

Financial, Economic, Social, and Environmental Performance

**2022 Supplementary
integrated report**





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Annex I: GRI content index





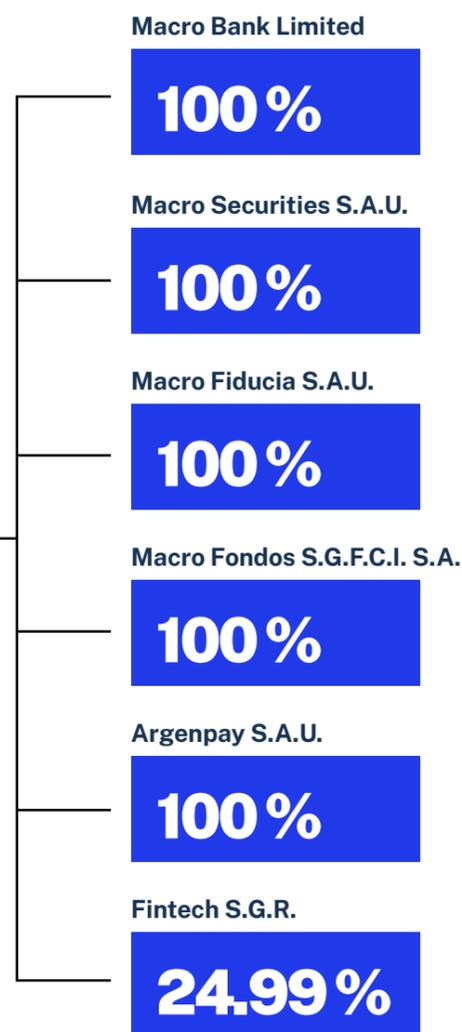
The Bank

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.”



Banco Macro S.A.



The percentages represent the Bank's share of capital stock (whether by direct and indirect shareholding).

- **Macro Bank Limited (99,99 %):** A Bahamas-based company engaged in the banking business and all kinds of financial investments, trade and negotiation activities, and other transactions.
- **Macro Securities S.A.U (100%):** A leading Argentine company in the stock market and asset management which offers counsel and investment administration services to a wide array of customers, from individuals to corporations.
- **Macro Fiducia S.A.U (100%):** A company organized to conduct fiduciary-agent, financial analysis, and financial advice 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, given its 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 for small and medium-sized enterprises (SMEs) through the furnishment of guarantees.

Shareholding structure

Individual's name/ Corporate name	Unidad	2021	2022
National Social Security Administration Sustainability Guarantee Fund (ANSES-FGS, acronym in Spanish) - Act No. 26,425	Percentage of capital stock	28.80 %	28.80 %
Grouped shareholders (local stock exchanges)	Percentage of capital stock	10.36 %	11.79 %
Grouped shareholders (foreign stock exchanges)	Percentage of capital stock	26.09 %	23.75 %
Delfin Jorge Ezequiel Carballo	Percentage of capital stock	17.47 %	18.38 %
JHB BMA Guarantee Trust	Percentage of capital stock	17.28 %	17.28 %
ANSES-FGS - Act No. 26,425	Percentage of vote	26.91 %	26.91 %
Grouped shareholders (local stock exchanges)	Percentage of vote	9.87 %	11.21 %
Grouped shareholders (foreign stock exchanges)	Percentage of vote	24.38 %	22.19 %
Delfin Jorge Ezequiel Carballo	Percentage of vote	19.19 %	20.04 %
JHB BMA Guarantee Trust	Percentage of vote	19.65 %	19.65 %





Value and impact generation

Value delivered to our stakeholders

We deliver value to each of our stakeholders, with an impact on their well-being, interests, and growth:

Shareholders and investors

We generate profitability and seek to maintain a close and transparent relationship with shareholders, accounting for our performance in a responsible and transparent fashion, always respecting their rights and interests.

Personal Banking customers

We work to provide them with a combination of on-site assistance, with the largest branch network across the country among private banks, and a digital service, with channels tailored to each profile, and with an innovative ecosystem including solutions intended to improve people's quality of life.

Business Banking customers

We help companies conduct their business and grow, with a focus on small and medium-sized enterprises and a strong footprint in the productive regions of the interior of the country.

Employees

We encourage employees to thrive professionally and personally for them to inspire the country to think big. We place people at the center of our business.

Suppliers

We conduct a responsible procurement process as this is a key factor to ensure, from the beginning to the end, close and transparent relationships with our suppliers, with an impact on their business growth and the local economic development of the country.

The community

We support the social development of the communities within our footprint by offering financial education and inclusion and assisting Argentine entrepreneurs that generate a high positive impact.

Regulatory agencies and public sector

We enter into partnerships to deliver social and environmental value through our own initiatives, working hand in hand with other entities and public and private bodies.

Communication media

We provide the market and the public at large with clear and transparent information and support communication media in all the towns within our footprint.

Value creation across our capitals

Financial capital

Impact: Support to the local economy and the development of communities.

Within the framework of this capital, we present our economic and financial results, whereby we cause an impact on the development of communities as a solvent, profitable, and efficient business.

Manufactured and intellectual capital

Impact: Inclusion, transaction security, and improved well-being for both individuals and companies

We place people at the center. Based on this approach, we offer our customers a comprehensive value proposition with innovation and technology to digitalize their service, experience, and processes. We

also offer them close and personalized on-site interactions through our federal branch network. Through our transformation, we provide solutions for the country to think big.

Human capital

Impact: Jobs creation and people's development.

Teams of inspiring and qualified people working in a good working atmosphere make a difference to attain our goal. In managing our human capital, we promote a commitment, continuous learning, talent attraction, and transformation culture.

Social capital

Impact: Social inclusion by promoting the use of banks and investing in initiatives intended to improve people's lives.

We develop value-added programs and initiatives to be present in very corner of the country and help the local communities to develop both economically and socially so that both individuals and organizations can fulfill their dreams and expectations.

Natural capital

Impact: Contribution to the fight against climate change by focusing on the way we conduct our own business.

We implement an Environmental Management System (SGA, acronym in Spanish) in order to optimize resources and reduce our impact on the planet through our own actions, awareness raising, and financing schemes.



Corporate Governance

The Board of Directors

The Board of Directors is made up of 12 directors and 2 alternate directors appointed to serve for three fiscal years. The table below shows the Board members as of December 31, 2022:

Name	Title	Age	Year first appointed	Term expiration - Shareholders' Meeting considering the FY Financial Statements
Delfín Jorge Ezequiel Carballo	Chairman	70	2002	2023
Jorge Pablo Brito	Vice-Chairman	43	2002	2024
Carlos Alberto Giovanelli	Director	65	2016	2024
Nelson Damián Pozzoli	Director	56	2016	2024
Fabián Alejandro de Paul ⁽¹⁾	Director	59	2019	2024
Guillermo Merediz ⁽¹⁾⁽²⁾	Director	46	2020	2024
Constanza Brito	Director	41	2007	2023
Mario Luis Vicens ⁽¹⁾	Director	71	2016	2023
Sebastián Palla ⁽¹⁾	Director	48	2021	2023
Mariano Ignacio Elizondo ⁽¹⁾⁽²⁾	Director	50	2020	2023
Delfín Federico Ezequiel Carballo	Director	38	2016	2022
Marcos Brito	Director	40	2007	2022
Santiago Horacio Seeber	Alternate director	45	2012	2024
Alan Whamond ⁽¹⁾	Alternate director	61	2019	2024

¹ Independent director

² Appointed upon nomination by the ANSES-FGS.

Statutory Audit Committee

The Statutory Audit Committee is made up of 3 auditors and 2 alternate auditors appointed to serve for one fiscal year. The table below shows the Statutory Audit Committee members as of December 31, 2022:

Name	Title	Term expiration - Shareholders' Meeting considering the FY Financial Statements
Alejandro Almarza	Auditor	2022
Carlos Javier Piazza	Auditor	2022
Enrique Alfredo Fila (1)	Auditor	2022
Leonardo Pablo Cortigiani	Alternate auditor	2022
Gustavo Alberto Macagno (1)	Alternate auditor	2022

¹ Appointed upon nomination by the ANSES-FGS..



