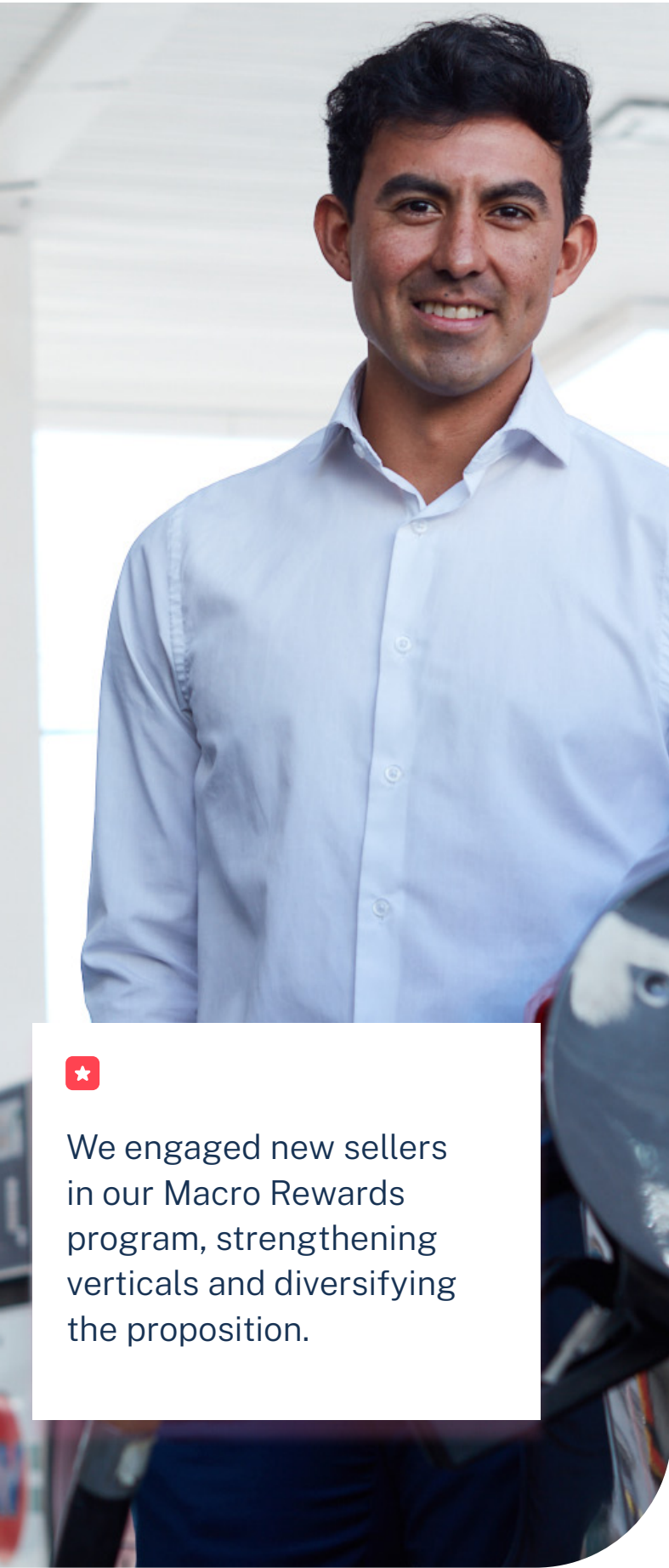
We engaged in a special winter initiative using the Macro Selecta image and offering exclusive benefits at prominent stores at Cathedral Hill. We offered discounts and interest-free installments on ski passes, gear rental, clothing, gastronomy, and breweries, among others. We relied on the Macro Selecta image at the Pire Hue Hotel with exclusive benefits. We also held an event with customers staying at the hotel for the season

together with representatives from Visa and our Bank and guest customers at the Lynch Shelter.

Sports benefits

We engaged in activation initiatives and offered benefits for the purchase of tickets to the rugby matches played by the Pumas, including the presale of tickets to the matches against the All Blacks and the Springboks in Buenos Aires and Mendoza. We also organized a Selecta customers loyalty and attraction campaign by raffling an all-inclusive trip to France to watch the Rugby World Cup 2023.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital



We engaged new sellers in our Macro Rewards program, strengthening verticals and diversifying the proposition.

Macro Rewards

This is an exclusive proposition enabling customers to purchase a wide variety of products, services and/or benefits through Macro Rewards points redemptions, Only Pesos redemptions, or a mix of both, known as a variable Points Plus Pesos redemption.

In 2023, we launched a new program known as “Macro Rewards to Fly” enabling customers to redeem points for Aerolíneas Argentinas miles, with new partners such as LatamPas, Smiles, and Suma Air Europa, and discounts on tourism and the Despegar proposition. In this way, customers can accumulate Macro Rewards points and then exchange them for products and services.

In addition, through Macro Rewards, we continued to encourage customers to engage in “donations” by redeeming their points for different options entailing economic contributions to civil-society organizations.

In 2023, we conducted over 80 special Macro Rewards campaigns including important brands and different theme-based benefits, such as Hot Sale, Cyber Monday, Summer, Back to School, and Children’s Day, among others. We also held special campaigns with Visa to offer discounts to customers.

Macro Rewards	2022	2023
Redemptions		
Products	79.255	89.601
Trips	2.950	5.151
Credit purchases (1)	136.316	244.814
Miles	61.503	91.186
Discounts	161.720	107.087
Other (1)	7.705	7.313
Total	449.449	545.152
Points redeemed		
Products	1.682.630.028	174.985.560
Trips	81.073.445	36.986.498
Credit purchases (1)	247.327.050	34.758.868
Miles	801.905.348	205.237.889
Discounts	186.833.243	36.604.249
Other (2)	251.819.517	1.177.252
Total	3.251.588.631	506.932.716
Users		
Products	52.285	55.651
Trips	2.545	2.871
Credit purchases (1)	25.966	38.015
Miles	28.216	36.426
Discounts	23.356	18.955
Other (2)	18.475	3.219
Total (3)	150.843	206.150

(1) The “Credit Purchases” category includes information on the “Cell Phone Credit Purchases” and “SUBE Credit Purchases” rewards.
(2) The “Other” category includes information on rewards in the “Movie Theater,” “Experiences,” “Gift Cards,” “Shows,” “On-the-Spot Rewards,” “Donations,” and “Chance Mundial” categories.
(3) The total is calculated regardless of the number of categories requested.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Business Banking

The Business Banking portfolio includes the following segments:

Business Banking portfolio	2022	2023
Corporate	10 %	14 %
Medium-sized enterprises	25 %	18 %
SMEs	25 %	20 %
Professionals and Merchants	6 %	6 %
Agribusiness	34 %	42 %

Business Banking customers by region	2022	2023
Jujuy	3.754	4.984
NEA	11.759	15.474
Salta	6.185	8.992
Tucumán	4.632	5.644
Southwest Argentina	9.244	12.347
Parent Company	601	812
AMBA	11.214	14.021
Córdoba	25.883	31.828
Santa Fe	33.933	40.880
Buenos Aires the South1 ⁽¹⁾	4.519	6.143
Total customers	111.724	141.125

(1) New division in 2022.

- Goals for 2024:
- To design a comprehensive digitalization-focused proposition to simplify and enhance customer experience.
 - To automate treasury and self-service processes for customers and suppliers using the portals to facilitate transactionality and streamline company collections and payments.
 - To extend our branch network to regions where our footprint is small and to continue working on cross-selling and customers’ value chain.
 - To move forward with our comprehensive approach to customers by updating the proposition with new products catering for all agribusiness needs and to implement and develop digital initiatives to increase our market share and become technological suppliers of the farming sector.

Main Business Banking segments

SDGs:
1, 8, 10

SMEs

In 2023, we supported the SMEs segment with a better and more flexible credit range, new self-service tools for an enhanced customer experience, digital collection and payment solutions that facilitate customers’ daily transactions, and the presence of our expert staff all over the country. In addition, this segment recorded an important increase as a result of the SME referrals campaign and of different regional initiatives undertaken across the entire value chain of large companies.

Lastly, it is worth mentioning that we worked in partnership with Franchising Co., which enabled us to hold events all over the country and thus become a benchmark bank in the franchising sector.

With a view to 2024, we plan to continue working on the comprehensive value proposition targeted at this segment, with a strong focus on digitalization, but without losing the closeness that sets us apart, always seeking to increase the SMEs customer portfolio and become these customers’ primary bank.

Professionals and Merchants

In 2023, this segment experienced a significant increase as a result of a simplified onboarding process, the P&M referrals campaign, and the business partnerships established with chambers of commerce and professional associations all over the country.

We also continued developing our value proposition, with a more flexible credit offer and digitalized services. Among the year’s main developments are stores’ onboarding process through the Business Internet Banking portal and the launch of Macro Full QR to accept payments by debit and credit card.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

For 2024, we plan to continue working to develop this segment, remaining close to our customers and devising solutions for their growth. One of our goals will be to introduce new digital alternatives to simplify and enhance customer experience.

MEGRA Banking Segment

In 2023, we moved forward with the new matrix customer service model introduced by the divisions and the MEGRA (medium-sized and large enterprises) Banking Management Department in 2022 in view of the good results obtained during its implementation. The joint approach to customers undertaken by MEGRA officers from each division and specialists in each product (cash, foreign trade, Payroll Plan, investments) resulted in a substantial increase in cross-selling along with an improvement in service quality. Additionally, the integration of innovative digital solutions for greater automation and productivity in treasury management had a broad positive impact on the customer portfolio.

Our strategic focus for 2024 will remain placed on transactionality and on a more efficient corporate collection and payment process with the resulting impact cutting across the entire company (dispatch, logistics, suppliers, customers, etc.). We will place special emphasis on the digital world and the automation of treasury processes and self-service for customers and suppliers using the portals. We will also move forward with the

cross-selling of our products and services and the joint work undertaken with the network to increase the Payroll Plan base and value chain.

Agribusiness Banking Segment

Goals for 2023:

- To improve the customer service model, expanding the model of networking agribusiness officers and leaders and upgrading customers to the Agribusiness MEGRA subsegment, growing the Macro Selecta and Private Banking customer base, and professionalizing the horizontal customer service model to serve large-sized agricultural companies and simplify the decision-making process.
- To expand the customer base in strategic areas of the business.
- To move forward with the process of constant improvement in customer rating and assistance, leveraging digital tools to learn about and map the different processes and particular business activities in the sector.
- To continue working on the self-service process within the digitalization project involving companies and new projects.
- To strengthen our comprehensive value proposition through simultaneous offers, including consumer products for producers who have to reconcile their personal needs with their business ones, and adding business opportunities.

These are our 2023 highlights:

We supported this sector by expanding ratings, with a constant, profitable, and competitive range of interest rates to finance working capital and investment, all of which set us apart as an Argentine bank working closely with the farming sector following a drought with a huge impact on production levels in a complex macroeconomic context. In line with this, we engaged in the following actions:

- We improved the customer service model by including the entire agricultural value chain within the same segment and providing differential service on the basis of each customer’s activity, size of operations, and revenue levels.
- We drove commercial interactions across the entire chain with:
 - Over 150 financing agreements (between manufacturers and suppliers of input materials);
 - A focus on the construction of digital solutions to be digital suppliers (Agribusiness platform) and internal processes (New Agribusiness Scoring)
 - The incorporation of new non-banking commercial products under our commercial service model through the purchase of cereal broker Macro Agro and the strategic partnership with the input materials store “Campo Simple” as a part of Macro Agro’s comprehensive offer.
- The regular and constant update of rating amounts and a larger base of rated customers in order to satisfy the financing needs of the segment.

Goals for 2024:

- To develop and implement digital initiatives to increase our share and become technological suppliers in the farming sector.
- To continue improving the current customer service model that includes the entire agricultural value chain within the same segment with a differential service on the basis of each customer’s activity, size of operations, and revenue levels, and in a synergy with the salesforce of related companies.
- To move forward with the comprehensive approach to customers by updating the proposition with new products addressing the business and personal needs of those in the sector (Macro Agro, Macro Securities, Campo Simple, Macro Warrants, Macro Selecta) and training for the salesforce on an ongoing basis.
- To liaise with the risk management staff to work on customers’ self-service rating process and on the constant improvement of internal processes, integrating the new commercial processes of related companies.

Agribusiness packages (number)	2022	2023
Campo XXI	10.813	12.188
Comercio XXI	94	96
Emprende XXI	591	564
MACROPyME	298	343
Total	11.796	13.191

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Cash Management

In 2023, we moved forward with Macro Solutions, increasing the number of customers who purchased the service and making it possible for cross-selling to evolve. At the same time, this solution was adopted by the National Civil Registry (RENAPER, acronym in Spanish) as its payment engine, becoming the front used by all Argentinians in their transactions upon obtaining or renewing their personal documents.

Besides, the Macro Solutions’ suite of services includes a new service known as “Last Mile,” which is intended to resolve point-of-sale transactions between distributors and stores and to digitalize collection while integrating traditional payment with digital payment methods. This service further offers end-to-end traceability of the collection agents’ entire collection flow in a centralized way and identified by point of sale, seller/collection agent, and distribution center or business unit.

We also migrated 100 percent of the transactions of the Payment to Third-Party

Suppliers service to digital payment methods, reducing the administrative and operating costs of transactions. In this way, we increased our product-related market share, ranking second in the number of e-checks issued in the entire financial system.

Productive sector financing

SSGs:
8, 9, 17

We encouraged the progress of regional economies and the growth of micro, small, and medium-sized enterprises by broadening our credit facility range. In furtherance of these regional economies, we offered further credit facilities spearheaded by the federal government — such as the Productive Investment Credit Facility — and by the governments of the provinces of Salta, Jujuy, Misiones, Catamarca, and Tucumán.

The credit facilities are made available at rates subsidized by the FONDEP (National Fund for Production Development) and guaranteed by the FOGAR (Argentine

Guarantee Fund) in order to encourage investment and contribute to working capital and investment financing through the Federal CreAR Credit Facilities.

In addition, we encouraged the agreements with the government of the province of Misiones to assist the industry of wood dryers in the purchase of kilns for drying wood, craft beer entrepreneurs in the purchase of machinery and equipment and/or infrastructure adjustment and/or purchase of raw materials, and yerba mate producers in the acquisition of working capital.

We also participated in the bidding process organized by Agencia San Juan whereby funds were awarded to be channeled to micro, small, and medium-sized enterprises with production projects in the province, including working capital and technical assistance.

Business programs with public bodies

	2023	
	Activations	Amount in ARS million
Business programs with public bodies – Federal Investment Association	148	1.991
Business programs with public bodies – FONDEFIN – Line exclusively intended for San Juan	10	264
Credit facilities to encourage exports and imports substitution	3	350
Credit facilities for micro, small, and medium-sized enterprises, yerba mate producers and wood dryers from the province of Misiones.	215	1.548
Regional credit facilities for the provinces of Catamarca, Jujuy, Salta, Misiones, and Tucumán (including transactions with IADB funds, FOGAR guarantees, and FONDEP subsidies).	190	6.295

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

We signed an agreement to implement guarantees against first losses with BICE Fideicomisos in order to simplify and back credit transactions for micro, small, and medium-sized enterprises.

Finally, we engaged, once again, in joint initiatives with the Federal Investment Association (CFI, acronym in Spanish), Acindar Pyme SGR, and Cuyo Aval SGR in order to carry out transactions with digital guarantee and expedite the implementation of loans under the Productive Reactivation and Exportable Regional Production credit facilities.

SME packages (number)	2022	2023
Campo XXI	11.255	12.635
Comercio XXI	10.563	10.868
Emprende XXI	21.041	19.587
MACRO PyME	15.649	20.811
MACRO Negocios XXI	1.888	3.716
Total	60.396	67.617



Foreign Trade

SDGs:
8, 9, 17

In 2023, we offered end-to-end transaction traceability for customers to track the status of their collections and payments in a more detailed fashion. In a complex landscape, we were able to implement the multiple regulatory changes introduced by the Argentine Central Bank. In terms of volume traded, we grew by 5 percent relative to 2022, with an additional USD 322 billion, and fees in USD increased by 10 percent.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Investment Banking

SDGs:
7, 8, 13

The year 2023 was signaled by constant increases in benchmark interest rates as a result of high levels of inflation and uncertainty within the framework of the elections, complicating the structuring of financial trusts and adversely affecting these instruments. In addition, the constant rise in peso-denominated interest rates gave rise to increases in the subordination of financial trusts due to the constant mismatch between financial trust asset and liability rates, which in turn resulted in inefficient structures for trustors.