Committees

The table below shows the members of each Committee as of December 31, 2022:

Committee	Title	Committee	Title	Comité	Committee
CNV/SEC AUDIT	Directors: Sebastián Palla Fabián Alejandro de Paul Mario Luis Vicens	Junior CREDIT	Directors: Nelson Damián Pozzoli ⁽²⁾ Delfín Federico Ezequiel Carballo ⁽²⁾ Managers: Gerente de Riesgo Crediticio Gerente de Riesgo Empresas Gerente de Distribución y Ventas	INTERNAL AUDIT	Directors: Fabián Alejandro de Paul Sebastián Palla Mario Luis Vicens Nelson Damián Pozzoli ⁽³⁾ Managers: Gerente de Auditoría Interna
ASSETS AND LIABILITIES	Directors: Jorge Pablo Brito Fabián Alejandro de Paul Delfín Federico Ezequiel Carballo Managers: Gerente General Gerente Finanzas Gerente de Control de Gestión Gerente de Gobierno y Control de Gestión Gerente de Bancas Comerciales	IT	Directors: Delfín Federico Ezequiel Carballo Carlos Alberto Giovanelli Marcos Brito Sebastián Palla Fabián Alejandro de Paul ⁽³⁾ Managers: Gerente General Gerente de Gobierno y Control de Gestión Gerente de Sistemas y Tecnología Gerente de Gestión Integral de Riesgos Gerente de Innovación y Desarrollo Tecnológico	Senior RECOVERY r	Directors: Delfín Jorge Ezequiel Carballo ⁽¹⁾ Jorge Pablo Brito ⁽¹⁾ Carlos Alberto Giovanelli ⁽¹⁾ Nelson Damián Pozzoli ⁽¹⁾ Delfín Federico Ezequiel Carballo ⁽¹⁾ Marcos Brito ⁽¹⁾ Managers: Gerente de Riesgo Crediticio Gerente de Legales Gerente de Recupero de Créditos
Senior CREDIT	Directors: Delfín Jorge Ezequiel Carballo ⁽¹⁾ Jorge Pablo Brito ⁽¹⁾ Carlos Alberto Giovanelli ⁽¹⁾ Nelson Damián Pozzoli ⁽¹⁾ Managers: Gerente General Gerente de Riesgo Crediticio Gerente de Riesgo Empresas Gerente de Banca Empresas	ANTI-MONEY LAUNDERING AND COUNTER-TERRORIST FINANCING	Directors: Nelson Damián Pozzoli ⁽⁴⁾ Mario Luis Vicens Carlos Alberto Giovanelli Managers: Gerente de Prevención del Lavado de Dinero Gerente de Legales Gerente de Gestión Integral de Riesgos		



Comité	Cargo
RISK MANAGEMENT	<p>Directors: Mario Luis Vicens Carlos Alberto Giovanelli Fabián Alejandro de Paul</p> <hr/> <p>Managers: Gerente General Gerente de Gestión de Riesgos Gerente de Riesgo Crediticio Gerente de Finanzas Gerente de Operaciones Bancarias Gerente de Gestión Integral de Riesgos Gerente de Sistemas y Tecnología</p>
ETHICS AND COMPLIANCE	<p>Directors: Mario Luis Vicens Fabián Alejandro de Paul Carlos Alberto Giovanelli Nelson Damián Pozzoli</p> <hr/> <p>Managers: Gerente de Cumplimiento Gerente Legales Gerente de Gestión Integral de Riesgos Gerente de Recursos Humanos y Administración</p>

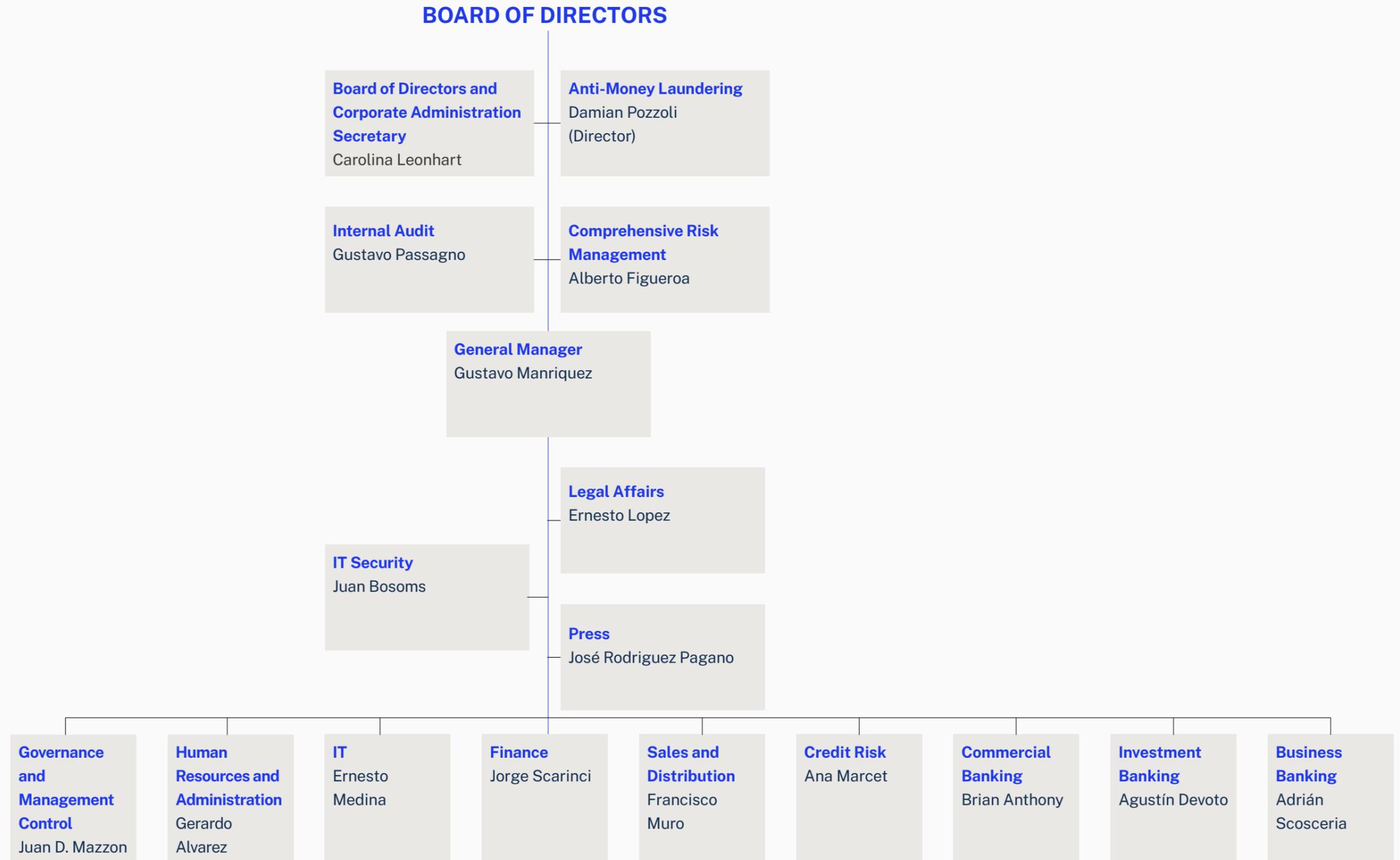
Comité	Cargo
CORPORATE GOVERNANCE AND APPOINTMENT	<p>Directors: Mario Luis Vicens Fabián Alejandro de Paul Carlos Alberto Giovanelli</p> <hr/> <p>INCENTIVES</p> <hr/> <p>Protección al usuario de servicios financieros</p>
	<p>Directors: Mario Luis Vicens Fabián Alejandro de Paul Carlos Alberto Giovanelli</p> <hr/> <p>Directors: Mario Luis Vicens</p> <hr/> <p>Managers: Gerente de Legales Gerente de Cumplimiento Gerente de Gestión Integral de Riesgos</p> <hr/> <p>Officers: Responsable de Gestión de Riesgo Operacional Responsable de Atención al Cliente</p>

¹ Two of the directors appointed.
² One of the directors appointed.
³ In an alternate capacity.
⁴ UIF (Financial Information Unit) Compliance Officer.





General organization chart



With regard to their remuneration, senior managers receive variable pay tied to their performance if aligned with our mission and values, the execution of the annual strategic plan, and their own individual goals.



Anti-money laundering and counter-terrorist financing

SDG:
16.

We work to prevent money laundering and terrorist financing, ensure compliance with the law, and protect the financial system from its fraudulent use by criminal organizations. Within this framework, we rely on processes, policies, and systems based on the type of risk, activity or context of each line of business or transaction, including the following:

- Policies, methodologies, and procedures intended to identify, assess, mitigate, and monitor the risk that our Bank might be used to cover up illegal activities through self-assessment and the inclusion of results in a risk matrix.
- KYC practices in order to maximize the scope of information, check our customers' identity, verify whether there is a reasonable connection between the economic activity disclosed and the transactions

and financial services requested, and determine whether their funds come from a lawful source.

- The monitoring of public bodies in the provinces where we serve as a financial agent to ensure compliance with the applicable UIF regulations with special emphasis on the application of funds.

E-learning training for employees in 2022	Number
Senior Managers	6
Managers	50
Heads/Supervisors	811
Analysts/Officers	2,594
Office Clerks/Operators	2,997
Total	6,458





Manufactured and Intellectual Capital

Personal Banking

The main Personal Banking segments are:

Personal Banking customers by segment

	2021	2022
Retirees	706,109	733,375
Payroll Plan	945,212	997,234
Professionals and Merchants	255,980	243,109
Open Market	2,326,901	2,554,982
Special Customers ¹	42,681	32,512
Total Personal Banking customers	4,312,883	4,561,212

Massive segments

In 2022, thanks to the joint work undertaken by different departments, we were able to:

- Fully digitalize the savings account opening and the credit card and personal loan request processes;
- Maintain digital functionalities, such as PIN resetting and cash withdrawal requests, and incorporate new ones, such as debit card replacement and credit and debit card shipment traceability.
- Incorporate new app features and develop new portal contents and pieces to promote the use of digital media for communication purposes;
- Strengthen our value proposition with new products, benefits, and incentives while introducing improvements in those already available based on the needs and requirements of the customers in each segment.
- Heavily promote the development of digital payment and collection processes to encourage the use of banking services through the MODO e-wallet.