Despite the context, we remained leaders in the organization and financing of financial trusts through public offer, participating in 54.72 percent of the issues, as measured in senior bond amounts in ARS. We assisted 57.64 percent of the top 10 main issuers in the market, which account for 90.03 percent of the total issuers (as measured in senior bond amounts). The remaining 9.97 percent is distributed among different market entities, including the Bank.

In 2023, we applied ourselves to assisting customers in their first issue of trusts in the market by expanding our customer base and devising novel structures

for the issue of financial trusts through public offer. We participated in the issue of ARS 127,301 million (stated in higher seniority bonds) worth of financial trusts through public offer, and pre-financed financial trusts in the order of ARS 6,202 million.

Through Macro Securities, we assisted our customers in issuing and placing corporate bonds in an aggregate amount of ARS 945,963 million, which represents 49.85 percent of the issues in the market, as measured in Argentine pesos.

Green Bonds

Macro Securities undertook the organization and placement of six green bonds to finance renewable energy projects by Genneia. These corporate bonds are a part of the BYMA Social, Green, and Sustainable Bonds Panel.

Genneia corporate bonds:
Class XXXVIII: USD-denominated bonds payable in ARS at the applicable exchange rate, subject to a fixed annual interest rate of 4.50 percent and a price of 100 percent. Maturity date: February 10, 2023. Duration: 5.99 years.

Class XXXIX: USD-denominated bonds payable in ARS at the applicable exchange rate, subject to a fixed annual interest rate of 2 percent and a price of 100 percent. Maturity date: July 14, 2028. Duration: 4.78 years.

Class XL: US-denominated bonds payable in USD subject to a fixed annual interest rate of 5.50 percent and a price of 100 percent. Maturity date: July 14, 2025. Duration: 5.44 years.

Class XLI: USD-denominated bonds payable in ARS at the applicable exchange rate, subject to a fixed annual interest rate of 0.00 percent and a price of 113.21 percent. Maturity date: July 14, 2026. Duration: 3 years.

Class XLII: USD-denominated bonds payable in ARS at the applicable exchange rate, subject to a fixed annual interest rate of 0.00 percent and a price of 122.31 percent. Maturity date: May 16, 2027. Duration: 3.26 years.

Eligible green projects: Tocota III Photovoltaic Solar Project, La Elbita I Wind Project, and Sierras de Ullúm Project.

We also engaged in the placement of Surcos’s Series X Sustainability-Linked Bonds, a USD-denominated series payable in Argentine pesos at the applicable exchange rate, subject to a fixed interest rate of 2.50 percent and a price of 100 percent (maturing on April 13, 2026).

Surcos, as a responsible player in the different communities within its footprint, understands that it is bound by a duty to engage in economically, socially, and environmentally sustainable initiatives. Ensuring safety and responsibility in its products and transactions, affording fair treatment to its employees, and cooperating with the community are priority matters instilling meaning into the company’s Sustainable Network programs.

Surcos contributes to sustainable and efficient agricultural practices in the communities and countries within its footprint. Its core operations offer products and services enabling customers to use natural resources as a legacy to future generations.

El Banco

Gobierno
Corporativo

Capital Financiero

Capital Industrial
e Intelectual

Capital Humano

Capital Social

Capital Natural

Digital Transformation

We continued working on the digitalization of processes to improve customer experience, simplifying not only self-service and remote virtual transactions, but also banking on site.

Personal Banking

In 2023, we set about moving forward in furtherance of the cornerstones detailed below to be able to boost experience, security, continuous improvement, and new digital products and processes.

We additionally applied ourselves to working on the performance, availability, and good working order of this channel, which condition customer experience, through continuous improvements that optimize the quality of our different platforms.

We also designed a transactional dashboard for the Macro App and Internet Banking digital channels in order to track performance and implement corrective actions if necessary.

With regard to **customer experience**, even though we firmly believe that customers’ journey depends on a

comprehensive approach to the Macro App and the Internet Banking portal, we engaged in the following actions:

- Integration with the Qualtrics tools so that customers may primarily assess their level of satisfaction and effort in their interactions through the Macro App and the Internet Banking portal. To date, we have conducted over 700,000 surveys. Surveys pop up following (1) subscription to a digital channel, (2) a change of credentials, or (3) logging out after customers have applied for or renewed a loan, requested a salary advance, made a transfer, purchased credit, set up a mutual fund or term deposit, or paid for a service. We also improved survey analysis by unifying all the answers provided by the same customer —through a multi-channel approach— into one repository to assess the customer’s feedback across all the channels used.

In terms of **security**, we worked on the following:

- Password resetting through Macro Biometrics: Customers can reset their Macro App or Internet Banking password using the biometric data previously captured at a branch.

- Security Suite: We overhauled the fraud prevention suite to enhance its performance and achieve autonomy between the functionalities and channels monitored. This suite is intended to monitor transactions to prevent fraudulent behavior through IP analysis, black lists, etc. It is currently available for transfers, loan purchases, cardless cash withdrawals, and security token generation.
- Increased efficiency in the credentials verification processes to take out loans in order to facilitate and validate customers’ identification frictionlessly, without affecting the purchase of these products, and optimize customer experience while ensuring customer security.
- Improved parameters for transfer limits, with independent limits for both CBU (Uniform Banking Code) and CVU (Uniform Virtual Code).
- Deviation of transfers from the Internet Banking portal to the Macro App in order to mitigate Trojan-type fraud events.

With respect to **digital products and processes**, we engaged in the following actions:

- Integration with Salesforce: Incorporation of push messages to resume flows connected with loan sales, renewals or advances following their crash on the Macro App. We also worked on the development of a new specific messaging system for the Macro App, through InApp modals, and the Internet Banking portal, in specific sections for content management
- Pet Insurance: Sale of this product through the Macro App and the Internet Banking portal.
- Pull transfers or cash-ins: In compliance with the regulation on consent issued by the Argentine Central Bank, customers are allowed to fund their Macro accounts with cash available in accounts held at other banks or e-wallets.
- MODO: This product was enhanced as follows:
 - Special Offers Hub – Special Offers Carousel: For customers to check the special offers available.
 - Activity feed for customers to view all their transactions.
 - MODO UI’s change from Welcome and QR Payments.
 - Enhanced UX and UI in the QR Payments flow.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

- Google Pay: We implemented a development so that customers can add their Macro cards to the Gpay wallet.
- Credit and debit cards:
 - Credit card theft and loss report: It is now possible for customers to report the theft or loss of their Macro Visa or American Express credit cards through our app or Internet Banking portal. Upon filing the report, a request for new plastic is automatically generated with Prisma.
 - Credit and debit card delivery status tracking: Customers can track a Visa, MasterCard or American Express card delivery status through our app and Internet Banking service in the case of new and reprinted cards (this functionality does not apply to additional cards or the replacement of cards due to theft or loss).
- Orders not to pay, reversals, and cancellation of automatic debits: Customers can manage these functionalities through the Macro App and the Internet Banking portal.
- Legal deposits: Customers can deposit funds into court-controlled accounts through our app and Internet Banking service from wherever they are, without having to visit a branch.

Business Banking and public bodies

As in the case of Personal Banking, customer experience, security, continuous improvement, and new digital products and processes were also the cornerstones underlying our Business Banking initiatives and projects.

In order to focus on these areas, we organized work in three cells including IT, channels, suppliers, and business staff to generate increased team synergy and deliver products faster and with greater value for customers.

New digital products and processes:

One of the cells was engaged in the digitalization program, which seeks to digitalize processes on the Business Internet Banking portal and Business Banking App, especially in connection with the grant of products, which is a process conducted on site at our branches.

Over the year, we added new developments to the Business Banking channels available, such as the simulation of a loan repayable in monthly installments for SMEs and Professional and Merchants and the online application for such loan, the simulation of a loan repayable every six months or annually for the Agribusiness segment and the online application for such loan, the request for

checking account overdraft protection, and the activation of PosNet terminals. In this regard:

- The simulation and repayment of loans enable customers to apply for and obtain financing through an online self-service process on the basis of their credit rating, which they can also check on the channel. These loans include offers tailored to the needs of the different segments, for instance, loans repayable every six months or annually for the Agribusiness segment, and loans repayable every month for the rest of the segments.
- By requesting checking account overdraft protection, customers can, through an online self-service process, cover payments, clearing house or other needs in the absence of sufficient funds in their accounts.
- A store’s terminal activation (PosNet) enables customers to start accepting payments through this service, obtain the PosNet terminal, and manage sales while letting their customers use the payment methods of their choice.

We also digitalized the Telephone Banking PIN generation so that customers can contact the Call Center after a validation process and have access to more information in their interactions with our operators. In this way, customers no longer need to visit a branch to generate this PIN.

Lastly, customers can upload updated documents from their credit file and remain rated to access credit facilities.

With regard to customer experience and security, we introduced important changes having the customer at the center.

This is why the other two cells were tasked with enhancing the transactions and services already available through the different channels, working hard on customer security (a cornerstone of current digital flows), complying with the developments required by the Argentine Central Bank, and ensuring business continuity to deliver a top-notch service.

Within this framework and with a view to stand out among competitors, we developed new functionalities on the Business Banking App with a focus on the SMEs and Agribusiness segments that do not usually use a PC. We added functionalities enabling customers to check, subscribe for, and redeem mutual funds, and set up term deposits.

We also integrated the App with the Salesforce tool, which makes it possible to send customers push communications in connection with both sales and important information users need to know.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

One of the major milestones achieved was the digitalization of the process for reporting automatic debits and transmitting the relevant files, with an average of 630 downloads every day, which means that neither us nor our customers need to do so manually anymore.

As another major improvement in dealing with e-checks, we enabled customers to include a massive endorsement on their e-checks so that they can pay an invoice with multiple e-checks in one go. Before this, they had to do so by endorsing them one by one.

On the investment front, we made it possible for customers to have Money Market funds immediately credited upon redemption. This provides customers with immediate access to the funds, enabling them to make payments or use them as needed. We also extended the trading hours for this type of funds until 6 p.m.

In terms of security, we integrated a new version of the security suite, which features enhancements in the identification of potential fraudulent behavior,

including challenges to prevent crimes, also in line with the new security regulations issued by the Argentine Central Bank.



Aside from all these achievements, we introduced improvements in the flows of transfers, foreign trade, payroll, payment to suppliers, collection queries, term deposits, and mutual investment funds, among others, which resulted in a big benefit for all customers as personalized solutions demanded by Corporate Banking customers and public bodies.

As a final highlight, we drove the use of the tool intended for Courts and their Clerks' Offices, for both queries and transactions, thus digitalizing over 50 percent of the transactions between the Courts and the Bank (in the fifth bimonthly period, we processed 15,302 electronic court payment orders and opened 6,303 court-controlled accounts).

In order to achieve this, we offered over 20 online training sessions with courts of different jurisdiction in the provinces where we act as financial agents plus the face-to-face support of the

representatives in each province, who visited each courthouse to assist them in the implementation.

This joint initiative made it possible for many courts used to paperwork to go digital, thus reducing the resulting environmental impact. In turn, based on customers' experience using this functionality and constant feedback, we introduced several enhancements to facilitate courts' work.

-  The Bank
-  Corporate Governance
-  Financial Capital
-  **Manufactured and Intellectual Capital**
-  Human Capital
-  Social Capital
-  Natural Capital

Payment Ecosystem

NFC (Near Field Communication) payments or payments by proximity

We continue to bring innovation within the payment ecosystem so that our cards become customers’ primary choice. In this regard, we were one of the issuers present in the launch of Google Pay, the second most recognized digital wallet worldwide, with a growing evolution at global level and several countries within its footprint.

Google Pay helps users make contactless payments on site with mobile devices using the Android operating system and featuring NFC technology; payments are made by simply holding the device close to a payment terminal detecting this field. Then, depending on the device, users need to authenticate with Face ID or Touch ID.

Payments are secure because they are tokenized, that is, the actual information on the card is never shared with the store. This technology facilitates transactions in thousands of stores around the world accepting contactless payments.

MODO

In 2023, the banks’ wallet became the discounts wallet, and in this way improved its position in the market and gained greater acceptance among stores and users, who, in turn, reaped the benefits of the banks’ and MODO special offers.

Our MODO ecosystem attracted over 1,700,000 users, making us the second bank in number of MODO users. We also moved forward with the use of agile methodologies in order to enhance user experience and make the benefits of using MODO visible within the Macro App.

Among the most relevant enhancements, we can mention the following:

- Special offers hub: View of prominent banners showing some special offers with MODO. Customers can check the full list of special offers and their details.
- MODO’s own section within the Macro App to clearly identify everything connected with this wallet, including any automatic cashback rewards deposited into the account.
- View of selected special offers in the payment flow while choosing the payment method to provide users with

more and better tools on how to use their money.

- Upon completion of a payment, information on whether a discount or special offer has been or will be applied.
- Prior to delivery confirmation, view of the account and bank of the contact receiving the money.

These developments had a significant impact on the growth in the delivery share (an annual 7.5 percent contributed by Banco Macro, with more than 1,466,136 deliveries for a total of ARS 21,554,396,604) and QR payments (an annual 5 percent contributed by Banco Macro, with 3,091,004 payments for a total of ARS 21,812,460,704).

In this way, we ranked among the top 3 in terms of number of money deliveries (over 1,400,000), number of users (over 1,700,000), and payments (over ARS 21,800 million) within the MODO ecosystem.

Our banking app became the one providing the best user experience and featuring the largest number of functionalities implemented in the financial system. Besides, we are turning the Macro App into a wallet per se.

We offered the experience expected by any customer in terms of automatic

cashback rewards, with the benefit credited in one second. We helped customers decide which payment method was the most convenient, remained close to them, and engaged in all the ecosystem communications, promoting the use of MODO with educational campaigns and special offers through different media (social media, email, and push notifications, among others).

Macro Payment Click

We incorporated QR 3.0 transfers as a new payment method, making it possible to accept payments using the balance on bank apps and digital wallets. In this way, we introduced another option for unbanked users to pay their installments, service rates, taxes, or condominium fees via Macro Payment Click.

We also engaged in different marketing campaigns and initiatives intended to increase the adoption of this digital channel as a payment method, focusing on special offers of interest-free installments and the grant of rewards for payments made through Macro Payment Click.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Macro Experience Center:

Customer service models and research to know customers better

Comprehensive Program: The Voice of the Customer

In order to continue growing the VoC program, we worked to add intelligence and traceability to CX data. By integrating the relational and transactional models, we can manage customer satisfaction more efficiently, helping to continuously enrich costumers’ journey across all touchpoints.

This enables us to continue tracking metrics in real time and manage pain/friction points to work, establish priorities, and find solutions with the customer in mind.

We are also able to understand customers as a whole, at the individual, company, and relation ecosystem levels.

CX/MI – Customer Experience and Market Intelligence

We gained a deeper insight into our customers, contextualizing their surroundings and relationships with other financial market players. These issues remain key factors in the correct implementation and development of the experiences we offer within the Macro ecosystem.

We assigned the 4 archetypes across the entire portfolio

In order to continue enriching customer experience through customized communications and commercial offers and with the assistance of the Data and Analytics team, we were able to assign one of the four archetypes to each of our customers. This was the first step towards perfecting the archetypes predictive model and its continuous improvement.

CX Relational Model

Relational studies help us assess the relationship with our customers over time and gain a more comprehensive view of customer experience.

● **Personal Banking customer experience measurement.** This time, as many as 13,946 customers across all divisions nationwide answered online and telephone surveys in three stages intended to gauge the main customer experience indicators: NPS (Net Promoter Score), effort, primary bank choice, future relationship, experience, and loyalty.



WE OVERACHIEVED PERSONAL BANKING AND BUSINESS BANKING GOALS (CX KPIS)

With regard to Personal Banking and Business Banking, we achieved or overachieved our NPS (Net Promoter Score) and CES (Customer Effort Score) goals at Bank level. Among the 2023 figures, we earned very high scores in Digital Banking and the Selecta and Agribusiness segments within Business Banking.

WE RECEIVED FEEDBACK FROM OVER 1 MILLION CUSTOMERS

Thanks to the implementation of different journeys within the transactional model (additional functionalities on the app and IB portal, Macro Rewards, etc.) and the conduct of more efficient customer insight and relational surveys, we received feedback from over one million customers. By way of example, the number of customers completing our surveys rose from 152,609 in 2022 to 825,050 in 2023, only in the transactional model.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

● **Business Banking customer experience measurement (SMEs, Professionals and Merchants, and Agribusiness segments).** As many as 2,641 customers across all divisions countrywide answered online and telephone surveys in order to measure our NPS, CES (Customer Effort Score), primary bank choice, service attributes, commercial offer, and growth potential.

CX Transactional Model

We reached 825,050 customers who answered an online survey in real time regarding their journey through the contact channel of all divisions in order to rate their satisfaction and the effort put forth in the process.

Development of the Close-the-Loop Model

We started to develop the Close-the-Loop Model, a comprehensive process intended to actively engage with our customers' voices. The goal is to identify and correct deficiencies in order to drive customer experience and reduce churn rates.

After defining each of the criteria and limits of the alerts system, we will get to the time of implementing the minimum experimental unit (pilot test). This test will help us understand the impacts and behavior of data relative to a control group with a view to identifying impact limits.

Customer-centric culture under the “Macro Leaders 360°” and “More Connected, Better Experiences” programs

As a part of the “Macro Leaders” program, we helped the Culture and Talent Management Department develop the new skills and resources a future leader must have by holding Qualtrics training sessions and conveying a customer-centric vision in the learning process.

We organized workshops and meetings to provide all employees – managers with the tools required to understand, listen to, and address, in a speedy fashion, the needs of customers, based on their detailed knowledge to enhance each of their experiences.

Also in line with our purpose, we place customers at the center when devising our products and services. We implemented a program of activities with team leaders and other employees for them to live our customers' experience at each touchpoint and engage, from their position and daily work, in this cultural change.

Forward-looking customer service model

We collected information on the entire universe of customers in order to assess their overall perception of the customer service model currently in place in order

to validate strengths, identify points for improvement, and understand the transactions carried out through the channels available. For this purpose, we conducted an online survey answered by 1,933 customers with a focus on the migration of transactions from the physical to the digital world and a forward-looking customer service model in mind.

UX | UI - User experience

This vertical is mainly intended to achieve a unified and distinctive user experience that facilitates usability and delivers value and consistency to our communication and image to make a positive impact on customers' journeys while taking care of the rest of the ecosystem channels.

These are the main goals set in 2023:

- User-centric approach: To focus on users within the continuous delivery processes.
- Omnichannel experience: To unify customer experience across all channels.
- Autonomy: To equip the UX team with autonomy through the adoption of processes and methodologies.
- Content Design System: To build a Contact Design System with an omnichannel and scalability vision.

Among our main achievements in 2023, we were able to:

- Understand and map the Macro ecosystem and make a diagnosis of the current situation regarding the discipline.

- Design people-centered processes and methodologies and document them in the playbook.
- Provide a design service, tests, iterations, improvement proposals, workshops, etc.
- Design a scalable app and supplement it with UX tools.
- Assess the visual components of the Macro ecosystem and make a diagnosis of the user interfaces.
- Define the Design System principles and style guide.
- Define the content guide to be applied to the UI, based on the Macro voice and tone.
- Document use and provide support to the teams implementing it.
- Promote good working practices and the UX community at the Bank, among both employees and suppliers.
- Design people-centric processes and methodologies.
- Promote a user-centric mindset.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Content Design System

A design system is a set of standards to manage scale design by creating a shared language and ensuring both visual and content consistency across products and channels. It is a manner of documenting and managing styles, resources, and components, in line with good usage practices.

A Content Design System is a living document receiving feedback from the use and needs of the team and business.

Development of the Minimum Viable Product (MVP) of the provincial app

We also designed an app for use in the provinces with over 12 functional productive flows. As a part of this process, we devised the Design System including the minimum features required for the app to be scalable and adaptable to the demands of the provinces in a short time.

This helped permeate, together with the internal team, the cells and strategic projects undertaken by the Bank in 2023, not only with regard to Personal Banking, but also Business Banking and Government Banking, managing to engage in the different stages of the process and providing information through different tools facilitated by the UX discipline, such as benchmarks, usability tests, flow feedback, and screen designs.

We also designed and made available, to the entire organization, the first stage of the Content Design System including the defined Foundations and style guide for each segment, defining, for the digital interfaces: typographies, color palettes, layout, shapes, iconographies, and illustrations, among others.

CX Economics and Traceability

The purpose of this vertical is to unify and tap into all the information generated by the Customer Experience Center of Excellence (CX CoE) from a holistic perspective. In furtherance of this goal, we are innovating in the search of paths accounting for the association between customer experience and customer profitability, finding value in the customer-Bank relationship. Additionally, this vertical relies on the technical expertise required to provide support to implementations, information exploitation, and the creation of visualizations for the entire organization.

- This is what we did and how we did it in 2023:**
- We created and gave shape to a new department with expertise and specialized resources intended to attain the goals.
 - We provided support to the CX CoE's VoC model through implementations across our different channels, journeys, and digital platforms.

- We made information available for over 20 information collection projects of the CX CoE (regarding both CX and UX).
- We analyzed profitability metrics spanning over 2 years, gaining a deep insight into the IB customer value model with the aid of relevant departments.
- We moved forward with the data governance redesign and the platform supporting the entire CX CoE model, improving information management and security criteria in line with the market standards and good practices.
- We tracked and integrated the management department's KPIs and OKRs with the Bank's management model implemented.

Calls answered at the Call Center (CAT)	2022	2023
Call Center – Macro	849.713	899.381
Call Center – Business Banking	6.291	6.954
Help desk	157.068	125.625
Call Center – Selecta	95.124	115.329
Call Center – Investments	46.749	74.174
Transactions subject to verification	30.623	42.340
Interactive Voice Response calls (Total)	6.282.776	6.228.086
Calls answered at the Call Center (CAT) - Total	7.468.344	7.492.740

Customer service strategies by segment

In 2023, we focused on providing a more efficient service to customers by implementing customer care strategies by segment and establishing rules to make improvements in recording queries to identify customers' needs and work to address them.

For this purpose, we introduced developments such as customer identification by banking and segment, making it possible to refer customers to the proper department, and the inclusion of information plates to warn customers and provide a fast response in high-impact situations.

In line with this and to continue improving customer experience and knowledge, we worked on customer satisfaction survey results, focusing on the information provided by those dissatisfied to identify and correct deviations. This led to the organization of training workshops intended to enhance communication quality through a closer and customized customer care approach.

Besides, with a view to encouraging customers to go digital, we supported the BancoChat and Business Automatic Debit projects, guiding and educating customers in self-service.

- The Bank
- Corporate Governance
- Financial Capital
- **Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

We also conducted a more in-depth analysis of queries and processes so that, in 2024, we can continue integrating self-service functionalities into our digital channels and resolve issues at the touchpoint.

Loyal to our “Think Big” principle, we broadened the range of services offered at the Contact Center: Investment Banking customers can now submit technical queries about the Macro Securities App and, for Personal Banking customers, we started insurance sale pilot tests.

For faster and more effective internal communication, we implemented an Alerts and News WhatsApp group for the branch network and the Customer Service teams in order to deliver a fast and clear response to customers and enhance their experience.

In 2024, we will move forward with our marketing initiatives, focusing on customer retention and the activation and sale of products, seeking to deliver value in each interaction. And we will foster customer self-service by promoting the use of BancoChat.

Lastly, we will continue working to improve touchpoint resolution, thus preventing customers from being referred from one channel to another and enriching their journey.

Complaint Handling


In 2023, we engaged in different initiatives intended to improve quality and shorten resolution times in furtherance of a better customer satisfaction index. We managed to limit the internal resolution time to 4 días, in spite of a 10 percent increase in the number of complaints submitted without further staff assigned to the task.

With a view to enhancing the experience of customers and analysts, we continued analyzing the reasons for the complaints submitted and developing new functionalities: generation of non-recognized credit card charge complaints through BancoChat, simplification of procedures and shorter resolution times, automatization of the interest calculation process, submission of complaints by selecting transactions-credit card slips, and improved forms and typologies, among others.

For 2024, we will work on improving touchpoint resolution and implementing processes to ensure resolution quality.

Number of complaints by channel (1)	2022	2023
Branch	101.337	112.296
Call Center	155.706	183.891
Internet	124.363	124.265
Complaint Handling and Quality Department	612	497
Letters	73	88
Business Back Office	191	220
Officers before the Argentine Central Bank	655	849
Insurance	464	43
Total	383.401	422.839
Complaints rate by customer (total complaints/Personal Banking customers)	2 %	2 %
Complaints resolution rate (total complaints resolved/total complaints)	100 %	100 %

(1) The information shown includes Banco Macro's Complaints Handling and Quality.

-  The Bank
-  Corporate Governance
-  Financial Capital
-  **Manufactured and Intellectual Capital**
-  Human Capital
-  Social Capital
-  Natural Capital

On-site customer service infrastructure

Our footprint across the country

SDGs: 8, 10			
Regions	Number of branches	Financial system branches	Share
Northwest Argentina	104	311	33 %
Center of Argentina	174	1,013	17 %
Northeast Argentina	52	373	14 %
Patagonia	21	312	7 %
Cuyo	17	250	7 %
Province of Buenos Aires	65	1,434	5 %
City of Buenos Aires	28	735	4 %
TOTAL	461	4,428	10 %

Towns where we are the only bank

Towns	2023
Salta and Jujuy	19
Tucumán	11
Córdoba	5
Misiones	17
Santa Fe	24
Total	76

Our footprint extends to 23 jurisdictions across the country

Branches play a major role in our strategy as it is through them that we attain the goal of being close to customers. It is here that, through personalized interactions, we identify customers and determine their segment in order to offer them value propositions that suit their needs.

New customer service model

In 2023, we consolidated and moved forward with our digital strategy leveraging the digital assets that we had started developing and implementing.

We completed the implementation of our own biometric engine, intended to store customers' biometric data (face and fingerprints), at 426 branches. We manage to register customers in 80 percent of the sales, with levels currently above 30

percent (over the total of digital customers). As a result, 60 percent of transactions are carried out through self-service channels and biometric identification, which reduces any friction, as customers do not need to remember their credentials and can bank in a more efficient and secure way.

In turn, this biometric identification system started to be used in other areas of the branch, such as at the teller line, which means customers can withdraw cash by simply using their fingerprint, without any need for signatures.

This initiative is intended to offer them a much more secure and simpler authentication system to carry out transactions, as these biometric features become customers' new password.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

We also moved forward with the expansion of our fleet of in-branch technological devices, which seek to facilitate customers’ self-service and digital education both for sales and after-sales transactions (360 SSTs/423 GURÚ devices). The implementation of the Advanced Origination project, intended to digitalize processes through the creation of digital files and the introduction of the biometric holographic signature, makes it possible to do away with the use of paper and streamline procedures. In addition, digital files can be reused for other processes and future interactions with the customer. Over 390 branches already offer this service.

As an additional channel, we launched BancoChat, a new way to operate and interact with customers, thus becoming pioneers in the industry. Through this channel, customers can carry out transactions in an easy, fast, and safe way, certain of the security provided by biometric data. In this manner, we offer customers solutions through WhatsApp, a platform they use every day.

In this regard, this change of customer service model is supplemented and strengthened by the creation and adoption of a new in-branch role, known as Self-Service Officer, who is tasked with assisting customers in the use of digital devices at more than 200 branches.

On a final note, we finished changing our queue management system and digital display, improving and unifying customer experience at more than 365 branches. This makes it possible to show publicity tailored to the target audience of the branch (a mix, business customers, Selecta) and concentrate all the Argentine Central Bank’s regulatory information, doing away with paper.

Automatic Channels

ATMs are intended to address specific needs of both customers and non-customers, enabling them to withdraw cash and check their account balance in an easy and agile way.

In 2023, we continued with our ATM fleet renovation and expansion project, including the installation of 31 devices and the enhancement and upgrading of another 2.

As of the end of 2023, we had a total of 1,829 ATMs, 671 of which receive cash deposits warranting the immediate availability of funds, which turns us into the private bank with the largest ATM network across the country. In 2023, the number of monthly ATM transactions reached 27,495,422 for a total of ARS 189,459 million. As a result, we consolidated as the Banelco network’s leading institution, processing 36 percent of the transactions in the network with 21 percent of the ATMs.

Automatic channel users (1)	2022	2023
Personal Banking	1.630.966	2.109.577
Business Banking	59.752	69.007
Total	1.690.718	2.178.584

(1) It includes users of any automatic channel, including the Internet Banking service, Macro App, self-service terminals, Interactive Voice Response, and Call Center.

Automatic channel users (1)	2022		2023	
	Number (1)	Amount (2)	Number (1)	Amount (2)
Digital (Internet banking and Macro App)	657.136.445	No se informa	830.485.135	No se informa
SSTs (self-service terminals)	643.940	66.213	585.732	106.390
IVR (Interactive Voice Response)	4.037.226	143	4.084.349	243
Call Center	1.156.433	86.342	1.396.555	602.984
ATMs (automated teller machines)	27.927.142	113.662	27.838.308	200.086

(1) Average number of transactions per month.
(2) Average monthly amount worth of transactions in ARS million.

ATMs	2022	2023
Replacements	0	2
New equipment	18	16
Support equipment	22	15
ATMs featuring cash recognition and online deposit crediting functionalities	665	671
ATMs with a dual cash dispenser	75	75
Monthly transactions	27,927,142	27,495,422

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

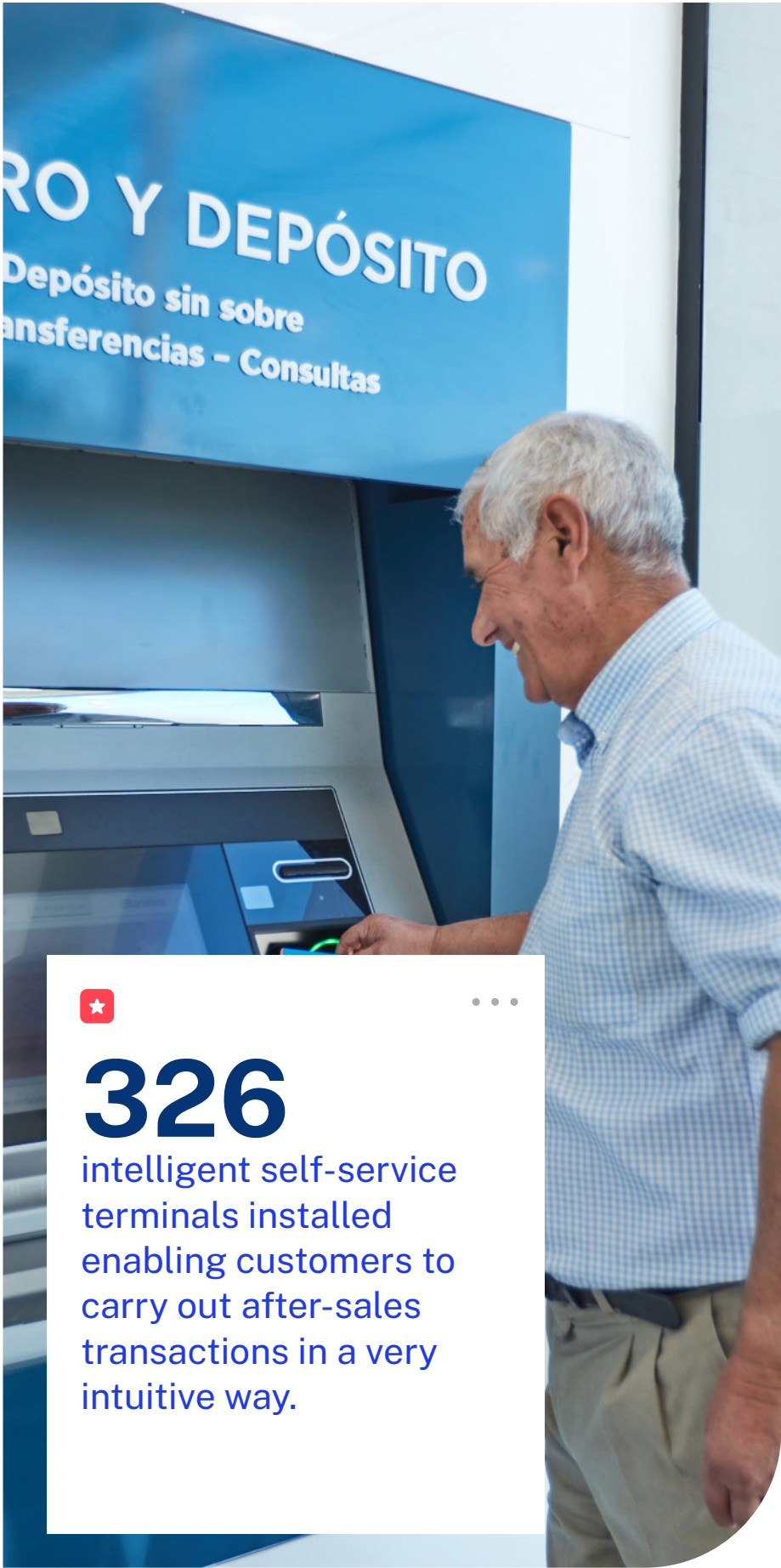
Self-service
Terminals

We work to enhance customer experience and ensure greater operating efficiency. For this purpose, we developed a project intended to replace the entire fleet of self-service terminals, including the renovation of all the devices and the creation of our own renovated network with state-of-the-art software and hardware, featuring, among other functionalities, the immediate crediting of deposits.