In 2022, we launched a new direct sales channel which enabled people to acquire our financial products 100 percent digitally; now they

can request a loan or a card without having to be physically present at one of our branches.

This also made us reach non-digital customers who, subject to security measures, can validate their identity with all certainty.

To complete our digital offer, we added the possibility of renewing loans in a fully digital way through the Macro App and the Internet Banking portal. It is now possible to repay current loans with a new loan and to borrow further money to finance new expenses.

Retirees

SDG:
10.

In 2022, a year of challenges and developments, we concentrated our efforts on providing a better customer experience. We continued to improve our position in the segment, with over 730,000 retirees and pensioners among our customers and benefits disbursed for more than ARS 55 billion every month.

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





For this purpose, we made new branches available as ANSES payment agencies and continued to enrich our web digital space, with content of interest to beneficiaries.

In addition, we reinforced the “Retire with Macro” campaign, targeted at customers approaching retirement and at retirees and pensioners receiving their benefits through other banks and reached over 60,000 potential customers.

Moreover, we launched the “Win retirees back” campaign, targeted at retirees who decided to receive their benefits through other entities.

To increase loyalty and build relationships within the segment, we implemented the following actions:

- We wrote to our customers to greet them on their birthday.
- We organized annual Healthy Finances workshops exclusively intended for retirees to provide them with resources to improve their economy, use retirement benefits efficiently, and bank digitally.

We rethought our current value proposition, from a product-based approach to an experience-based one, focusing on three communication pillars, with customers are at the center.

Additionally, we changed our communication strategy to be closer to our customers and make them feel recognized and visible. As an example, we held Design Thinking conferences, which were attended by customers in the segment. These conferences gave us a deeper insight into the target, identifying new opportunities, customers’ needs, and pain points to work towards an enhanced customer experience, product offer, and better communication strategies.

We also began to design and define the segment’s lifecycle in order to analyze, delimit, and develop the different variables at any given time

and customer touchpoint to establish closer and lasting relationships with them as well as new customer attraction strategies with the focus on turning into a digital bank while maintaining a close relationship with customers.

We improved the WhatsApp Eme experience and now our customers can ask questions and navigate through different banking procedures, i.e., they can find out what their next payment date is, as well as the date of expiration of their proof-of-life certificate; they can also renew their proof-of-life certificate online and receive their retirement paystub, among other segment-related transactions and questions.

Meetings were held with NGOs and customers so that they could join volunteer tasks by contributing their knowledge and time to assist social organizations in their efforts to transform social reality throughout the country.

Determined to keep thinking big and getting closer to our customers, we implemented specific actions in UDAI (Comprehensive Service Unit) agencies to make them more visible, emphasizing their strengths and the advantages enjoyed by customers when collecting their money through the Bank.

Retirees segment

	2021	2022
Number of retirees granted personal loans	146,099	203,926
Total amount disbursed on loans ¹	15,257	21,936
Total amount paid by way of retirement benefits ^{1,2}	347,457	597,448
Total centers	24	24
Number of retirees served at the teller’s monthly	165,651	167,178
Total benefits paid in the year ²	11,349,857	12,316,030

¹ ARS million.

² Accumulated from January through December.





Over 990,000 salary deposit accounts.

Year-over-year growth in salary deposit accounts: 54,633 (76 percent accounts for the private sector).

Year-over-year growth in the number of businesses having subscribed an active salary deposit agreement: 1,878 agreements (98 percent accounts for the private sector).

Payroll Plan

Despite the increasing competition in offers and benefits targeted at this segment, we were able to maintain our market share and thus the fourth position in number of Payroll Plan customers.

In 2022, and via different channels, we implemented strategic actions targeted at both current and potential customers, namely:

- We conducted marketing campaigns to attract new customers, retain the existing portfolio, and cultivate their loyalty.
- We included new benefits and incentives in the segment’s value proposition and enhanced those already available.
- We focused on enhancing customer experience through market studies, customer satisfaction surveys, and co-creation conferences using the Design Thinking methodology to address the main motivations, pain points, and needs of Payroll Plan customers.

We redesigned the communication strategy by adopting a comprehensive approach:

- Renewal of the Payroll Plan web portal with more dynamic and easier-to-access information, impactful benefits, and improvements in the form in which customers complete their data and are contacted by our officers.
- Implementation of 3 landing pages for the private sector (web pages that can be accessed through direct marketing pieces) with exclusive welcome benefits by business segment.
- Publication, for the second consecutive year, of the first mass media Payroll Plan campaign (TV, radio, graphic, and social media).
- Creation of new communication material and improvements in the existing one, adapting pieces to a new layout and generating formats to foster their delivery by mailing, WhatsApp, dynamic video, etc.
- Implementation of actions to promote customer loyalty and build relationships with them by sending messages to greet them on their

birthday, inviting them to participate in annual Healthy Finances workshops exclusively intended for the segment’s customers to provide them with resources to improve their economy, use their salaries efficiently, and bank digitally.

- Distribution of merchandising material among branches to be used, as deemed fit by their staff, in marketing actions intended to attract, retain, build relationships with, or cultivate loyalty among Payroll Plan employers and employees.

In turn, we provided our sales force with new management tools:

- We improved the dashboards we use to keep track of salary crediting activations and cancellations, which enabled us to develop proactive actions and campaigns in which value propositions were in line with the needs of each customer.
- We continually enhanced processes to streamline transactions and proposition management, enabling branch staff to work with more autonomy, flexibility, and promptness in their relations with both employers and employees.
- We implemented a comprehensive training plan across our branch network whereby officers, future managers, regional leaders, regional managers, and commercial managers received both virtual and/or in-person training.

Payroll Plan

	2021	2022
Salary deposit accounts	934,656	989,834
Active agreements	23,826	25,776
Year-over-year growth in active agreements	4 %	8 %





Social welfare organizations

We implemented a new business model to extend the segment’s value proposition to new institutions (we added new items and sub-items) in order to attract customers and build ecosystem-based relationships with them, thus obtaining a value proposition by institution.

Additionally, we implemented the following actions:

- We conducted marketing campaigns to attract new customers, retain the existing portfolio, and cultivate their loyalty.
- We developed the communication strategy by adopting a comprehensive approach:
- Improvements in the Web portal for this segment with more dynamic and easier-to-access information, impactful benefits, and access to a form in which customers complete their data and are contacted by our officers.
- Creation of new communication material and improvements in the existing one in line with a new layout and new formats to foster their delivery by mailing, WhatsApp, on site, etc.
- We improved the segment’s dashboard data by adding Business Banking metrics in order to articulate this segment with the Personal Banking segment’s business and shortened delivery intervals with a focus on proactive actions and portfolio normalization.
- We added new communication channels and enhanced participation in annual Healthy Finances workshops exclusively intended for this segment’s customers to provide them with resources to improve their economy, use their salaries efficiently, and bank digitally.
- We enhanced processes by providing branch staff with more resources to attract new customers and build relationships with the segment’s existing portfolio: training manuals, new daily reporting process for partnership control purposes, relationship process automation, etc.).

- We strengthened our value proposition through the incorporation of new benefits and incentives and enhanced those already available.
- We implemented a comprehensive training plan across our branch network whereby officers, future managers, regional leaders, regional managers, and commercial managers received both virtual and/or in-person training.

Macro Selecta, our high-income customers

Within our high-income segment, we strive to **expand the portfolio** under the simultaneous attack strategy, creating specific campaigns and analyzing customers’ business and potential.

We broadened the scope of the customer referrals program by incorporating the “Professionals and Merchants” (P&M) segment and implemented a data collection circuit at various events we held.

In addition, we strengthened the Macro Selecta **value proposition**, leveraging our Travel cornerstone, through the creation of the Sensations Program, which provides experiences tailored to each customer’s needs.

ARS 152,247
monthly average consumer spending

101.9 %
year-over-year growth.

We began working on the **segment rebranding** to build the brand image and identity.

We participated in Design Thinking conferences to find out about high-income customers’ expectations and wishes, adjusting and aligning the entity’s propositions accordingly.

Regarding our **Customer Service Model**, we continue monitoring our capacities, expanding coverage by incorporating nodes and intending to provide all customers with personalized and exceptional service.

In addition, we launched the Eme Macro Selecta project with a view to offering a **comprehensive experience**, simplifying and optimizing contact channels while providing the personalized interactions expected by this segment. In this way, we achieved an NPS of 54.

111,200
Macro Selecta customers

22 %
growth in the package portfolio





Macro Selecta segment

	2021	2022
Year-over-year segment growth	9.17 %	22.27 %
Year-over-year growth in the number of packages	8.78 %	22.60 %
Average active portfolio balance growth	61.45 %	90.07 %
Average passive portfolio balance growth	48.43 %	91.70 %
Year-over-year growth in the number of mortgage loans	38.74 %	74.37 %
Year-over-year growth in the number of mutual investment funds	160.64 %	152.04 %

Preferential segment



The Preferential Segment portfolio grew by 18.3 percent relative to the end of 2021. We expanded the potential campaign criteria and worked to retain existing customers by adding new conditions. Thus, average monthly consumer spending per account was ARS62,161 (+111.4 percent vs. December 2021) and average monthly consumer spending per customer was ARS 63,995 (+103 percent vs. December 2021).

In addition, we reinforced the segment’s communication strategy and value proposition by incorporating an exclusive offer and new brand-capitalized benefits.

Financial inclusion for underbanked customers

SDG:
1, 8, 10.

This segment is made up of individuals working in a highly informal context and, as such, poorly encouraged to use bank accounts and payment methods other than cash. They constitute, however, a potential target group to be attracted through propositions developed in line with their specific needs.

We engaged in marketing campaigns and actions intended to foster the use of banks among them through an array of products including a credit card, personal loans, and credit assistance to promote and strengthen the activities performed in each region. In particular, we focused our efforts on the digital onboarding process in furtherance of their entry into the banking system as account holders with access to benefits in different corners of the country.

One example of such efforts is the **”Ahora Misiones”** program launched in partnership with the province of Misiones in order to spur consumer spending by offering customers up to 12 interest-free installments with Banco Macro’s credit cards.

At the same time, in the province of Salta, and thanks to our strategic partnership with SAETA, customers can travel digitally by simply opening an account, downloading the app, and purchasing credit for their virtual travel card.

We strongly believe that these ecosystem-based actions contribute to people getting registered work through the daily use of technology built into banking apps.





We kept the focus on the digitalization of transactions, fostering the use of channels and remote communication. Customers' over-the-phone contact proved essential for them to take out loans and carry out transactions. We also incorporated digital tools, simplifying operating contact, promoting self-managed processes, and sending out a clear message reinforcing the fact that any transactions so conducted are simple and secure.

Loans

We strive to provide our customers with the best offer, which consists of highly valued credit products in line with customers' needs. We made them available through all of the channels used by customers for their interactions with easier and faster digital processes and conducted communication campaigns with information on the customer service channels they could resort to in order to carry out their transactions.

In 2022, we launched a product that allows customers to renew loans through the Internet Banking portal or the app and to borrow more money.

We implemented different actions with tools that made it possible to multiply credit options, including an offer of loans catering for all borrowers regardless of their socioeconomic level subject to less stringent requirements and enhanced credit rating tools.

Implementing our closeness, agility, pride, and key-role values, and making efforts to incorporate the customer's view and community into each process, we assist them in achieving their objectives. Some of our value proposition highlights are as follows:

- We offer all types of loans, tailored to each customer's needs and in the most remote places in Argentina.

- We followed our strategic plans, especially promoting the development of SMEs and low- and medium-income individuals across the country.
- We identified risks and allocated credit to customers in the most efficient way, according to capacity and to a value assessment.
- We channeled credit facilities, subsidies and guarantees furnished by lending organizations and government agencies so that customers could access such benefits, including FOGAR-guaranteed working capital loans and productive investment credit facilities.
- Through our shareholding in Fintech SGR, we offer a range of products and services to SMEs and facilitate their access to credit. Since we began to operate, we have granted 4,689 guarantees for ARS 4.5 billion to 1,546 SMEs, 75 percent of which are located in the interior of the country. The same percentage represents both micro and small enterprises.
- We continued to undertake initiatives for underbanked individuals to start using the system and implemented new processes to finance the purchase of products and services not only at the bank, but also at various points of sale thanks to agreements executed with a wide network of merchants.
- We made credit available through all of our channels so that customers could use all the available platforms and features.
- We greatly developed a credit facility to finance the purchase of products and services directly at the points of sale thanks to agreements executed with a wide network of merchants, especially focusing on the north of the country, thus enabling the most impoverished sectors to start using the banking system.
- We developed loans for reduced amounts or personal loans in partnership with different municipalities so that the underbanked can access the benefits of the banking system.
- We offered personal loans to non-customers through 100 percent digital channels for financial inclusion purposes.

- We launched a product whereby the customers in a specific segment can obtain an interest-free salary advance under differential conditions.
- We made loans available over the phone mainly for those customers who preferred not to visit our branches due to the epidemiological situation.
- We improved the entire in-branch loan application process, enhancing customers' journey from end to end and making the process faster and more dynamic with fewer forms to sign and thus fewer printouts.
- We conducted campaigns to support those customers who deferred the repayment of their loans with a payment plan not in arrears.
- We incorporated a new functionality into the personal loan activation service available at our ATMs by enabling customers to choose the amount and repayment schedule that better suit their needs upon taking out the loan.
- We introduced new controls in the electronic loan origination processes in order to mitigate any possible cases of fraud pursuant to Argentine Central Bank's Communication "A" 7319.
- We applied simple processes to make business officers' work easier.
- We streamlined and improved the credit risk analysis process. We updated and combined internal forms to reduce the number of documents to be submitted at each instance. We improved credit assessment tools and engines, and increased nominal rating limits in order to provide a better-quality response.
- We applied the internal Collection and Behavior Score models to individuals and businesses in order to improve our offer to customers and ensure a quality portfolio.
- We launched campaigns to sell loans with a view to meeting the network's goals.
- The departments responsible for collecting loan repayments strive to provide quick responses and the best service to financially affected customers.



- We launched campaigns to streamline debt recovery, trying to adjust the obligations to the debtors' repayment capacity.
- During the last quarter of 2022, with the collaboration of a specialized external consultant, we began a credit policy reengineering project with a focus on strengthening the criteria for identifying, analyzing, and mitigating social and environmental risks applicable to the process of rating Business Banking customers. The main purpose of this project is to improve the skills of those involved in credit analysis so as to incorporate international best practices to conduct a socio-environmental assessment as a part of the portfolio analysis, all of this in line with our growth and leadership strategy in the Argentine financial system.

Loans

	2021	2022
Personal loans (number)	928,268	1,143,253
Personal loans (ARS million) ¹	97,787	142,019
Mortgage loans (number)	6,339	5,803
Mortgage loans (ARS million) ¹	24,995	43,087
Grant of UVA-denominated loans (mortgage, personal, and other loans)	47	80

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

Accounts and packages

We keep on working to enrich our value proposition because we want to be our customers' primary bank choice. The steady year-over-year growth in the number and quality of our packages accounts for such efforts.

With a view to enhancing customer experience, we introduced significant improvements in the 100 percent digital account opening processes and now customers can open an account 7/24. They can also download the Macro App and start to bank at the same time.

Insurance

We focused on increasing our customer portfolio under our continuous improvement premise, ensuring that we offer products and protection experiences for people, businesses, and their assets.

We continued to explore the insurance digital channel, enabling customers to take out coverage in a faster and easier way, and introduced favorable promotional offers that helped our customer's economy.

In 2022, we carried out the following actions:

- We monitored coverage to ensure that products are in line with the variations of the local and international socioeconomic context.
- We continued developing our insurance loyalty program by reminding customers about the services purchased.
- We made adjustments, as required by the particular context, in line with the increased cost of replacing damaged household appliances.
- We created value propositions for customers in the Professionals and Merchants, SME, and Agribusiness segments and communicated the different options available to them through Business Banking segment officers.

Our 2023 challenges focus on:

- Continuing to implement new actions that have an impact on the imperatives of being a simple, agile, and digital Bank.
- Completing our insurance offer so that customers can satisfy their needs in one place.
- Developing specialized customer service channels to help companies manage their risks.





As regards our results in the annual comparison, credit card spending grew by 116 percent and is 30 points higher than the growth of the financial system (+85.38 percent).

We represent around 8 percent of all spending in the financial system through this payment method.

We have 1,352,447 active accounts. In annual terms, they grew by 6 percent vs. 3 percent of the financial system. Active accounts represent 8.24 percent of the total financial system.

Our activation level (active/activated cards) stands above 77 percent and is 32 percent greater than the activation level of the financial system.

Our total stock of cards exceeds 3,500,000 (+6.45 percent of the total financial system).

Credit cards

In 2022, we strived to foster digital payments through an ecosystem intended to reduce the use of cash and serve the needs of each customer profile with simple, secure, and accessible transactions.

We implemented different actions to enhance customers' experience in the use of cards and speed up processes through their digitalization and self-service.

In 2022, we had the largest increase in massive credit card limits in recent years and reached over 706,000 accounts held by customers across all segments and divisions, which meant an increase of more than ARS 124 billion. In 2022, the massive increases alone exceeded ARS 420 billion. We established insurance minimums for all accounts so that all customers' credit card limit is at least equal to their salary amount.

- We partnered with VISA in the analysis of our customer portfolio to encourage the use of payment methods other than cash.
- We replaced our customers' plastic with contactless/chip-embedded cards for fraud mitigation purposes.
- We implemented different special commercial actions and incentives for the use of cards, which enabled our customers to increase their spending level above inflation while we were able to enhance our primary bank choice indicator and card activation level.