As a corollary of the project, at the end of the year, as many as 120 SSTs were rendered operative across different regions of the country (most of them available 24/7 throughout the year). Self-service terminals have thus become a friendly and intuitive channel for customers, who can carry out transactions with a significant number of bills.

Self-service terminals (SSTs)	2022	2023
Installed equipment	932	867
Replacements	4	129
New equipment	1	0
Support equipment	1	0
SST-equipped branches	436	413
Transactions	643.940	585.732
Transactions amount (ARS million)	66.213	106.390

Intelligent self-service terminals (ISSTs)	2022	2023
Installed equipment	215	326
ISST-equipped branches	151	209
Transactions	175.880	168.354
Amount worth of transactions (ARS million)	37.304	49.286



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital**
- Human Capital
- Social Capital
- Natural Capital

Accessibility of products and services

SDGs:
8, 10

We aim to provide increasingly accessible products and services. This is why, as of the end of 2023, we had 1,792 ATMs featuring audible and voice guidance technology for visually impaired people. We have also equipped 557 branches with ramps and special restrooms for those physically impaired.

We are close to our country’s communities with 7 Mobile Banking Units equipped with ATMs intended to provide that service more widely. In 2023, we were present in the interior of the provinces of Misiones, Salta, Jujuy, Tucumán, Neuquén, Catamarca, Buenos Aires, and Córdoba.

Branch accessibility	2022	2023
ATMs for blind users in operation	1.770	1.792
ATMs for blind users as a percentage of total ATMs	98 %	98 %
Branches and customer service points equipped with ramps	550	557
Branches equipped with special restrooms	300	310

Simplified contracts

SDGs:
8, 10, 12

We achieved a milestone in Argentina by introducing an initiative to simplify contracts back in 2016. The goal, always with a focus on customers, is to make processes easier and more efficient and to speed up the interactions with the branch network. As a result, customers are more informed and can make better decisions and our staff’s daily workload is reduced as all the information is contained in one single document.

Our simplified contracts, implemented back then, have evolved over the last seven years and are supplemented by product sheets sent by e-mail or delivered in printed form. Drafted in plain and transparent language, product sheets seek to make communication brief and simple so that customers can consciously use products and services such as credit and

debit cards, personal loans, insurance, product packages, service channels, and credentials.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Marketing campaigns for individuals and companies

In 2023, we strengthened the bonds with our Business Banking customers through different strategic programs, such as business partnerships and the referrals campaign. This facilitated the sale of credit facilities and the engagement of new customers. Among our Personal Banking customers, our communication strategy was based on their lifecycle stage and activities. Worthy of note is a program intended to encourage the use of debit and credit cards to finance their personal interests, the launch of specific offers to attract Payroll Plan customers, and the grant of entirely digital loans targeted at both current and potential customers.

With a view to 2024, we are going to continue working on campaigns intended to grow our portfolio and increase cross-selling and on specific actions addressing the value chain.

Among our Personal Banking customers, we also implemented nationwide campaigns and tactics thinking about their impact on individuals, communities, and the business. One of them was the campaign reinforcing our purpose, to drive “Argentina to think big,” with Scaloni and Aimar as the drivers of the message. Other not so far-reaching campaigns were targeted at communicating our support to sports, with a specific focus on diversity and inclusion. We also engaged in the communication of the NAVES Program at a federal level, supporting entrepreneurs from all over the country.

Thanks to the important work performed, we won a Digital Martín Fierro prize and different categories within the Eikon and Mercurio awards for our communication work in 2022 and 2023.

Physical and information management security

Personal data protection

We implement and monitor the observance of good personal data protection practices (Act No. 25,326), applying acceptable security standards to electronic and physical data.

As required by the laws on data protection, we communicate that we collect and process personal data for marketing and customer profile creation purposes in order to offer financial products and services tailored to customers’ specific needs or characteristics, and for assessing the risk of new transactions, in both cases preserving those segmentations and profiles insofar as customers continue to have a contractual relationship with us. We can also transfer customers’ data to third parties for further processing. All our databases are registered with the relevant enforcement agency.

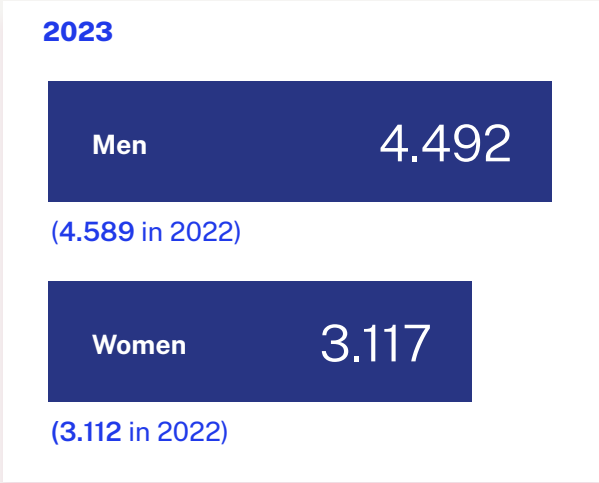
Besides, we extend this commitment to our value chain, seeking to ensure our suppliers’ compliance with the Public Information Access Agency’s recommendations on data processing for marketing purposes. We also guarantee, through different processes, the rights of the owners of such data as prescribed by the Act.

-  The Bank
-  Corporate Governance
-  Financial Capital
-  **Manufactured and Intellectual Capital**
-  Human Capital
-  Social Capital
-  Natural Capital

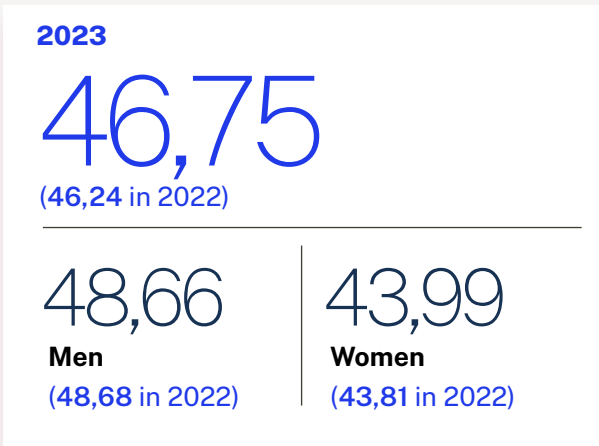
Human Capital

Human Capital in figures

NUMBER OF EMPLOYEES



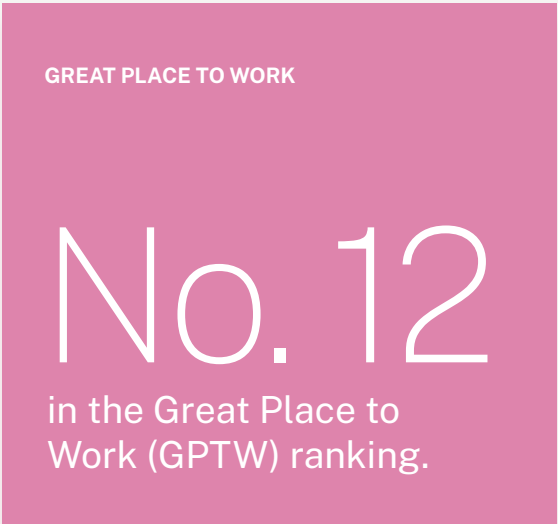
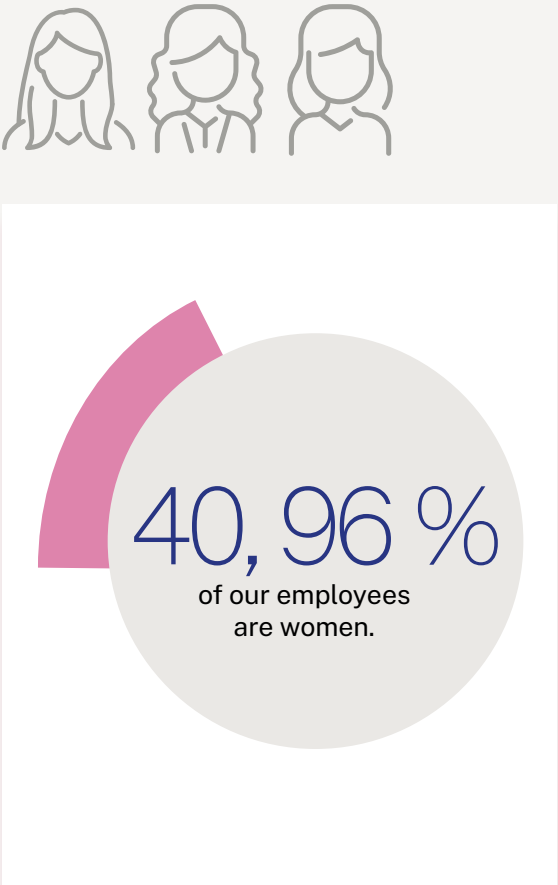
AVERAGE AGE



AVERAGE LENGTH OF SERVICE (IN YEARS)



WOMEN EMPLOYEES



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Payroll breakdown by geographical region

	2022			2023		
	Men	Women	Total	Men	Women	Total
Employees in the City of Buenos Aires and Greater Buenos Aires	1.389	1.049	2.438	1.197	916	2.113
Employees in the interior of the country	3.200	2.063	5.263	3.295	2.201	5.496

Payroll breakdown into core areas and branches

	2022			2023		
	Men	Women	Total	Men	Women	Total
Employees in core areas	1.504	995	2.499	1.499	1.015	2.514
Employees at branches	3.085	2.117	5.202	2.993	2.102	5.095

Payroll breakdown by length of service

	2022			2023		
	Men	Women	Total	Men	Women	Total
Less than 5 years	768	739	1.507	364	285	649
Between 5 and 9 years	640	523	1.163	661	597	1.258
Between 10 and 14 years	674	685	1.359	687	656	1.343
Between 15 and 19 years	407	332	739	515	562	1.077
Between 20 and 24 years	505	334	839	327	298	625
Between 25 and 29 years	870	106	976	685	440	1.125
Over 30 years	924	194	1.118	1.253	279	1.532

The Bank

Corporate Governance

Financial Capital

Manufactured and Intellectual Capital

Human Capital

Social Capital

Natural Capital

New hires








	2022	2023
Total new hires	296	336
By region		
City of Buenos Aires and Metropolitan Area of Buenos Aires	200	146
Other regions	96	190
By gender		
Men	168	176
Women	128	160
By age		
Up to 30	105	146
From 31 to 50	176	182
Over 50	15	8

Payroll breakdown by age

	2022			2023		
	Men	Women	Total	Men	Women	Total
Up to 30	115	119	234	169	167	336
From 30 to 50	2.334	2.279	4.613	2.215	2.223	4.438
Over 50	2.140	714	2.854	2.108	727	2.835

Payroll breakdown by occupational category and gender

	2022			2023		
	Men	Women	Total	Men	Women	Total
Senior Manager	10	1	11	10	1	11
Manager	90	34	124	92	34	126
Head/Supervisor	1.311	485	1.796	1.050	473	1.523
Analyst/Officer	1.782	1.744	3.526	1.955	1.725	3.680
Office Clerk/Operator	1.396	848	2.244	1.385	884	2.269

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

Payroll breakdown by occupational category and age

	2022			2023		
	Up to 30	From 30 to 50	Over 50	Up to 30	From 30 to 50	Over 50
Senior Manager	0	4	7	0	3	8
Manager	0	70	54	0	68	58
Head/Supervisor	14	931	851	16	827	680
Analyst/Officer	229	2.364	933	224	2.415	1.041
Office Clerk/ Operator	64	1.171	1.009	96	1.125	1.048

Staff turnover

	2022			2023		
	New hires	Departures	Turnover rate	New hires	Departures	Turnover rate
By region						
Employees in the City of Buenos Aires and Greater Buenos Aires	200	209	8,57 %	146	125	5,96 %
Employees in the interior of the country	96	308	5,85 %	190	303	5,48 %
By age						
Up to 30	96	24	10,25 %	146	32	9,80 %
From 30 to 50	185	223	4,83 %	182	123	2,75 %
Over 50	15	270	9,46 %	8	273	9,67 %
By gender						
Women	128	212	6,81 %	160	154	4,95 %
Men	168	305	6,65 %	176	274	6,06 %
Total	296	517	6,71 %	336	428	5,61 %

The Bank

Corporate Governance

Financial Capital

Manufactured and Intellectual Capital

Human Capital

Social Capital

Natural Capital

Return-to-work and retention rates following maternity or paternity leave, broken down by gender

	2022		2023	
	Men	Women	Men	Women
Employees on maternity or paternity leave	84	91	59	60
Employees that returned to work following maternity or paternity leave	84	91	59	60
Return-to-work and retention rates following maternity or paternity leave	100 %	100 %	100 %	100 %

Occupational safety rates








	2022 (1)	2023
Rate of absenteeism (2)	3,06 %	2,55 %
Days lost to absenteeism (2)	47.820	47.372
Rate of absenteeism due to occupational accidents	0,09 %	0,11 %
Days lost to occupational accidents	1.669	2.025
Rate of absenteeism due to disease	1,08 %	1,43 %
Days lost to disease	20.682	26.542

(1) The calculation methodology was modified for 2022.

(2) Rate of absenteeism: Days lost over the year/working days over the year (payroll by working days). Vacation absences are excluded and the calculation methodology was modified for 2022.

Rate of absenteeism

2023			
By region	Accidents	Disease	Total
City of Buenos Aires and Greater Buenos Aires	0,12 %	0,81 %	1,52 %
Interior of the country	0,10 %	1,66 %	2,93%
By gender			
Men	0,09 %	1,20 %	1,91 %
Women	0,13 %	1,76 %	3,48 %

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

Labor market context

Our Purpose as the new labor market's cornerstone

In 2023, the Human Resources scenario experienced a major transformation. The post-pandemic era, blended working environments, and people's time as a priority prompted phenomena such as the day after the great resignation, the "great regret," and "quiet quitting." These events placed the emphasis on the way in which companies manage their talent and help their teams to thrive professionally.

The health crisis served as a catalyst to drive many companies to reflect on their priorities, values, and goals, including their track record and how this is linked to work. Even though this resulted in the resignation of a large number of people, nowadays many of them show true intentions to return to their old jobs. This phenomenon, as well as that of quiet quitting — by those who stay despite their lack of commitment to their jobs —, laid on the table the importance of job satisfaction, work-life balance, and the search for a purpose at work whereby employees identify with their organization.

This context led us to strongly focus on our declared purpose, that is, we intend "Argentina to think big, to think about Macro," and on our closeness, agility, pride, and key-role values, to find that much sought-after connection and help people develop the skills required to adapt to the future of work, which is already a part of the present.

How can that identification be achieved? How to engage those who are a part of Macro to keep choosing us? How to attract talent that can help us grow bigger every day? Human Capital management was based on these three questions in 2023.

Against this challenging backdrop, we once again dared to think big by renewing our bet on growth. We acquired Banco Itaú Argentina, an action that came as a surprise to the market and enabled us to solidly expand in the City of Buenos Aires and the Metropolitan Area. In addition to this acquisition, with 1,600 people joining us amid a dynamic context, we opened 39 branches and hired 282 people, focusing on ensuring job stability and security and committed, as always, to prioritizing jobs as a first law.



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital**
- Social Capital
- Natural Capital

Human capital management model

Over the last few years, we have been witnesses to a new labor scenario we are not alien to. This context of the world of work has been shaped by three major events:

- The post-pandemic situation, with a highly volatile labor market;
- The “great resignation” phenomenon, a series of social changes leading people to decide to leave their jobs and open up to new opportunities; and
- The new ways of banking, with new business models at global level and a blended banking management model at Macro.

Against this backdrop, our HR team felt the need to seek and put forward the best strategies to help us understand the skills demanded by the new scenario. As a result, we made the decision to generate human capital management changes, speeding up an important transformation and analyzing, in the first place, how to help each member of staff develop the skills required in view of these changes.



No. 12 in the Great Place to Work (GPTW) ranking.

81 % of favorable answers to the GPTW questions.

This is how this new management approach translated into two actions: creating internal loyalty and being an attractive employer in order to rely on the best talent in the market. With this in mind, we embarked on a review of our value proposition, working heavily on measuring employees’ experience and adapting to new ways of work, which in turn resulted in increasingly agile and digital daily management practices.

In line with these changes, there is a shared purpose behind each of our actions: we want Argentina to think big, we want it to think about Macro. Therefore, in

2022, our Human Resources Department decided to fuel this premise internally by fostering business transformation. In this regard, we worked on two big key areas cutting across the entire organization: the use of digital tools and a management model that places each member of staff at the center of decisions.

#Culture Internalization of our purpose and principles

SDG:
8

Our DNA to drive a banking revolution in Argentina

In 2023, we mainly worked on translating our principles to make them much more than written words; we worked on how they are comprehended and serve as the origin of the strategic projects we implement.

In turn, with a view to “Being and Thinking Digital,” we defined the Macro Capabilities, a model that defines and includes the skills required to drive a banking revolution in Argentina. This map of Macro Capabilities is intended to identify the distinctive abilities that turn us into a unique company, recognize those that must be strengthened, and develop those required to successfully ensure business sustainability.

The Core Capabilities defined to “Think Big” are: Impulsar el Modo Aprendiz

1. Apprentice Mode.
2. Innovation.
3. Data-driven Culture.
4. Customer Centricity.

In turn, in the course of the year and after declaring our purpose and redefining our principles, we developed a behavioral model that served as a basis for the co-creation of key cultural elements. With a view to facilitating its adoption, we created a site intended for our purpose and principles that contains the “Being” of each principle and the connection with the different events and actions implemented, where the “making

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- **Human Capital**
- Social Capital
- Natural Capital

things happen” idea materializes. This site delivers added value as it provides a downloadable digital kit enabling each member of staff to instill the Macro DNA in their teams and daily work.

We also worked on the identification of “anti-Macro” behavior, which encompasses those acts which do not represent the organizational culture and which members of staff are expected to refrain from. In addition, we implemented a learning game intended to offer a hands-on experience in connection with our purpose and principles and to encourage desired behavioral models.

Purpose 2.0: To achieve it, we first have to think big

We continued to raise awareness of and communicate our purpose with an inspiring message, a vote of trust in the skills required for a person to achieve everything they want. This message, which began internally, crossed the doors of the organization to be shared on mass and social media. This awoke a significant sense of pride among teams, as different initiatives were undertaken, such as the campaign known as “There are no backup players at this bank,” with a substitutes’ bench set at the Macro Tower, or the communication campaign calling for the recreation of popular images of the Argentine soccer team’s coaches to be shared with the entire team through JAM, our internal networking site.



We designed a specific site for all BMA employees with frequent questions and answers to bring them reassurance and certainty.

**Macro BMA:
“With you, we are + Macro”**

In 2023, we designed more than 20 integration-oriented actions as a result of the acquisition of Banco Itaú Argentina, as a part of a framework project intended to support people and teams in this transition. The design of this process is organized on the basis of 4 big stages and targeted at different stakeholders:

- Stage 1. Communication in advance for Macro’s members of staff only: The goal was to reduce their uncertainty and share the information available as progress was made towards the agreement.
- Stage 2. D-Day: Once the acquisition became official, the action plan was communicated to the members of Macro and to those joining the team.
- Stage 3. Relocation: We developed a plan for the organizational welcome and onboarding of the teams as they moved to Macro’s premises.
- Stage 4. Post-relocation: Team integration and consolidation.

The campaign was designed in view of the different audiences facilitating team integration: regional leaders and managers, information cascade officers, members of the core areas of BMA and of the core areas of Macro, and the entire branch network team.

The design of a site for onboarding purposes and the implementation of welcome videos, informal meetings such as breakfasts, and toolkits are intended to guarantee that team integration proves successful, thus strengthening our Macro identity. The first steps of this integration project were taken in 2023 and the project will become a part of our Culture and Human Resources management in 2024.

**#Organization evolution
Trust as a key factor to think big**

Leaders’ mindset evolution

Macro Leaders 360°

This is a transformation-oriented platform intended to redefine the role of leaders as agents that think big, challenging their own limits and developing fundamental skills, such as data-driven decision making and a customer-oriented approach. The program rests on three cornerstones, that is, leaders as self-leaders, culture facilitators, and business agents of change. We also relied on the participation of 10 consultants

and market experts, including 34 meetings. In addition, we developed a site specifically targeted at participants and containing schedules, activities, and session content. To date, this program has been assessed as satisfactory overall, with an average score of 4.7 on a scale from 1 to 5.

A great empowered and informed team

Continuing along the path we started years ago, we sought to ensure that the information on strategic and tactic plans is directly shared with each member of the organization, speeding up internal communication. Leaders are then left with the task of emphasizing and zooming in on topics employees already know about. As a starting point, our General Manager presented the 2023 Strategic Focus, outlining the strategy and areas of work. Afterwards, the rest of the management departments generate their Annual Strategic Plan (PAE, acronym in Spanish) and share it with their teams on the premise that all of them should know their department’s Annual Strategic Plan and understand their contribution both as individuals and team members. In this way, each member of staff is engaged in the circulation of the organization’s strategic messages.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

In turn, in order to ensure communication across the organization, we conducted research on JAM, our main internal communication channel, with a view to collecting information on the needs of users regarding daily tasks and, at the same time, understanding and empathizing with their concerns and motivations. Among other initiatives, we conducted a survey among 470 participants, and some of the most relevant results are the following:

- 70 percent uses this social networking site daily.
- 50 percent stated that the site contains a satisfactory amount of information.
- 69% regarded it as useful or very useful.

This research gave rise to multiple comments and options of ideal designs generated by the participants, a true work on experience to be implemented in the next fiscal year.

Onboarding: Our DNA from day one

In furtherance of the Macro DNA behavioral model across the entire organization, we started from the beginning, by optimizing our onboarding process. In this regard, we worked on a comprehensive induction proposition with the following goals.

In order to address the areas of opportunity identified, we engaged in the

following actions:

- Unification of the onboarding information and processes for 3 target audiences: new hires, leaders, and the HR team.
- Creation of a site, which can be viewed from outside the Bank’s environment, with information to live the Macro experience from the stage before formal employment with the company so that everything is completely clear for each candidate from the beginning.
- Optimization of the value proposition communication: The emotional and functional benefits we offer were organized into 4 categories.
- Tailored message in job offers: We focused on the requirements for each role and on the range of benefits available.
- Inclusion of videos to explain how work is done at our branches and core areas.
- Creation of a site intended for leaders to provide clear and centralized information on the talent search process, position requirements when a new member is hired, the backstage and times required to deliver a WOW experience, and tips for better interviews conveying the purpose from the first interaction.
- Talent team training to engage in unbiased interviews.

In this way, we were able to effectively convey our principles and centralize information, simplifying the adaptation process and administrative procedures. We also strengthened our value proposition

and increased our capacity to attract talent. This project is a successful transformation with a positive impact on the organization’s culture.

In turn, since May 2023, we have implemented an on-site onboarding process for new hires at the Macro Tower, and, since August, a virtual process for those joining the branch network. This is a welcome initiative intended to translate our purpose into actions, creating closeness and key-role experiences from day one. We designed an agenda for each action so that new hires can find out more about the organization first hand and formally feel a part of it.

Macro’s Family Day: Our biggest treasure

In 2023, despite the country’s inflation, we continued to hold Macro’s Family Day events. We embarked on this unique initiative by the end of 2021 with a view to conveying our purpose to each family and, at the same time, so that each family understands how important they are for us. In spite of a context that forced us into an exhaustive budgetary and logistical analysis, our teams continued to show the biggest treasure that keeps them united, together with a growing number of members and their families.

The 2023 events were held in Mendoza, with the participation of over 600 people,

and in Córdoba, with over 1,100 attendees. On Macro’s Family Day, we recognize family diversity and its importance in the life of each member of staff. New to this edition was the inclusion of our principles as the basis for the creation of the travelling format and of each game, action, and dynamics. We designed activities for all ages and family groups and offered an inclusive sports area. We engaged local suppliers and measured our carbon footprint: as a result, we bought 26 biocarbon+, planted 55 trees, and donated non-perishable food to Fundación Sí and the Ronald McDonald Foundation from Córdoba.

This unprecedented initiative in our history has been joined, so far, by 4,304 people including staff members and their families in Rosario, Salta, Jujuy, Posadas, Mendoza, and Córdoba. At the event held in Córdoba, we conducted a pulse survey showing that participants’ overall satisfaction with the event stood at 100 percent and that 98 percent believed these events help strengthen the sense of Macro Pride. Lastly, in order to celebrate the efforts put into this great initiative, Macro’s Family Day was recognized with the Blue Eikon Award within the “Events” category.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Promoting a diverse culture

SDGs:
5, 10

In 2023, we once again celebrated the National Pride Day, focusing on the idea of creating inclusion at a micro-level and celebrating diversity at a Macro-level. In particular, on November 15, we held a virtual meeting to share the initiatives we are undertaking, from promoting Sports with Pride to fostering an inclusive culture and marketing perspectives connected with the LGBTQ+ community.

We also engaged in activities oriented to a “Safe working culture”:

- Macro Leaders Workshops, “The Ability to Include,” with 200 participants.
- Macro’s Family Day activations regarding Family Configurations.
- Trans Employability at the San Francisco branch in Córdoba (2023–2024 project)
- Internal Communication Curatorship on JAM
- Creation of a Positive Representation Image Bank, a “People’s Bank,” with several real choreographies and teams from the organization. The idea is to offer as broad a representation as possible of the Bank’s team in terms of federal diversity and diversity of people.

We were ranked No. 2 in the GPTW ranking for the Silver Generation, a

recognition achieved thanks to the assessment of those aged 55 or more working for Macro. We feel very proud to have been recognized for encouraging an environment that values and celebrates diversity, not only in terms of gender or sexual orientation, but also with regard to age, emphasizing the value of teamwork in promoting an inclusive culture.

In addition, in line with our commitment to social inclusion, we continued to partner with Fundación Espartanos to support inmates’ reentry into civilian life and help create opportunities for those seeking to function in society. In turn, we joined the National Employment-Oriented Training Scheme (AET, acronym in Spanish) launched by the Ministry of Labor, implemented in December 2022 and ended in May 2023. Under the scheme, youngsters from all over the country were helped to “think big” by acquiring their first tools and experience in the world of work. This practice was offered at branches located in different provinces, such as Jujuy, Misiones, Salta, and Buenos Aires and attended by 45 youngsters aged 18-24. During this period, participants engaged in daily 4-hour sessions, gaining work experience and hands-on knowledge of the banking sector.

Benefits for our employees

In 2023, we redefined our benefits plan on the basis of 4 categories. Our main initiatives include the following:

1. We drive your growth = Professional development benefits

- Undergraduate and graduate scholarships.
- Recognition upon graduation and extended study leave (21 days per year)
- Learning communities: Talks, daily sessions, and events regarding business trends and current affairs.
- More than 200 training courses.

2. We make your life easy = Economic benefits and exclusive discounts

- Interest-free salary advance of up to 20 percent.
- Pet insurance and rent guarantee insurance subject to preferential rates and conditions.
- Blended working conditions at the Macro Tower and flextime.
- Business partnerships and exclusive discounts: Sheraton Hotel, Samsung, Tienda Molinos, and more.
- Fixed child care allowance for parents.

3. We take care of what matters to you = Benefits for you and your family

- School kits for our employees’ school-aged children: A gift voucher to be exchanged on the ALOT platform
- Special gift on Children’s Day: A gift

based the child’s age for our employees’ children. In 2023, we distributed 3,877 throughout the country.

- Raffle for tickets to shows and sports events + access to enjoy the Macro Club in the City of Buenos Aires and the Metropolitan Area.
- Special benefit upon marriage, childbirth, and adoption.

4. We think about your wellness = Benefits for your health

- Discounts at Sports Club, Gympass, and the Macro Tower Gym.
- Annual Flu Vaccination Campaign and Blood Donation Campaign.
- Free-of-charge disability advisory services and comprehensive assistance for people with autistic spectrum disorders.
- Special discount at the Cormillot Clinic for employees wishing to change their eating habits.
- Prevention and awareness-raising campaigns regarding different health topics based on the WHO’s calendar. In this regard, we worked on schemes tied to health awareness dates and intended to encourage health check-ups:
 - 17-5: World Hypertension Day. Preventive blood pressure check-up at the doctor’s offices of our core areas across the country.
 - 13-10: World Sight Day. We conducted an eyes health campaign through JAM and invited employees to go for an exhaustive visual acuity test at the doctor’s offices of our core areas

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

- across the country.
- 14-11: World Diabetes Day. In addition to sharing information on the disease, we invited employees to have their blood sugar tested at different doctor’s offices across the country.
 - 29-09: World Heart Day. Heart disease risk assessment at the doctor’s offices of our core areas across the country.
 - In September, we addressed the issue of smoking through a virtual talk targeted at those wishing to give up this harmful habit.

Benefits	2022	2023
Children’s Day	4.102	3.887
School kits	5.520	5.249
Childbirth	214	162
Vaccination	5.521	5.314

Development of capabilities for the challenges of the new labor market

SDG: 4		
Staff training	2022	2023
Total hours	319.567	249.117
Total synchronous training hours (1)	96.509	87.295
Total remote training hours	223.058	161.822
Percentage of participation over total payroll	100 %	100 %
Hours by gender		
Women	125.452	109.775
Men	194.116	139.342
Number of hours by occupational category		
Senior Manager	168	167
Manager	3.881	5.017
Head/Supervisor	62.845	44.916
Analyst/Officer/Other	252.674	199.017

(1) The name of this indicator was changed from “Total on-site training hours” to “Total synchronous training hours” as this format includes on-site and online virtual training and thus proves more descriptive.

Your Acting and Thinking Big: A new philosophy for development

“Your Acting and Thinking Big” became a continuous management process. This new approach differs from that adopted in previous years, when we held “series of talks.” At that time, we agreed on and set certain goals, which then remained in process as “Undertaken Goals” until submitted to the review stages established, the “Mid-Year Talk” and “End-of-Year Closing Talk.” As from “Your Acting and Thinking Big” approach, goals are addressed on an ongoing basis, which means they are available for review as they occur.

As a result of this change:

- Conversations were facilitated between leaders and team members. As a result, leaders had the opportunity to timely step in, guiding and fueling their team members’ performance and recording the comments and assessments directly in a form as goals were attained, adjusted as required, or a deviation occurred. There was no need to wait until the end of the year to record everything.
- The goals set could be reviewed in a simpler and more dynamic way as they could be rescheduled, changed or added in answer to the dynamics of the context and to possible new business needs.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

The goals were set by all the staff in the core areas and the Sales and Distribution Department hired on or before September 30, 2023, with the exception of those included in the structure of other areas, Internal Mail Delivery staff and Security/Surveillance.