Debit cards

We work to continue creating value for our customers with more efficient processes and the implementation of actions in connection with this product, which is one of the most important in our portfolio. 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 purged all unused plastic, unifying access to all the accounts held by customers with more than one card.
- We implemented a new process for the delivery of debit cards associated with accounts in other branches in order to speed up the process and enrich customer experience.

Investments

As a part of the digital transformation process, we continued to foster the use of technology and to encourage customers to resort to our automatic channels to manage their investments in a simple, comfortable, and secure way. To that effect, we designed communication pieces intended to advise customers on the manner in which to bank across digital channels such as the Macro App and Internet Banking.



Benefits for Personal Banking customers

We think big when it comes to the benefits we provide. We offer an array of benefits nationwide including discounts at supermarkets and in delivery apps, technology, online purchases, home, and clothing.

Throughout the year, we presented our regular proposition in prominent stores such as Mercado Libre, Pedidos Ya, Musimundo, Frávega, Changomás, and Carrefour, among others.

On special occasions (in the summer, on Father's Day, Children's Day, Mother's Day, the holidays, and commercial events such as Hot Sales and Cyber Mondays), we conducted campaigns in partnership with Argentine merchants and online stores with special discount propositions and interest-free installments.

Some segments are also targeted with differential offers to suit their particular needs:

- Retirees continue to enjoy discounts at pharmacies, optical stores, and breakfasts.
- In the Preferential segment, we continue to offer a fuel discount and a gastronomic circuit proposition.
- In the Selecta segment, we continue to offer discounts on the purchase of fuel and the Selecta Saturdays with special offers in hair-dressing, shows, breakfasts, and gastronomic circuits.

Throughout the year, we offered different benefits for all payments made through the MODO e-wallet, implemented actions with specific

supermarkets, and participated in all MODO-related actions and special offers.

We also added benefits for all Apple Pay payments.

During the year, we made available regular offers, special discount benefits, and interest-free installment through **viüMi**.

In 2022, and through the Macro Payment Click, we offered interest-free installments in selected stores.

Benefit campaigns in partnership with VISA

In order to strengthen our partnership with VISA and reinforce our value proposition to customers, we implemented different actions with VISA.

World Cup Qatar 2022. Our proposition consisted in encouraging consumer spending by giving customers paying with all our VISA credit and debit cards a chance to win a trip to Qatar for the World Cup, including transfers, flights, hotel accommodation, and tickets to the matches. As a part of this proposition, we launched a mass and tactical communication campaign including a TV commercial, radio, and advertisements, among others.

Winter 2022. We implemented a special winter action for the Macro Selecta segment with exclusive benefits at Cerro Catedral, which included gastronomy discounts, and discounts and installments for the purchase of ski passes and clothing, and the rent of equipment. Macro

Selecta was present at the Pire Hue hotel with exclusive benefits. An event was held for seasonal customers, VISA and Banco Macro representatives, and invited customers.

Duty Free Shop. During the year, we worked together with duty free shops throughout the country. Our initial proposition consisted in offering interest-free installments for all payments made to these shops with our VISA credit cards.

Macro Rewards ("Macro Premia"). During the World Cup matches, the TV Pública channel communicated our Macro Rewards proposition consisting in the possibility of purchasing TVs in interest-free installments with our VISA credit cards.

Macro Rewards

When customers use their credit cards, they accumulate Macro Rewards points which they can redeem for products and services. We added new products, thus diversifying our proposition.

We updated the logistics model to enhance customer service and improved different web features, searches, and featured SKUs, among others. We implemented the "Full Points" functionality to offer points only by redeeming points.

In turn, we implemented actions regarding all the system special benefits, such as Hot Sale and Cyber Monday, Miles Off special benefits, discounts on the redemption of points for cell phone credit, and



payments with our VISA cards, among others. Especially noteworthy is the possibility of purchasing cell phones and TVs at a significant discount and in installments.

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

[Página 19 –aproximado.]

In 2022, we conducted over 70 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.

Aerolíneas Plus

Our partnership with Aerolíneas Argentinas enabled our customers to buy tickets at promotional prices and accumulate miles under the Aerolíneas Plus Miles Program.

Macro Rewards

	2021	2022
Canjes		
Products	105,177	79,255
Trips	2,173	2,950
Credit purchases ¹	146,057	136,316
Miles	62,128	61,503
Discounts	128,626	161,720
Other ¹	42,307	7,705
Total	486,468	449,449
Points redeemed		
Products	4,456,470,978	1,682,630,028
Trips	261,277,349	81,073,445
Credit purchases ¹	649,578,748	247,327,050
Miles	1,934,783,123	801,905,348
Discounts	655,489,500	186,833,243
Other ²	354,102,318	251,819,517
Total	8,311,702,016	3,251,588,631
Users		
Products	64,584	52,285
Trips	1,769	2,545
Credit purchases ¹	33,208	25,966
Miles	17,842	28,216
Discounts	24,793	23,356
Other ²	11,185	18,475
Total ³	153,381	150,843

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.



Business Banking

The Business Banking portfolio includes the following:

Business Banking portfolio

	2021	2022
Corporate	16 %	10 %
Medium-sized enterprises	28 %	25 %
SMEs	22 %	25 %
Professionals and Merchants	4 %	6 %
Agribusiness	30 %	34 %

Business Banking customers by region

	2021	2022
Jujuy	2,964	3,754
Northeast Argentina (NEA)	8,993	11,759
Salta	4,551	6,185
Tucumán	4,225	4,632
Southwest Argentina	11,196	9,244
Parent company	1,345	601
Metropolitan Area of Buenos Aires (AMBA)	8,198	11,214
Córdoba	21,390	25,883
Santa Fe	26,892	33,933
Buenos Aires and South Argentina	-	4,519
Total customers	89,754	111,724

In 2022, after penetrating the interior of the country, and leveraging our digital transformation, we attracted customers and added segments in Argentina’s main provinces and productive sectors.

Goals for 2023:

- To increase the penetration and cross-selling of products, especially with regard to collection and digital payment.
- To leverage our countrywide branch network to continue increasing the Payroll Plan customer base.
- To facilitate customers’ transactions through the promotion of technological tools for such transactions and fund movements.
- To extend our reach to those regions in which our footprint is low.
- To continue working on our customers’ value chain.

Business banking segments

SDG:
8, 9.

SMEs

In 2022, we reinforced SMEs’ value chain, providing their suppliers and customers with payment and collection solutions, special working capital credit facilities, and a differential Payroll Plan value proposition. Additionally, we focused on attracting new Payroll Plan employees by offering exclusive working capital rating for customers who did not have their salaries deposited at the Bank.

By 2023, our goal remains to be our “medium enterprise” customers’ primary bank of choice by implementing actions for the purchase of further assets and the increased cross-selling of collection and

payment products. We also seek to attract new customers throughout the country through customer referrals and value chain programs, turning our SME customers into the main promoters of this banking segment. Another challenge is to increase our participation in the Franchise segment by partnering with the leaders in a still-growing sector.

MEGRA Banking

In 2022, the different divisions and the MEGRA (medium-sized and large enterprises) Banking Management Department introduced a new matrix customer service model with a view to assisting customers better. We approached customers with MEGRA officers in each division and specialists in each product (cash, foreign trade, Payroll Plan, investments) so as to provide our customers with a comprehensive proposition. We also incorporated digital solutions to optimize our customers’ cash accounts.

Our strategic focus for 2023 will continue to be based on our customers’ transactional banking. To this effect, we will place special emphasis on the digital world, communicating the new uses of technology to conduct transactions and move funds from our customers’ cash accounts, increasing the cross-selling of our transactional products and working with the network to increase the Payroll Plan base.

⁽¹⁾ 2022 new division.





Agribusiness banking

70%
**rated customers in the
 agribusiness segment**

Our 2022 highlights are as follows:

- We visited our customers’ fields, organized lunches and held business rounds, launched products in all places where we conduct business, and organized agribusiness exhibitions all over the country (Expoagro San Nicolas, Salta, Río Gallegos). We also attended the most important auctions, presenting our comprehensive value proposition.
- We fostered the inclusion of the agricultural value chain by liaising with companies engaged in the sale of input materials, seeds, and capital goods. We partnered with more than 250 regional and national businesses across the country, reaching producers with very competitive rates.
- We provided an exclusive digital solution for our “Farming Made Easy” (“Campo Simple”) customers to obtain the best spot prices and finance purchases subject to deferred payments.
- We provided our customers, especially micro, small, and medium-sized enterprises, with special credit facilities for investment purposes and met their working capital needs based on commodities’ production cycles and regional production.
- We updated the amounts offered and expanded our eligible customer base in order to serve the segment’s financing needs.

- Self-service: Customers can sign Macro Agribusiness card agreements through the Business Internet Banking portal.
- We offered a consolidated package to all individuals in the Agribusiness segment, streamlining and improving customer experience through a uniform and differential product. With a single price for all the products, for personal and agribusiness purposes, in only one place.