Digital Banking Week: A successful third edition

In line with the aim of “Being and Thinking Digital,” we provide our employees with the opportunity to find out about banking trends and digital and technological advances. The Digital Banking Week initiative seeks to strengthen digital skills and the adaptation to an ever-changing context, ensuring that staff members are ready for the current challenges facing our business. In this third edition, over 35 experts delivered virtual or blended talks, open to the entire population of the Bank and attended by 4,229 participants. All the content was then made available on the Learning Portal for those unable to join the talks live or wishing to listen to the talks again.

In turn, we continued to encourage members of staff to unleash their best selves through the following initiatives and practices:

Learning Paths

We designed learning paths tailored to different roles in furtherance of our employees’ learning and development needs:

Learning Module: More than 600 courses of our own. Over 128,823 courses completed in 2023. We continued to offer courses through external platforms:

- Coderhouse benefit, used by 104 people.
- 350 annual licenses to engage in courses on learning platforms.
- + 4,100 Udemy hours.
- Crehana Skills Acceleration Program, with 2,800 training hours.

SCHOLARSHIPS 2023 is a program intended to support employees’ academic training and contribute to their professional development.

- 82 scholarships granted.
- +18,000 hours of study under scholarships.

External courses: Courses to fuel teams’ training.

- 129 participants in external courses.
- +800 external training hours.

Macro Data Programs: Initiatives intended to data users.

- 11 initiatives.
- 401 participation instances.
- 250 persons.
- 2,491 training hours.

Role evolution programs to grow bigger

In view of the new scenarios and the impact of technology and artificial intelligence, the organizational strategy and design are in constant evolution. In this context, the “Challenge your Role” program encourages employees to transition into new profiles, skills, and capabilities to address the current needs of the business. From its implementation, over 1,400 people have engaged in this initiative. In 2023, the focus was placed on the acquisition of commercial skills by tellers and operation staff.

Besides, we worked on the “Future Managers” program and on the training of the Sales and Distribution team.

Challenge your Role 2023/2024

In view of a changing and ever-evolving context, functions as such experience significant changes:

- At the branches, they are oriented towards a more comprehensive approach, relying on greater support and having a more considerable digital impact, with a focus on commercial aspects.
- In the case of our core areas, functions are transitioning into less operating, but more analytical, creative, and digital profiles.

Against this backdrop, it is essential that people be aware of their current skills and of those they must acquire. The flexibility for quick adaptation and for

assuming a key role in their own development, engaging in a constant learning process, becomes a need.

This is how, through the concept of “re-skilling,” the “Challenge your Role” program supports people in their transformation. Since 2021, we have encouraged this process among all teams in the branch network, reaching over 1,400 people. In 2023, we focused on the tellers and operation staff, who currently have the ability to assume more comprehensive roles, offering services, advice to customers on products, and support in the onboarding process or digital sales.

Preparing the future in the branch network

In addition to the “Future Managers” and “Challenge your Role” programs, we worked heavily on the Sales and Distribution teams’ training through the following programs:

- Future BBOs: A program covering 76 people from the branch network with the potential to serve as Business Banking Officers and offering 30 training hours.
- Comprehensive Banking Training Program with the Argentine Catholic University: 40 people.
- Professionals & Merchants Training: A program intended to provide technical knowledge and tools regarding this segment in order to strengthen Business Banking members’ capabilities and skills in view of the demands of the business. This training was

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

offered in a virtual format and three editions, certifying the knowledge of 252 people.

- Leadership and Management Diploma Course with Universidad Siglo 21: A course intended for people with teams under their charge who need to strengthen their roles and for those who, in the medium or short term, may serve leadership positions in our core areas. The 2023 edition already has 100 participants.
- Evolution Program: A refresher course targeted at the branch network in line with the business strategic needs. Participants were able to have the knowledge acquired certified through a case study approach. The course was attended by 4,537 participants receiving an average of 10.25 hours of training per person.

Agility to be regarded as a Digital Bank

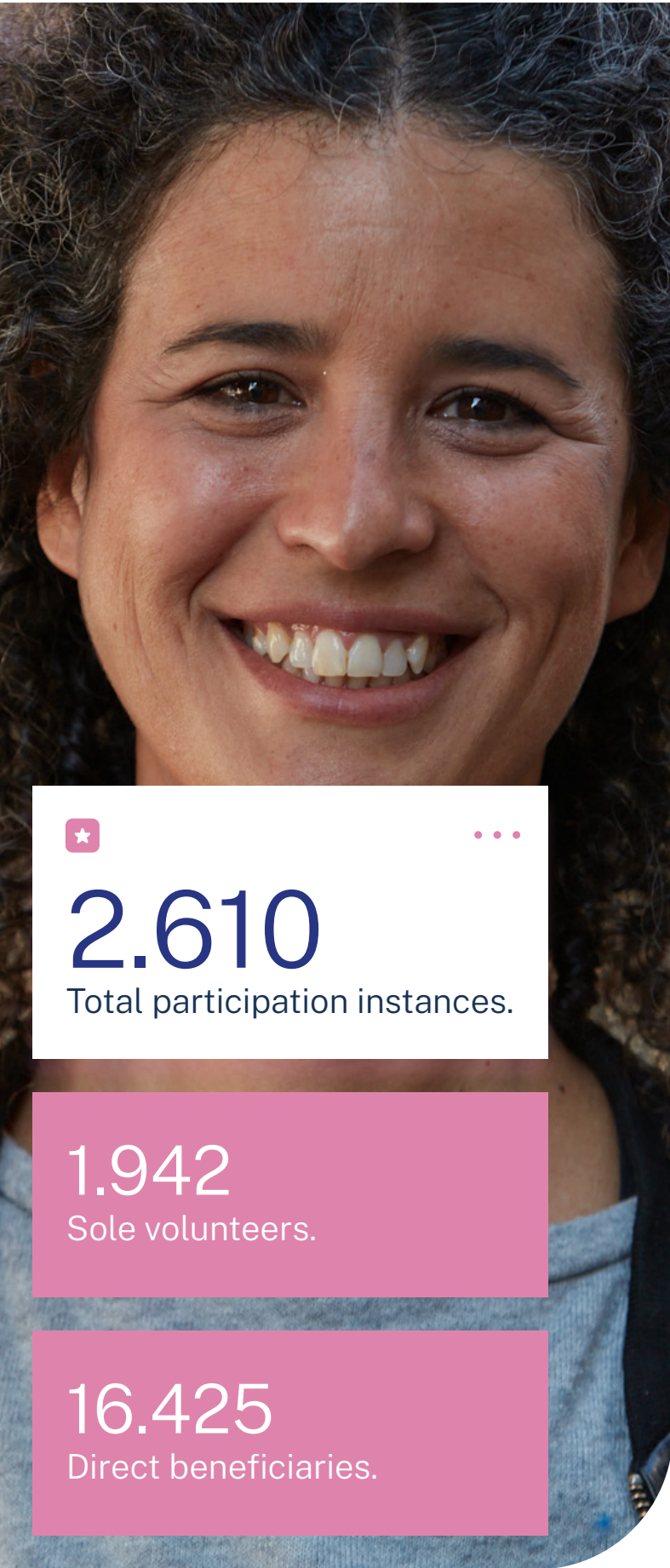
In 2023, we worked on the following agile culture cornerstones:

- Agile mindset at company level: “Macro Agile Fundamentals Internal Certification” with the participation of 1,108 people.
- Macro Agile: An internal and external payroll dashboard to know the population involved and the roles and knowledge at organization level, including the Macro Agile Ecosystem staff: Breakdown by Program, Platform, and CoE, by profile and dedication (FTE), and by internal and external status.
- Scrum Master Role: We helped develop this role through two initiatives: Training skill through a “Train the Trainers” program including virtual and on-site meetings and a coaching session to provide feedback and adjust both dynamics and content. Facilitation skill: Agile facilitation fundamentals in the Scrum Master Community of Practice.
- Product Owner Role: In furtherance of the skills required for this role, we created two learning paths: Macro Agile Fundamentals and Onboarding Fundamentals for an agile team.

Besides, in order to know the situation of the technical capabilities and knowledge required for the Scrum Master and Product Owner roles, we implemented specific assessments on World Class assessment platforms which, based on the results, contributed to the development initiative.



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital



★ ...

2.610

Total participation instances.

1.942

Sole volunteers.

16.425

Direct beneficiaries.

Volunteering work that makes a difference

In 2023, our volunteering program kept growing with increasingly consolidated activities.

Under the charity ambassadors’ program, we conducted four campaigns countrywide: “Back to School,” “Cold Weather Campaign,” “Children’s Day,” and “Charitable Christmas.” We supplemented them with 15 volunteering days held in the provinces with volunteers and families. Hand in hand with Gino Tubaro, we held two “MANOTONES,” one at the Macro Tower and the other one in Rosario, at which we were able to build and donate over 30 hand and arm prostheses.

We also organized painting and tree planting days in several regions, with a total of 2,610 participation instances over the year, which translates into 1,942 sole volunteers and an impact on 16,425 direct beneficiaries.

We also organized 4 blood donation days in partnership with Asociación Civil Dale Vida at the Macro Tower and Córdoba, on which over 200 volunteers donated their blood aware of the importance of this voluntary act to save lives.

Thinking big is to think that, together,

we can make a difference every time we help.

Charitable projects
In September 2023, we launched the 16th Call for Charitable Projects, a contest which is already a tradition within our organization and very much awaited by the teams from our branches and core areas to be closer to the communities that need us.

On this occasion, the main themes were health, nutrition, education, sports, trade workshops, and the creation of sustainable jobs. The contest was entered by 114 teams from all over the country, and 20 of them received awards, with a total of ARS 10 million worth of prizes.

Volunteers for financial education and inclusion
As a part of our “Healthy Finances” program, we called and trained, for the third consecutive year, over 31 volunteering employees from all over the country to serve as program counselors through workshops run in their communities.

These volunteers were trained at the following workshops:

- “Effortless Healthy Finances.”
- “Healthy Finances for the Future.”
- “Healthy Finances for your Business.”
- “Digital Healthy Finances.”

We currently rely on a team of 31 “Healthy Finances” professional volunteers. Each participant could choose the training that best suited their preferences and, based on that, participate in two training days addressing the content selected.

Volunteers for the NAVES Program
The NAVES Program also relied on professional volunteers as the 61 winning projects in the NAVES Federal Edition were supported by a mentor from Banco Macro, employees who wholly voluntarily assisted the entrepreneurs in the business aspects and at the most difficult stages of the program.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

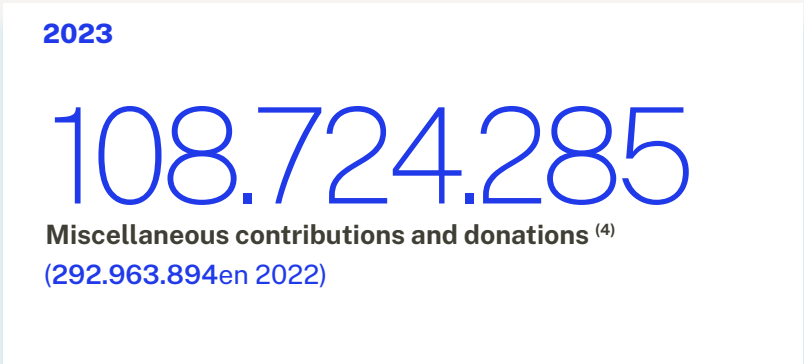
Social Capital

Social investment in figures - FBM

INVESTMENT IN FUNDACIÓN BANCO MACRO ⁽¹⁾



SOCIAL INVESTMENT IN FIGURES - BANCO MACRO



BY TYPE OF SOCIAL WORK

2023	
5.843.722 Art and Culture (6.906.437 in 2022)	42.165.939 Social Assistance (42.722.004 in 2022)
7.722.055 Environment (6.115.478 in 2022)	45.435.000 Integration (28.580.104 in 2022)
11.656.000 Social Medicine (427.750 in 2022)	47.298.562 Sustainable Work Program (20.549.927 in 2022)
28.009.122 Financial Education and Inclusion Program ⁽³⁾ (18.199.549 in 2022)	53.308.691 Entrepreneurial Support Program ⁽²⁾ (25.140.107 in 2022)
40.910.569 Administration of Fundación Banco Macro (18.614.437 in 2022)	60.329.539 Nutrition (18.654.372 in 2022)
53,252,796 Volunteering Work (32,512,749 in 2022)	70.803.658 Education (37.130.865 in 2022)

(1) Indicator made up of social investment and administrative expenses incurred in managing Fundación Banco Macro.
(2) It includes the NAVES Program and other entrepreneurial support schemes.
(3) It includes the “Healthy Finances” program and other financial education initiatives.
(4) This indicator applies to Banco Macro; it does not include Fundación Banco Macro.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

TOTAL SOCIAL INVESTMENT IN FIGURES
(FBM AND BANCO MACRO)



OTHER INDICATORS



(5) Number of participation instances by volunteers on the Volunteering Work Days, Campaigns, Charitable Projects, and Professional Volunteering Work.

(6) Number of volunteers who took part in a volunteering initiative at least once.

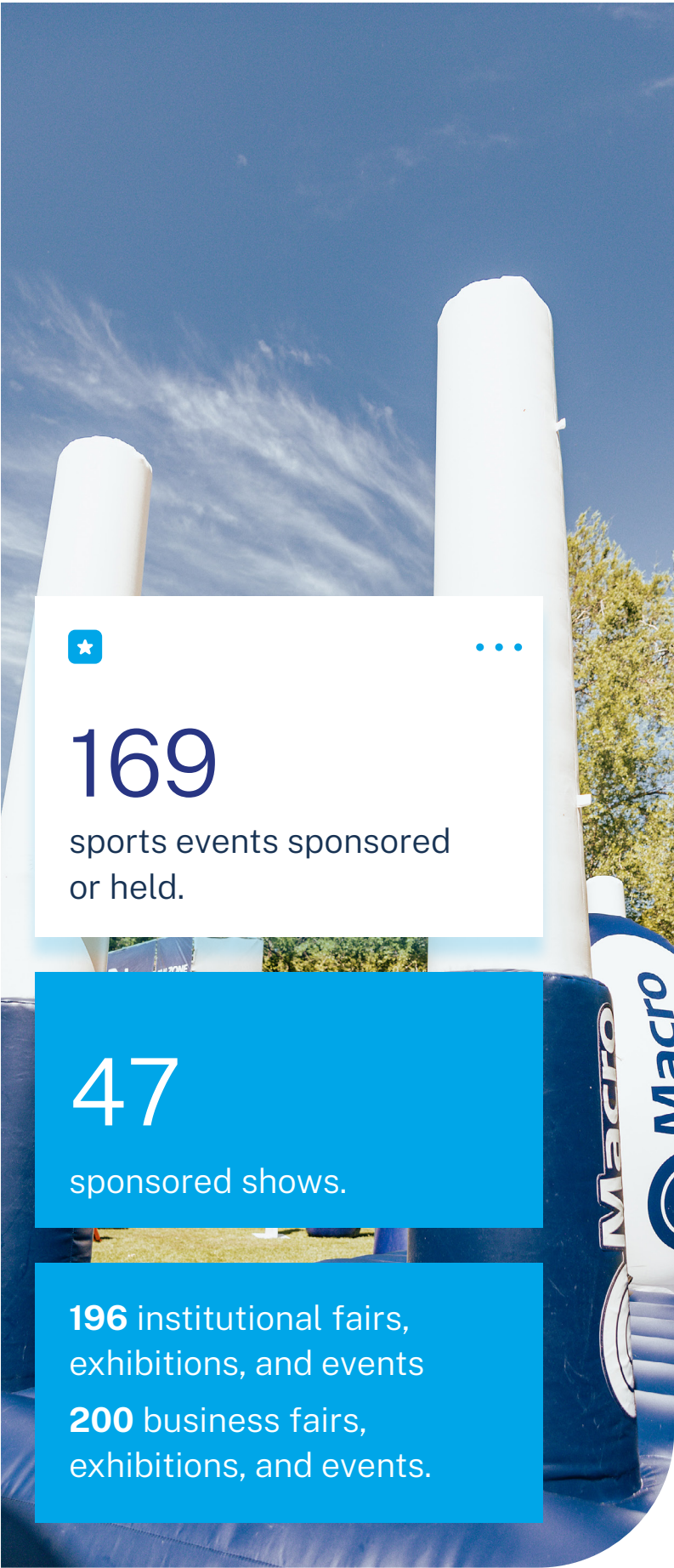
(7) It includes Sustainable Work, Financial Education and Inclusion, Nutrition, Education, Social Medicine, Integration, Volunteering Projects, Entrepreneurial Support, Art and Culture, Environment, and Social Assistance.