In addition, our 2023 challenges are:

- To continue professionalizing our horizontal customer service model to serve large-sized agricultural companies, simplifying the decision-making process.
- To strengthen our comprehensive value proposition (simultaneous attack), including consumer products for producers who have to reconcile their personal needs with their business ones, and adding commercial opportunities.
- To move forward with the process of constant improvement in customer rating and assistance, leveraging digital tools to learn about and map the sector’s different processes and particular businesses.
- To expand the customer base in strategic areas of the business.
- To continue working on the self-service process within the company digitization project. New projects: addition of agricultural businesses, online loans, grant of Macro Agribusiness cards.

Agribusiness packages (number)

	2021	2022
Campo XXI	10,233	10.813
Comercio XXI	113	94
Emprende XXI	655	591
MACROPyME	299	298
Total	11.300	11.796

Cash Management

In 2022, we launched Macro Solutions, a comprehensive platform to provide customer treasury administration and management solutions. This is a multi-channel, self-service, and information processing platform intended to get rid of any operational overload.

We reinforced the use of digital instruments in Cash Management services, resulting in 90 percent of the payments to suppliers being made electronically (e-check/transfers) and 60 percent of the amounts collected being paid through electronic means.

Productive sector financing

SDG:
8, 9, 17.

In furtherance of the progress of regional economies and the growth of micro, small, and medium-sized enterprises, we increased our credit facility offer. To encourage the development of regional economies, we granted 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, and Tucumán, the cost of which rates is subsidized by the FONDEP (National Fund for Production Development) and guaranteed by the FOGAR (Argentine Guarantee Fund) in order to fuel investment and contribute to working capital financing.

We also set up credit facilities using funds from the Inter-American Development Bank (Global Credit Program for Reactivation of the Productive Sector) with support from the FONDEP (National Fund for





Government Banking

Production Development) exclusively for the provinces of Catamarca, Salta, and Tucumán. These facilities were intended to encourage companies to invest in the productive sector of each of the jurisdictions above. In addition, we set up credit facilities for micro, small, and medium-sized enterprises all over the country so that they can invest in goods produced for productive investment purposes through a lease option.

In addition, we subscribed agreements with the government of the province of Misiones to support the industry of wood dryers (purchase of kilns for drying wood), craft beer entrepreneurs (purchase of machinery and equipment and/or adjustment of infrastructure and/or purchase of raw materials), and yerba mate producers (working capital) by subsidizing interest rates and pledging term deposit certificates issued by the Institute for Agricultural and Industrial Development of the Province of Misiones (IFAI, acronym in Spanish).

We also signed agreements with the province of Salta under which we granted loans to micro, small, and medium-sized enterprises for them to make investments at an interest rate subsidized by the province.

We executed an agreement with the Federal Investment Association (CFI, acronym in Spanish) and Garantizar Sociedad de Garantía Reciproca to implement CFI's transactions secured with SGR's digital guarantee and expedite the implementation of loans under the Productive Reactivation and Exportable Regional Production credit facilities.

SME packages (number)

	2021	2022
Campo XXI	10,735	111,255
Comercio XXI	11,243	10,563
Emprende XXI	23,737	21,041
MACROPyME	12,841	15,649
MACRO Negocios XXI	379	1,888
Total	58,935	60,396

SDG:
8, 9, 17.

In 2022, through the Government Banking segment, we set about working on numerous initiatives and actions to digitalize governments and their communities, providing solutions to simplify their daily lives.

In 2022, in addition to the progress made on the payment ecosystem and banking digitalization, we assisted regional economies in introducing and renewing mass consumer spending incentive programs and extending them to special festive dates, with access to discounts and financing offers provided by different chambers of commerce, the province, and Banco Macro.





Foreign trade

In 2022, we incorporated the BCRA's transaction scheduling through the Business Internet Banking portal, extending the hours during which we receive our customers' transactions. We also improved the experience of customers who bank through the Business Internet Banking portal to make their lives easier.

We held talks and training courses on regulatory updates with customers from all divisions so that transactions remain agile in a dynamic and restrictive foreign exchange context.

Investment Banking

SDG:
7, 8, 13.

We remain leaders in the organization and financing of financial trusts through public offer. We assist 60 percent of the top 10 main market issuers, which account for 81.62 percent of the total issues (as measured in senior bond amounts). The remaining 18.38 percent is distributed among different market entities.

During this fiscal year, we applied ourselves to assist customers in their first issue of trusts in the market, thus expanding our customer base. We also assisted large capital market financing applicants such as retail companies and agriculture-related MEGRA Banking customers. In this regard, we participated in the issue of ARS 53,830 million (stated in higher seniority bonds) worth of financial trusts through public offer and pre-financed financial trusts in the order of ARS 4,995 million.

Through Macro Securities, we assisted our customers in issuing and placing corporate bonds in an aggregate amount of ARS 263,840 million, which represents 47.8 percent of the issues in the market, as measured in Argentine pesos.

Green bonds

With our organization, Macro Securities placed two (2) green bonds to finance renewable energy projects by Genneia. These corporate bonds are a part of the BYMA Social, Green, and Sustainable Bonds Panel.

The funds raised through Series XXXV and XXXVII Bonds were allocated to the Tocota III Photovoltaic Solar Project and to La Elbita I and La Elbita II Wind Projects.

USD-denominated Series XXXV Corporate Bonds, at a zero percent fixed annual interest rate and a price of 107.75 percent, maturing on December 23, 2024, and subject to a term of 2.12 years, were issued for a face value of USD 20,884,061. In turn, USD-denominated Series XXXVII Corporate Bonds, at a zero percent fixed annual interest rate, maturing on November 11, 2026, and subject to a term of 3.75 years, were issued for a face value of USD 29,917,476.



Payment Ecosystem

We work to create an ecosystem-based relationship to create opportunities. Our 2022 highlights are:

NFC payments - Apple Pay

We continue fostering innovation in the payment ecosystem. In this regard, we were selected among the country's main banks to join the Argentine launch of Apple Pay in March, an app used in more than 70 countries. Customers may now make contactless payments with their VISA debit and credit cards through mobile devices like iPhone and Apple Watch, thus reducing the use of cash.

Apple Pay payments use NFC (near-field communication) technology and are accepted in supermarkets, pharmacies, restaurants, cafeterias, shops, and many other stores that accept contactless payments. To make a contactless payment, customers only need to place their devices near a terminal. Purchases are entirely secure, as they are authenticated through Face ID, Touch ID or the device's access code, and through a unique dynamic security code generated for each transaction. This prevents customers from having to hand their cards over to a third party.

Since its launch, 30,000 cardholding customers have begun using Apple Wallet, 4,270 of whom have been able to complete transactions using their VISA credit and debit cards. Thanks to Apple Pay, we were able to improve the payment user experience for Digital Banking

customers, with a great impact on our preferential customer segment, since 60 percent of the transactions are conducted internationally, mainly involving the U.S. and Europe.

MODO

In 2022, the banks' e-wallet improved its position in the market and gained greater acceptance among businesses. Our MODO ecosystem attracted over 1,100,000 users, making us the second bank in number of MODO users. In addition, we worked hard to improve the MODO product experience and offer through the Macro App, navigating the challenge of implementing agile methods. To this end, we added multiple functionalities (among the most relevant are limited MODO registration / deliveries within the transfer flow / map of stores accepting the MODO e-wallet / activity feed / automatic cashback of promotional discounts / frequent contacts for deliveries), with a significant impact on the growth of the shipment share (an annual 12 percent contributed by Banco Macro, with more than 656,199 deliveries for a total amount of ARS 4,464,681,679) and QR payments (an annual 5 percent contributed by Banco Macro, with 605,461 payments for a total amount of ARS 2,488,176,945).

Our MODO-related market position set us apart in 2022, with a 12 percent market share.

- We worked hard to enhance customer experience and improve our MODO-related position as one of the main banks with regard to the use of the e-wallet.
- We were considered the second bank with the most money deliveries (more than 656,199 deliveries) and the second bank with the largest number of users (more than 1,100,000 users). Our banking app has the best user experience and the highest number of features in the financial system. We are also ranked as one of the best banks in terms of customer experience as regards automatic cashback, with benefits being credited in one second.

viüMi

In 2022, we worked through viüMi to improve face-to-face and remote collection methods to offer a value-added service including a fast and flexible solution.

We introduced contactless technology and Apple Pay payments for extra security purposes and to improve both business and customer experience.

We established a strategic partnership with Tiendanube so that businesses can create their online store easily and quickly and add viüMi as a means of payment, an app which can be used by any type of business. In this way, we incorporated significant benefits into our value proposition.



61,183
viüMi customers

15,217
active customers
in December

ARS 23,380
million worth of transactions

3,838,849
transactions

We implemented several actions to make the portfolio profitable. We started accepting the payment terms of national programs such as Ahora 12, Pre Viaje, and Más Cultura. We launched various promotional benefits, reinforcing communications with both businesses and cardholders in an attempt to provide the payment and collection ecosystem with synergy. We launched special offers at national and regional level, making collection solutions available to market stall owners and small and medium-sized merchants in different regions, thus fostering the growth of the country's informal economies.