(8) It includes social welfare organizations with which we partner through Fundación Banco Macro and organizations and municipalities where we held “Healthy Finances” financial education workshops.

BENEFICIARIES 2023

Program areas	Direct beneficiaries	Indirect beneficiaries
Sustainable work	1.337	5.347
Financial education and inclusion	10.192	62.720
Entrepreneurial support	3.379	42.864
Nutrition	6.186	30.185
Education	13.248	62.170
Integration	27.167	100.440
Social medicine	1.041	4.164
Corporate volunteering work	16.425	65.112
Environment	13.773	52.674
Art and culture	7.500	30.000
Total	100.248	455.676

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital



Events and sponsorship

In 2023, we strengthened our brand positioning with an attractive loyalty proposition for each segment.

We held several events with our main customers across the country, in each city of the interior where we operate in the agricultural, mining, oil, big companies, Payroll, and Selecta segments.

Among our institutional initiatives, we sponsored the Democracy and Development Series organized by Clarín at the Museum of Latin American Art in Buenos Aires (MALBA, acronym in Spanish), the Argentine Industrial Association in its 29th Industrial Conference, and also different events organized by El Cronista Comercial in connection with mining and big leaders. In addition, we were present at the events held by the Institute for Argentine Business Development (IDEA, acronym in Spanish) and during the IDEA Colloquium in Mar del Plata.

Throughout the year, we supported the country’s Chamber of Mining Companies during several congresses and talks held in different provinces. With regard to the

agricultural sector, we were present with a stall at Expoagro, the sector’s most important fair in the country, and supported CREA and the Argentine Association of Direct Sowing Producers (AAPRESID, acronym in Spanish) at their conferences and at lunches and dinners with customers.

In turn, we organized our own events for the entire value chain of the mining and oil sectors in Salta, Jujuy, Catamarca, and Neuquén. And we launched a mining card with benefits for the sector’s entire value chain.

In view of the presidential elections and the current economic context, we held talks on economics in the provinces with business customers and Carlos Melconian, Alejandro Catterberg, and Claudio Zucovicki, among others.

During the winter, we accompanied our customers to enjoy the season to the fullest with benefits and loyalty-oriented initiatives in Bariloche, the Cathedral Hill, shopping malls, and a gastronomic circuit.

As to the sponsorship of shows, we offered interest-free installments in the

purchase of tickets to shows such as Messi 10 Cirque Du Soleil in Salta, Juan Rodo’s Dracula, and the concerts offered by Carlos Rivera and Bizarrap on the Buenos Aires Horse Racing Track.

Sports events

We are firmly committed to sports, fostering effort, commitment, constant self-improvement, and teamwork.

The sports supported in 2023 include the following:

- Soccer: We sponsor clubs such as Tigre, Belgrano, Instituto, Gimnasia y Esgrima de Jujuy, Club Social y Deportivo de Puerto Madryn, and Independiente Rivadavia.
- Hockey: We support the Argentine Hockey Confederation and held a hockey clinic for customers with the Leonas hockey team.
- Paddle tennis: We sponsor the Argentine Paddle Tennis Association, helping players grow, the ATP Tour in Buenos Aires and the A1 Paddle Tennis Tour in Salta. We also organized paddle tennis clinics for customers.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

- **Rugby:** We support over 55 clubs from all over the country, including the Pumpas, encouraging sports and comradeship. We also support the Argentine Rugby Association’s Foundation in all the events held. We sponsor the Rugby Association of Buenos Aires and we are present in every match, including the championship semifinals and finals.
- **Golf:** We held our own tournaments all over the country and sponsor the Republic Open, the Coast Open, and the South Open.
- **Tennis:** We sponsored the ATP tournament in Córdoba with benefits for our customers.

Among the most important sports events supported over the year, we can mention the matches played by the Pumas in Mendoza and Buenos Aires. As both events were held in the country, we could invite our best customers.

The year 2023 was very special for our rugby and we gave our Personal and Business Banking customers the chance to participate in a draw for packages to travel to the France World Cup and live an unforgettable experience.

News about other programs

Nutrition

We continue to partner with Asociación Civil Saberes to work on nutritional health. In 2023, we completed the implementation and monitoring stages of the pilot project known as “Nutrition in Community: School Meals in an Intercultural Context.” The project covered 15 schools in 3 towns of the Chaco Salteño region (Gral. Ballivian, Morillo, and Embarcación). We delivered 70,000 cereal bars co-created through community work to be eaten for breakfast at school. To supplement this, we worked at a territorial level through workshops with the community families to validate acceptance. In turn, we monitored the project on a continuous basis to establish, through different variables, its acceptance by the school children involved and then make adjustments for the future. Approximately as many as 2,000 school children benefited from the project, receiving the food three times a week from August through December.

We celebrate the monitoring results, which show concrete data on the assessment of

this nutritional solution which was widely accepted among the Wichí and local communities.

Lastly, through a partnership with Fundación Sí, we annually finance 12,000 meals per month at 24 community centers in Jujuy, Salta, Misiones, Tucumán, Córdoba, Santa Fe, and Buenos Aires. Each center is regularly assessed and supervised to guarantee the proper distribution of the food donated.

Trades

We partner with Pequeños Pasos to provide training and employment opportunities for people and cooperatives, quality enterprises, and real jobs.

In 2023, through the “Trades and Employability” program, we worked in 7 provinces including towns with high social vulnerability rates: Tierra del Fuego, Rio Negro, Buenos Aires, Tucumán, Salta, Jujuy, and Misiones.

Through professional training and public-private partnerships, we offered over 40 courses on different areas for 40

beneficiaries.

These courses were supplemented with financial education through the “Healthy Finances” workshops. In addition, a team of professionals made up of psychologists, social workers, occupational therapists, and coaches assisted the beneficiaries in the use of different job search tools, such as how to draft a resume, prepare for an interview or register with the Federal Public Revenue Administration (AFIP, acronym in Spanish), among others.

As a result, at the end of the year, one of every four people who finished the courses found a formal job or had a business project at an advanced stage.

Integration

Hand in hand with expert organizations and with a focus on inclusion through sports, arts, and other rehabilitation therapies, we seek to improve people’s quality of life and psychological and physical development. Among the organizations we partner with are Fundación ASEMCO, Fundación de Equinoterapia del Azul, the Ronald McDonald House, La Casa del Niño, and Asociación Civil Creación.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Sports and Inclusion

We support sports and inclusion with Fundación Baccigalupo’s schools all over the country. We sponsor the inclusive rugby of the Pumpas, Ciervos Pampas, Uru Cure Rugby Club, and Los Toros in Córdoba, Los Cuyis in Mendoza, and San Agustín in Santa Fe.

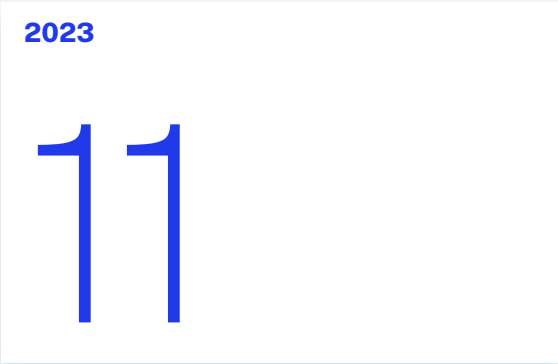
Support to education

We continued to strengthen our commitment to education through a mentorship program for high school and university students. Our main partners are Fundación Sí, with its university internships project, Universidad Católica de Salta, Anpuy, and Brazos Abiertos.

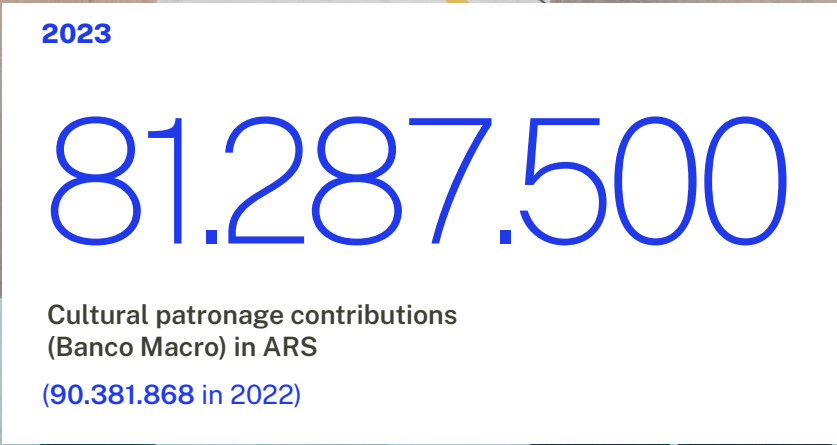
Cultural patronage with the Government of the City of Buenos Aires

Within the framework of the patronage system introduced by the Cultural Participation Act of the Government of the City of Buenos Aires, we continued to foster artistic and cultural disciplines with a view to promoting employment and creating jobs by setting work teams in motion. Some of the projects undertaken to support this cultural and employment reactivation are connected with music recording, cultural heritage, infrastructure, audiovisual arts, and publications.

DISCIPLINES PROMOTED



PROJECTS SUBMITTED



- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Supplier management

SDG:
8

Supplier management

As we do every year, we updated our active suppliers’ status through an analysis of purchases involving significant amounts without detecting any exceptions.

As a part of the registration process, we conduct an initial assessment through a Nosis business report and verify suppliers’ AFIP status, issuance of invoices on account of non-existing transactions, or the existence of any negative comments regarding their financial or tax-related situation.

In 2023, we also updated our management system, purging and strengthening the database of suppliers available for a given transaction.

In managing suppliers, we seek to create a flexible environment of mutual collaboration for increased efficiency. The main supplier management goals include:

- A significant reduction in the total acquisition cost.
- A reduction in tied-up working capital.
- Improved quality of the service engaged.
- Use of technology to reduce management time.
- Hiring of new suppliers or strategic business partners.

In 2023, we moved forward with our visits to and search for local suppliers engaged in the provision of institutional image and IT services, technical training, building works and maintenance, and locksmithing for banks, among others. In addition, we continued to undertake initiatives so that all our suppliers also become our customers.

Suppliers in figures

	2022		2023	
Number of active suppliers	4.910		5.529	
Suppliers by region:	Total	%	Total	%
Buenos Aires	2.167	44 %	2.446	44 %
Far North of Argentina	480	10 %	553	10 %
Center of Argentina	1.771	36 %	1.986	36 %
Nuevo Cuyo	253	5 %	290	5 %
Patagonia	239	5 %	254	5 %
Procurement expenses by region (1)			2023	
Suppliers by region:			%	
Buenos Aires			83 %	
Far North of Argentina			4 %	
Centro			11 %	
Nuevo Cuyo			1 %	
Patagonia			0,40 %	

(1) This includes payments made to Argentine suppliers only, which account for 97.8 percent of our total expenses.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Number of suppliers providing the top ten products and services

	2022	2023
Transport	388	390
Professional services	490	487
Machinery and equipment maintenance	44	45
Advertising and publicity	557	563
IT services	156	153
Security	65	67
Office supplies	37	35
Healthcare services	43	41
Cleaning services	43	43
Building repair and maintenance	282	280

Local and inclusive procurement

With a countrywide branch network, we give priority to the purchase of local goods and services as an essential part of our value chain, in order to boost regional economies. In contrast, nationwide projects are entrusted to large, recognized leading companies.

Some of the inclusive local purchases made in 2023 include the following:

- Graphic services and display boards.
- Manufacture and fitting of furniture.
- Equipment (manufacture and assembly of electrical panels).
- ATM roll printing.
- Execution of works.
- Building maintenance service.
- Fumigation and tank cleaning.
- Cleaning service.
- Surveillance service.
- Mineral water provision.
- Coffee vending machines.
- Gardening and pruning service.
- Air-fresheners and cleaning supplies provision.
- Arrangements for and purchase of employee uniforms.

Suppliers’ portal, rating system, and database

This tool, used by most suppliers in 2023, enables them to upload their documents in advance, thus ensuring the entire process traceability and speeding up payment.

Through self-registration and the migration to a new management system, our suppliers’ portal continued to make it possible to increase the number of invoices received thereby.

Our continuous rating system provides a uniform database containing high-quality information about each supplier’s financial, ethical, and political characteristics. In 2023, we maintained forms updated and moved forward with the implementation of the Remedy system for the complete traceability of suppliers’ registration, deregistration, and changes and the identification and resolution of any process inefficiencies.

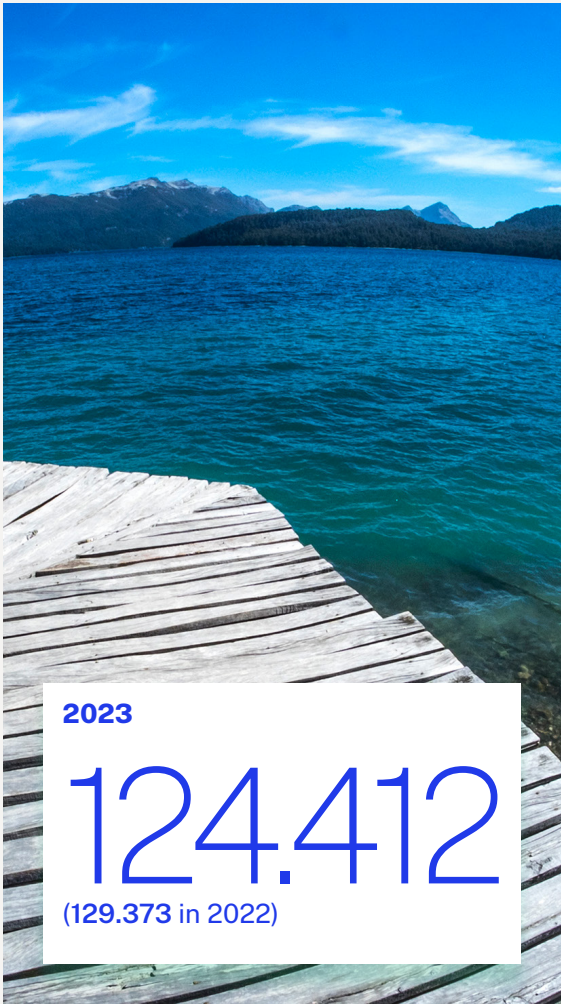
- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Natural Capital

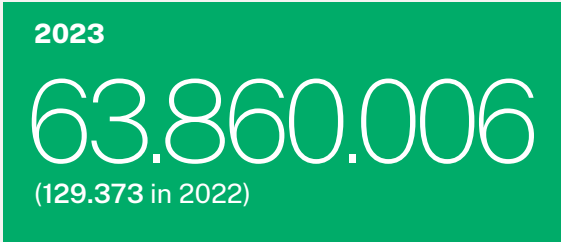
Direct environmental impact

Materials management

PAPER MANAGEMENT. USE OF REAMS



PAPER MANAGEMENT. NUMBER OF PRINTOUTS



(1) One subscription may account for more than one product.

E-statement subscriptions	2022	2023
Subscriptions		
Customers subscribed to the service (1)	2.549.008	3.200.990
Customers subscribed to accounts	2.509.979	3.175.855
Customers subscribed to cards	2.000.325	2.288.508
Accounts		
Checking accounts	16.497	17.289
Savings accounts	1.423.577	1.893.181
Packages	1.069.905	1.265.385
Cards		
Visa	1.543.686	1.793.439
MasterCard	389.556	393.912

Sustainable corporate building

LEED certification process

In 2023, we maintained the certification earned in 2022, when we were awarded the LEED certification for “Banco Macro’s Corporate Headquarters” regarding their design and construction and achieving a GOLD rating with 64 points distributed among the following areas of concentration:

- Sustainable Sites (20 points).
- Materials and resources (5 points).
- Indoor Environmental Quality (9 points).
- Water Efficiency (10 points).
- Energy and Atmosphere (11 points).
- Innovation and Design Process (5 points).
- Regional Priority (4 points).

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital**

Carbon footprint

Carbon footprint offset certificates earned by the Bank in 2023.

Certificado de Retiro de Unidades de Carbono Verificadas (VCU sigla en ingles)

Verra, en su capacidad de administrador del Registro de Verra, certifica por el presente que en 01 Feb 2024, 8 de Unidades de Carbono Verificadas (VCUs) fueron retiradas a nombre de:
Banco Macro S.A

Nombre del proyecto
GENNEIA WIND PROJECTS IN ARGENTINA

Número de serie VCU
12600-420222824-420222831-VCS-VCU-1323-VER-AR-1-1987-01012020-31122020-1

Additional Certifications
CORSIA - Pilot Phase, 2021-2023

Powered by

Certificado de Retiro de Unidades de Carbono Verificadas (VCU sigla en ingles)

Verra, en su capacidad de administrador del Registro de Verra, certifica por el presente que en 29 Dec 2023, 25 de Unidades de Carbono Verificadas (VCUs) fueron retiradas a nombre de:
Banco Macro S.A.

Nombre del proyecto
GENNEIA WIND PROJECTS IN ARGENTINA

Número de serie VCU
12600-420221127-420221151-VCS-VCU-1323-VER-AR-1-1987-01012020-31122020-1

Additional Certifications
CORSIA - Pilot Phase, 2021-2023

Powered by

Certificado de Retiro de Unidades de Carbono Verificadas (VCU sigla en ingles)

Verra, en su capacidad de administrador del Registro de Verra, certifica por el presente que en 29 Dec 2023, 15 de Unidades de Carbono Verificadas (VCUs) fueron retiradas a nombre de:
Banco Macro S.A.

Nombre del proyecto
GENNEIA WIND PROJECTS IN ARGENTINA

Número de serie VCU
12600-420221112-420221126-VCS-VCU-1323-VER-AR-1-1987-01012020-31122020-1

Additional Certifications
CORSIA - Pilot Phase, 2021-2023

Powered by

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital

Annex I

GRI Content Index

The information reported in this GRI Content Index covers the period running from January through December 2023 and follows the GRI Standards as a reference.

The internal information collection process was designed taking into account these requirements.

The Content Index presented below was prepared in compliance with the requirements of the new GRI Universal Standards 2021. GRI contents were selected through a Materiality Analysis.

We also present the Targets of the Sustainable Development Goals, which have already been prioritized and are relevant to such GRI contents.



Statement of use

Banco Macro has prepared the report in reference to the GRI Standards for the period beginning on January 1, 2023 and ending on December 31, 2023.








GRI 1 used

GRI 1: Foundations 2021








GRI Standard	Content	Location in Primary Document	Omission	SDG
General Contents				
GRI 2: General disclosures	2-1 Organizational details	9 The Bank's headquarters are located in Buenos Aires, Argentina. Banco Macro operates in all regions across Argentina.		
	2-2 Entities included in the organization's sustainability reporting	9		
	2-3 Reporting period, frequency, and contact point	3 Banco Macro presents its integrated report accounting for its economic, social, and environmental performance on an annual basis. sustentabilidad@macro.com.ar Tel: (011) 5222 6500		
	2-4 Restatements of information	In the event of restatements of information from previous reports, this is reported in a footnote where applicable.		

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
General Contents				
GRI 2: General disclosures	2-5 External assurance	This report is not externally assured.		
	2-6 Activities, value chain, and other business relationships	9, 12, 30-31, 35, 37-39, 59 Banco Macro does not sell products or services prohibited in other markets.		
	2-7 Employees	46 All the employees work full time under a permanent contract of employment.		8.5, 10.3
	2-8 Workers who are not employees	All the employees work full time under a permanent contract of employment.		8.5
	2-9 Governance structure and composition	16-18 The shareholders nominate and appoint the members of the Board of Directors at the Shareholders' Meeting as provided in Companies Act No. 19,550 and Banco Macro's bylaws.		5.5
	2-10 Nomination and selection of the highest governance body	16-18 Banco Macro's Corporate Governance Policy provides for the diversity of membership of the Board of Directors. It does not set out any minimum requirements or composition quotas.		5.5
	2-11 Chair of the highest governance body	Neither the Chairman nor the members of the Board of Directors discharge executive duties. The Argentine Central Bank's rules establish specific guidelines on the exercise of executive duties by the directors of certain financial institutions, mainly those with a key role in the financial system, precluding such possibility.		
	2-12 Role of the highest governance body in overseeing the management of impacts	12, 16-18, 69-72, 77-79 The Board of Directors holds a meeting at least once a month.		
	2-13 Delegation of responsibility for managing impacts	16-18 Banco Macro's Institutional Relations Management Department works in direct liaison with the Board of Directors and manages the sustainability strategy and Fundación Banco Macro.		
	2-14 Role of the highest governance body in sustainability reporting	The Report is approved by the President of the Bank.		
	2-15 Conflicts of interest	79, 81-82 No conflicts of interest were reported in 2023.		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
General Contents				
GRI 2: General disclosures	2-16 Communication of critical concerns	16, 19-21, 82-83 The report handling protocol contains a classification for the identification of critical incidents, which are immediately reported to the Ethics and Compliance Committee for their consideration in order to decide how they will be dealt with and devise an action plan.		
	2-17 Collective knowledge of the highest governance body	16, 73-74 The Board of Directors engaged in two training courses in 2023, one on Anti-Money Laundering and Counter-Terrorist Financing in July and the other one on Risk Management in October.		
	2-18 Evaluation of the performance of the highest governance body	16, 73-74		
	2-19 Remuneration policies	16, 73-74		
	2-20 Process to determine remuneration	16, 76-77 No external stakeholders’ opinions are considered in determining remunerations.		
	2-21 Annual total compensation ratio		Confidentiality issues. Given the local context in which Banco Macro conducts business, this information is kept confidential in order to ensure the personal safety of its staff and senior management.	
	2-22 Statement of sustainable development strategy	5-7		
	2-23 Policy commitments	2, 9, 12, 19-21, 58, 61-62, 67, 70-71		
	2-24 Embedding policy commitments	16, 70-72		
	2-25 Processes to remediate negative impacts	12-13, 19-21, 44, 58		
	2-26 Mechanisms for seeking advice and raising concerns	19-21, 40, 42, 44, 50, 58		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
General Contents				
GRI 2: General disclosures	2-27 Compliance with laws and regulations	19-21, 61-62, 79-82		
	2-28 Membership associations	14		
	2-29 Approach to stakeholder engagement	19, 21, 40-42, 48, 50-51, 59, 79-82, 84-85		
	2-30 Collective bargaining agreements	All our employees are included in the collective bargaining agreement entered into by the Banking Labor Union.		8.8
Material Topics				
GRI 3: Material Topics 2021	3-1 Process to determine material topics	84-87		
	3-2 List of material topics	84-87 There are no significant changes in the Scope or Boundary of any aspects with respect to previous reports, except for the financial indicators including the acquisition of Banco Itaú.		
Material Topics				
Digital banking-oriented accessibility to the banking system				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 36-41, 71, 84-85		
Banco Macro-specific indicator	Access points in scarcely populated or economically disadvantaged areas, by type	13		
Products and services for unbanked and underbanked people				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 35, 71, 84-85		
Banco Macro-specific indicator	Total monetary value of products and services designed to create social benefits in basic business lines, by goal	35		
Banco Macro-specific indicator	Initiatives to improve access of disadvantaged people to financial services	35		
Products and services for senior adults				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 35, 71, 84-85		
Banco Macro-specific indicator	Number of customers in the retired segment	35		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
Financial education program for the community				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 43, 55-57, 71, 84-85		
Banco Macro-specific indicator	Number of individuals trained in financial education actions	43, 55-57		
Sensible use of paper and recycling process				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-62, 64-65, 71, 84-85		
GRI 301: Materials 2016	301-1 Materials used by weight or volume	64		8.4, 12.2
	301-2 Recycled input materials used	65		8.4, 12.2, 12.5
Measurement of carbon footprint and reduction of greenhouse emissions				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-64, 71, 84-85		
GRI 305: Emisiones 2016	305-1 Direct (Scope 1) GHG emissions	63-64		
	305-2 305-2 Energy indirect (Scope 2) GHG emissions	63-64		
	305-3 Other indirect (Scope 3) GHG emissions	63-64		
	305-5 Reduction of GHG emissions	63-64		
Responsible use of energy				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-63, 71, 84-85		
GRI 302: Energía 2016	302-1 Energy consumption within the organization	63		7.2, 7.3, 8.4, 12.2
	302-4 Reduction of energy consumption	63		7.3, 8.4, 12.2
	302-5 Reductions in energy requirements of products and services	63 Given the nature of Banco Macro's activities, its total energy consumption is related to the service provided.		7.3, 8.4, 12.2

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
Responsible use of water				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-62, 71, 84-85		
GRI 303: Agua y Efluentes 2018	303-1 Interactions with water as a shared resource	The water used at Banco Macro serves consumption and sanitary purposes and is supplied by a public utility without significantly affecting any water sources.		
	303-2 Management of water discharge-related impacts	The water used at Banco Macro serves consumption and sanitary purposes and is supplied by a public utility without significantly affecting any water sources.		
	303-3 Water withdrawal		This information is not available. The Bank will assess, in the future, the systematization of this information with regard to the Macro Tower.	
	303-Water consumption		This information is not available. The Bank will assess, in the future, the systematization of this information with regard to the Macro Tower.	
Paper, plastic, and electronic waste management				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-62, 64, 71, 84-85		
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	64		12.5
	306-2 Management of significant waste-related impacts	64		8.4, 12.5
	306-3 Waste generated	64		12.5
	306-4 Waste diverted from disposal	64		12.5
	306-5 Waste directed to disposal	64		12.5

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
Environmental awareness raising among employees and customers				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 61-62, 71, 84-85		
Banco Macro-specific indicator	Environmental awareness campaigns	61-62		
Creation of local jobs				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-47, 71, 84-85		
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	46		5.1, 8.5, 8.6, 10.3
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	48, 50-51		8.5
Corporate Volunteering Program for employees and their families				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-47, 53, 71, 84-85		
Banco Macro-specific indicator	Number of hours devoted to volunteering work days	53		
	Number of participation instances in volunteering program	53		
Employees' training and professional development				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-47, 52-53, 71, 84-85		
GRI 404: Education and training 2016	404-1: Average hours of training per year per employee	52		4.3, 4.4, 4.5, 5.1, 8.2, 8.5, 10.3
	404-2: Programs for upgrading employee skills and transition assistance programs	52-53		8.2, 8.5
	404-3 Percentage of employees receiving regular performance and career development reviews	53		5.1, 8.5, 10.3

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital








GRI Standard	Content	Location in Primary Document	Omission	SDG
Diversity and inclusion practices in the workplace				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-47, 51, 58, 71, 84-85		
GRI 405: Diversity and equal opportunity 2016	405-1 Diversity of governance bodies and employees	16, 46		5.1, 5.5, 8.5, 10.3
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	51 No cases were reported in 2023.		5.1, 8.8
Actions towards gender equality				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-47, 51, 58, 71, 84-85		
GRI 401: Employment 2016	401-3 Parental leave	51 All employees are entitled to maternity/paternity leave.		5.1, 8.5
GRI 405: Diversity and equal opportunity 2016	405-2 Ratio of basic salary and remuneration of women to men	Both men and women receive the same basic salary per occupational category.		5.1, 8.5
Working atmosphere management				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 46-51, 58, 71, 84-85		
Banco Macro-specific indicator	Listening to and dialog with employees	48-51		
Products and services for SMEs				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 35, 71, 84-85		
Banco Macro-specific indicator	Products and services for SMEs and productive sector financing	35		
Training and counseling plans for SMEs and entrepreneurs				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 35, 43, 55-57, 71, 84-85		
Banco Macro-specific indicator	Financial education programs for SMEs and entrepreneurs	43, 55-57		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

GRI Standard	Content	Location in Primary Document	Omission	SDG
Production-oriented microloans for unbanked enterprises				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 35, 43, 71, 84-85		
Banco Macro-specific indicator	Financial education programs for SMEs and entrepreneurs	43		
Financing of enterprises for environmental and social well-being purposes				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 20, 35, 61-62, 66, 71, 84-85		
Banco Macro-specific indicator	Financial inclusion programs	20, 66		
Responsible procurement with emphasis on local suppliers and SMEs				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 59, 71, 84-85		
GRI 203: Indirect economic impacts 2016	203-2 Significant indirect economic impacts	59		1.4, 8.2, 8.3, 8.5
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	59 “Significant locations of operations” means Banco Macro’s core departments and branches located across the country.		8.3
Customers’ security and privacy in relation to information management				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 44, 71, 84-85		
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	44		
	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	No incidents of this type were reported in 2023.		
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	No incidents of this type were reported in 2023.		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

GRI Standard	Content	Location in Primary Document	Omission	SDG
Clear and simplified contracts				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 44, 71, 84-85		
GRI 417: Marketing and labeling 2016	417-1 Requirements for product and service information and labeling	Banco Macro complies with the following regulatory bodies and codes: -Argentine Central Bank (BCRA). -Argentine Securities Commission (CNV). -Argentine Securities Commission's Code of Corporate Governance Practices. -Code of Banking Practices prepared by the different associations of banks and financial institutions of Argentina. -Investor Protection Code, which includes guidelines and recommendations to comply with investor protection rules within the context of public offers. -Sarbanes-Oxley Act (SOX), as Banco Macro lists its shares on the New York Stock Exchange (NYSE). -NYSE Listed Companies Manual, as amended, applicable to Banco Macro as foreign private issuer. -Financial Information Unit (UIF) with regard to anti-money laundering and counter-terrorist financing matters.		
	417-2 Incidents of non-compliance concerning product and service information and labeling	Banco Macro is subject to the oversight of the Argentine Central Bank as superintendence authority and has not received any comments on its products or services.		
	417-3 Incidents of non-compliance concerning marketing communications	No incidents of this type were reported in 2023.		
Assessment of customer satisfaction				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 42, 71, 84-85		
Banco Macro-specific indicator	Customer satisfaction measuring	42		
Risk management and compliance with applicable laws, regulations, and the Bank's internal policies.				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 20, 71, 84-85		
GRI 205: : Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	20		

-  The Bank
-  Corporate Governance
-  Financial Capital
-  Manufactured and Intellectual Capital
-  Human Capital
-  Social Capital
-  Natural Capital

GRI Standard	Content	Location in Primary Document	Omission	SDG
Financial crimes prevention, anti-corruption, and counter-terrorism				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 21, 71, 84-85		
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	21		
Transparency line and complaint handling mechanisms applicable to ethical matters and conflicts of interest				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 19-21, 71, 79-82, 84-85		
GRI 205: Anti-corruption 2016	205-3 Confirmed incidents of corruption and actions taken	12, 19-21, 79-82 No incidents of corruption were reported in 2023.		
Efficient customer service and complaint handling channels				
GRI 3: Material Topics 2021	3-3 Management of material topics	12, 42, 71, 84-85		
Banco Macro-specific indicator	Number of claims received and satisfactorily settled	42		

Internal Audit Process

The Internal Audit Department reviewed the quantitative indicators included in the 2023 Integrated Annual Report. The task covered process validation through the collection of information from the departments involved (information providers), source verification, recalculation, arithmetic re-execution. For this purpose, a sample of metrics was determined on the basis of their importance, nature, and criticality.

As a result of the assessments conducted, it is concluded that no significant differences were found and that the deviations detected were reported and normalized in the pertinent publication.

It is recommended that the Annual Report generation process be adapted and formalized subject to the relevant monitoring controls.

- The Bank
- Corporate Governance
- Financial Capital
- Manufactured and Intellectual Capital
- Human Capital
- Social Capital
- Natural Capital