Macro Payment Click

We launched an online payment button so that companies, government agencies, and institutions can accept the payment of installments, services, and debts by credit or debit card, regardless of the issuing bank or brand, by incorporating the button into their platforms through a Web address provided by us at no cost.

Through partnerships with smart-city, GovTech, and community digitalization platform suppliers, Macro Payment Click incorporated a set of digital solutions through the built-in payment button, enabling us to conquer spaces beyond traditional financial services.

Examples of solutions having a great impact on citizens, governments, businesses, and customers are:

- Parking meter apps.
- Digitalization of traffic violations.
- Digital Citizen.
- Solutions for the sale of tickets to events, tourist attractions, and municipal festivals.
- Platforms to manage educational and sports communities and condominium associations.

We tokenized Macro Payment Click cards so that payers do not need to enter card sensitive data every time they make a new payment and can have a smooth, easy, reliable, and secure user experience.





Digital transformation

We continued to move forward with the implementation of digital solutions, with transactions and services intended to improve customer experience across all segments and simplify not only self-service and remote virtual transactions, but also banking on site.

In this regard, communications and customer training play a key role in going digital. Our actions were focused on:

- Offering omnichannel customer service.
- Improving self-service channels for Personal and Business Banking customers.
- Reinforcing the cultural transformation of work teams in order to understand customers and their needs.
- Optimizing the offer of digital products.
- Providing better information to customers and their officers to help them make the right decisions.
- Sharing new processes for customers to adopt our digital tools and channels in their day-to-day transactions.

Personal Banking

In 2022, we made available a Personal Banking digital offer including the following services:

Credit card self-locking: As a part of our security improvements, the possibility of locking and unlocking credit cards through our app and Internet Banking portal prevents the filing of unnecessary reports and enables customers to deactivate and re-activate their cards.

Credit card theft and loss report: It is now possible for customers to report the theft or loss of credit cards on their own through our app or Internet Banking portal. Upon filing a report, the plastic is blocked and a replacement is requested.

Credit and debit card delivery status tracking: It is now possible to track a card delivery status through our app and Internet Banking service. Customers may check card status by card registration, renewal, and reprinting.

Legal deposits: It is now possible for customers to deposit funds into court-controlled accounts through our app and Internet Banking service without their physical presence at the bank.

Self-management of automatic debits: Customers can view debit orders to be charged and ask to “stop automatic debits” (order not to pay). They can also view and request the permanent cancellation of existing automatic debits and view the debits made and their respective payment reversion requests.

Cancellation of grid cards: We cancelled all grid cards, with the token being the only secure and technological option to validate transactions both through the Macro App and the Internet Banking portal.

Security suite: We introduced transaction controls through a security suite in order to prevent fraudulent behavior. This service is currently available for transfers, loan grants, card-less cash withdrawals, change of credentials, and security token generation.

Qualtrics: A satisfaction survey pops up, both in the app and the Internet Banking portal, when customers subscribe to our digital channels, change credentials or log out.

Generation of QR codes for collection purposes by checking account holders: Upon the issuance of a regulation on the matter by the BCRA, individuals who conduct a business activity and hold a checking account can now generate QR codes for collection purposes (payment by transfer).

Generation of QR codes for collection purposes by savings account holders: Individuals who conduct a business activity and hold a savings account can now generate QR codes for collection purposes (payment by transfer).

Loan grant: Determined to continue protecting our customers’ transactions, we implemented controls over the loan grant process, verifying in advance if customers changed credentials or registered a token. In either case, customers are required to visit the branch to validate the transaction.

We opened transfer limits by destination entity to supplement the robust system of transactions made through unified virtual transfer codes (CVU, acronym in Spanish), without affecting customers’ daily business.

Improvements in the Internet Banking portal/Macro App messaging service, which generated a large number of inquiries.

Business Banking

With regard to our Business Banking segment, we worked on the development of prioritized initiatives within the framework of the “3.0 Business Banking Digitalization and Business Banking Products Activation” project, which includes:

Credit rating viewing: Customers in the Professionals and Merchants, SME, and Agribusiness segments can view their current credit rating and the facilities and sub-facilities available to borrow money. In addition, they can view their available balance (qualified vs. already taken) and their rating expiration date. This is another step towards implementing customer self-service solutions and reducing branch staff’s workload and transaction-related queries. In turn, we encourage



customers to take new credit facilities. In this regard, if interested in a given facility, they can use the channel to contact their respective officers by email.

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Signature loan simulation: Stage 2 of the incentive above means that once customers have viewed their rating, they can engage in a signature loan simulation. This is the choice within the business segment for better placement purposes. Customers can run a complete simulation and, once finished, contact their respective officers to move forward with the transaction. We also seek to enhance customer self-service, reducing branches’ operating workload and implementing an additional placement channel for these credit facilities.

Request for the advance payment of credit card slips by Merchants and Agribusinesses: Business Banking customers may request the activation of this service. Using the Business Internet Banking portal, customers can file the request and sign the terms and conditions 100 percent digitally. Then, before the conclusion of the digital process, the operating staff uploads the transaction in the system or contacts the requesting customer, if necessary. At the same time, we created Internet Banking pop ups and banners to support the campaign and help advertise this product.

Additionally, we are developing the following processes: online signature loan application and repayment, merchants and terminal registration, document uploading to update credit files, and checking account overdraft agreement registration request.

We made two discoveries with the participation of customers regarding the “Payroll Plan Agreement Registration” and “Tax Collection Agreement Registration.”

We achieved yet another milestone by implementing the process and regulations for the Bank’s acceptance of Business Banking customers’ digital signature. This process allows customers whose digital signature has been registered with a national agency to provide us with legally valid digitally signed documents, thus avoiding having to be physically present at the branch.

Generation of QR codes for collection purposes by checking account holders: Upon the issuance of a regulation on the matter by the BCRA, businesses and individuals who conduct a business activity and hold a checking account can now generate QR codes for collection purposes (payment by transfer).

Business token activation through biometrics: At the beginning of 2022, in order to strengthen the token registration process, customer biometrics (ID photo + selfie and liveness detection) became the only method for activation purposes.

In addition, to enhance customers’ mobility and allow them to solve everything from their cell phone, we included the possibility of conducting monetary transactions through the Business app; customers can now make transfers and pay for services. We will soon incorporate our e-check and the possibility of subscribing and redeeming mutual investment funds.

The Business Internet Banking portal also offers monetary transaction and advisory services to courts and court clerks’ offices.

We added a password self-management service and the use of a token to validate transactions, streamlined the flow of court payment orders, and implemented a unique password to carry out business and advisory transactions, among other actions.

Virtual assistant

In 2022, we improved our virtual assistant platform so that both customers and non-customers can carry out transactions in addition to having their queries solved. They can now open accounts, find out about their cards delivery status, reset passwords, renew proof-of-life certificates, etc.

4,760,000
queries received

4,050,007
business-related queries





Customer experience: customer service models and studies to gain a deeper insight into our customers

Customer service and communication channels (Digital Banking)

	2021	2022
(Business) Internet Banking		
Users	53,893	60,553
Transactions	8,055,450	12,327,924
(Personal) Internet Banking		
Users	700,280	669,615
Transactions	188,542,097	171,145,671
(Personal) Mobile Banking		
Users	1,177,029	1,521,653
Transactions	324,382,182	485,944,560

“The customer’s voice” comprehensive program

Through the Customer Experience Department, we seek to be agents of change. “The customer’s voice” was made available to the entire Macro team in order to get to know our customers well and enrich each of their experiences.

Listening, understanding, and addressing their needs are key actions for customers to think big. This is why we want to bring “The customer’s voice” program into the entire Macro ecosystem through relational and transactional models, our knowledge of their daily needs, and their opinion on our products and services.

We started a micro-to-macro path with a view to beginning to revalue the Macro ecosystem comprehensive experience and setting up joint strategies and measurements to enhance customer experience as a whole.

It is for this reason that we undertook the challenge of measuring transactionality in real time in terms of the satisfaction experienced by those customers who carry out their daily transactions at different Bank touchpoints. This will make it possible to gather information to manage the main indicators and customer satisfaction levels in order to listen to the voice of our customers across the country.

Deepening our knowledge of customers allows us to implement communication actions and value propositions tailored to each customer type. Listening to our customers’ needs helps us know how to encourage and help them to think about Macro.

Customer experience (CX) relational model

- Personal Banking customer experience measurement. As many as 10,567 customers across all divisions nationwide answered online and telephone three-stage surveys intended to gauge the main customer experience indicators: NPS (Net Promoter Score), a metric to measure loyalty, effort, primary bank choice, future relationship, experience, and loyalty.
- SME and Professionals and Merchants Banking customer experience measurement. As many as 2,379 customers across all divisions countrywide answered online and telephone surveys in order to measure NPS, CES (Customer Effort Score), primary bank choice, and growth potential.
- Agribusiness Banking customer experience measurement. We carried out the first model measurement in this segment. As many as 143 customers across all divisions nationwide answered an online survey in order to measure NPS, CES (Customer Effort Score), commercial offer, and service features.





Customer experience (CX) transactional model

Personal and Business Banking real-time measurement. As many as 122,215 customers answered an online survey in real time about their experience with the contact channel of all divisions. In this way, we measured customer satisfaction and effort with regard to this specific channel.

In addition, we delved into the five most critical pain points arising from customers' feedback in order to develop an action plan directly intended to solve these problems.

In order to gather qualitative inputs to help us design action plans, we conducted 36 in-depth interviews. The purpose of these interviews is to talk with the customers reporting low satisfaction levels and better understand the specific reasons and patterns common to these behaviors.

Payment ecosystem - viüMi relational model

To ensure the continuity of our comprehensive model, we conducted the first viüMi online customer satisfaction survey, from which we obtained 182 answers, in order to measure indicators such as NPS, CES, main bank choice, and service features.

Usability testing

We performed usability tests with customers and non-customers to find out how easy it is to use our different digital platforms in order to understand customer needs and motivation, detecting the process pain points to provide a satisfactory experience and identify opportunities for improvement.

- Repayment of signature credit facilities for the Business Banking segment: We performed 12 user experience tests with customers in the SME, Professionals and Merchants, and Agribusiness segments from all divisions on signature loans repayable through the Business Internet Banking portal.
- Personal MODO QR: We performed 8 user experience tests with customers from all divisions, which resulted in 3 access flows within the Macro App and the new personal QR functionality.
- Complaint self-management via Home Banking: We performed 16 user experience tests with customers and 4 user experience tests with non-customers from all divisions, which resulted in 5 frequent complaint flows. We also carried out co-creation exercises with users.
- Eme chatbot: We performed 25 user experience tests on and in-depth interviews with customers from all divisions, which resulted in 11 types of critical flows and chat-related contents.
- Cancellation of automatic debits: We performed 12 user experience tests with Personal Banking customers belonging to the general and the Selecta portfolio at branches in the Metropolitan Area of Buenos Aires.
- Testing at our new Self-Service Terminals (SSTs): We performed 6 tests with customers who banked through self-service channels at Banco Macro and other banks in order to obtain 4 different types of transactional flows.

Government Banking studies

We studied the municipality ecosystem to understand interrelationships, opportunities, and needs within existing municipality relationships in order to create a comprehensive value proposition.

The study consisted in conducting in-depth interviews with the different municipalities, municipal providers, merchants, and neighbors

to obtain a diverse sample of different Banco Macro relationship profiles, focusing on the most relevant towns and those with the greatest room or potential for growth.

Our goal for 2023 is to continue listening to customers from different business and government segments to streamline their transactions, a goal aimed at the digital transformation of internal processes and the offer of digital solutions.

Benchmarking of the main key performance indicators (KPIs). Personal and Business Banking. We are benchmarked against the country's main private and public banks through a mixed methodology in order to know our positioning in the market and customers' perception through online and telephone surveys of 2,800 people.

Analysis of media and journalist consumption, Personal and Business Banking

Assessment to gain a deeper insight into the consumption of traditional media vs. digital media. Knowledge and credibility of journalists, influencers, streamers, and youtubers. Post-pandemic behavior analysis. New habits and consumer trends. We conducted 3,250 online surveys and 1,300 telephone surveys across all divisions and towns within the regions.

Foreign trade. We carried out an assessment to delve into specific topics of interest to the business. To this end, we conducted 13 in-depth interviews with the foreign trade officer for business customers in the SME and MEGRA Banking segments both in the Metropolitan Area of Buenos Aires and the interior of the country.





Withdrawal and use of cash, branch assessment. We conducted 360 face-to-face in-branch surveys with customers who withdraw cash from their accounts in the Tucumán, Salta, Jujuy, and Misiones divisions.

Market research. We partnered with the consultancy Brain Network to arrive at a diagnosis of our positioning, relationship with customers, and portfolio expansion.

Call Center



In 2022, we drove customer self-service developments which improved customer experience. This helped us focus our over-the-phone customer assistance on greater added-value services.

Moving forward with our continuous improvement model, we analyzed the results of customer satisfaction surveys and the reasons for calls and processes and this made it possible to obtain better NPS and CSAT results. In 2022, we also began performing chat customer service pilot tests.

By 2023, we expect to continue developing and implementing the necessary steps to launch the new chat customer service channel, increase the possibility of resolving complaints at the relevant touchpoint, and enhance our customer service. In line with our commercial objectives, we will implement customer retention actions and provide customer support for the digital sales process.

Calls answered at the Call Center (CAT)

	2021	2022
Call Center - Macro	774,737	849,713
Call Center - Business	8,024	6,291
Help Desk	134,367	157,068
Call Center - Selecta	68,009	95,124
Call Center - Investments	33,814	46,749
Transactions subject to verification	29,110	30,623
Interactive Voice Response calls (Total)	5,777,182	6,282,776
Calls answered at the Call Center - Total	6,825,243	7,468,344

Call Center strategies for Business Banking

In 2022, our Call Center successfully completed the process of migrating businesses to the new Internet Banking portal, assisting each one of them in the implementation of a platform which makes it possible to pay salaries, make remote deposits, and control the issuance of checks, among other functionalities. We continued offering our exclusive customer service for Government, Business, and MEGRA Banking customers.

In 2023, we will continue implementing technological development projects intended to enrich the experience of the businesses working with us, starting with the possibility of setting up automatic debits through our Internet Banking portal.

IVR, over-the-phone customer service improvements

In 2022, we improved the way in which we route Personal Banking customers' calls by optimizing the IVR options menu. We also enhanced customers' Telephone Banking PIN generation experience as we no longer ask them to change it after generation.

As a challenge for 2023, we are analyzing whether it will be possible to transfer the IVR system to our digital channels for both self-service transactions and digital customer service.

Complaint handling

In 2022, we strived to reduce the number of pending complaints and to increase the percentage of complaints resolved on time. Additionally, we upgraded the Internet Banking complaint form, on which we will continue to work in 2023. We cut the number of documents required from customers when filing non-recognized charge complaints, enhancing customer experience and shortening resolution times. We updated the amounts available for complaint resolution at the touchpoints.

Together with our branch network and the Contact Center, we also optimized our advisory services to customers in order to avoid the number of complaints requiring commercial management services.





With a view to shortening response times and improving customer experience, we began working to automate complaint resolution robotic processes (RPA) and to enable customers to file complaints through Eme.

As a challenge for 2023, we intend to increase our customers' satisfaction by resolving their complaints with quick and clear responses.

Number of complaints by channel¹

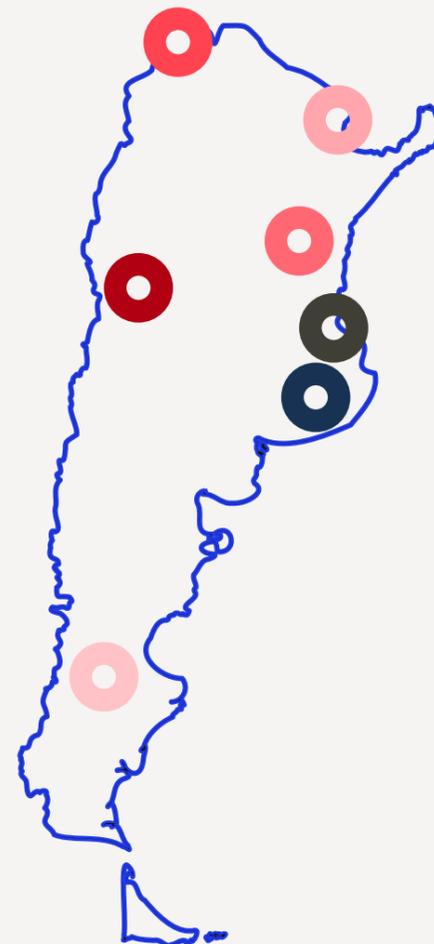
	2021	2022
Branch	106,948	101,337
Call Center	151,187	155,706
Internet	104,134	124,363
Complaint Handling and Quality Department	432	612
Letters	93	73
Business Back Office	118	191
Officers before the Argentine Central Bank	1,212	655
Insurance	No informa	464
Total	364,124	383,401
Complaints rate by customer (total complaints/Personal Banking customers)	2 %	2 %
Complaints resolution rate (total complaints resolved/total complaints)	94 %	100 %

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

On-site customer service infrastructure

Our footprint across the country

SDG: 8, 10.



Northwest Argentina (NOA)	104 Number of branches	313 Financial system branches	33 % Share
Center of Argentina	178 Number of branches	1,023 Financial system branches	17 % Share
Northeast Argentina (NEA)	52 Number of branches	377 Financial system branches	14 % Share
Patagonia	21 Number of branches	317 Financial system branches	7 % Share
Cuyo	18 Number of branches	256 Sucursales Sistema Financiero	7 % Share

Province of Buenos Aires	66 Number of branches	1,487 Financial system branches	4 % Share
City of Buenos Aires	28 Number of branches	801 Financial system branches	3 % Share

467 branches

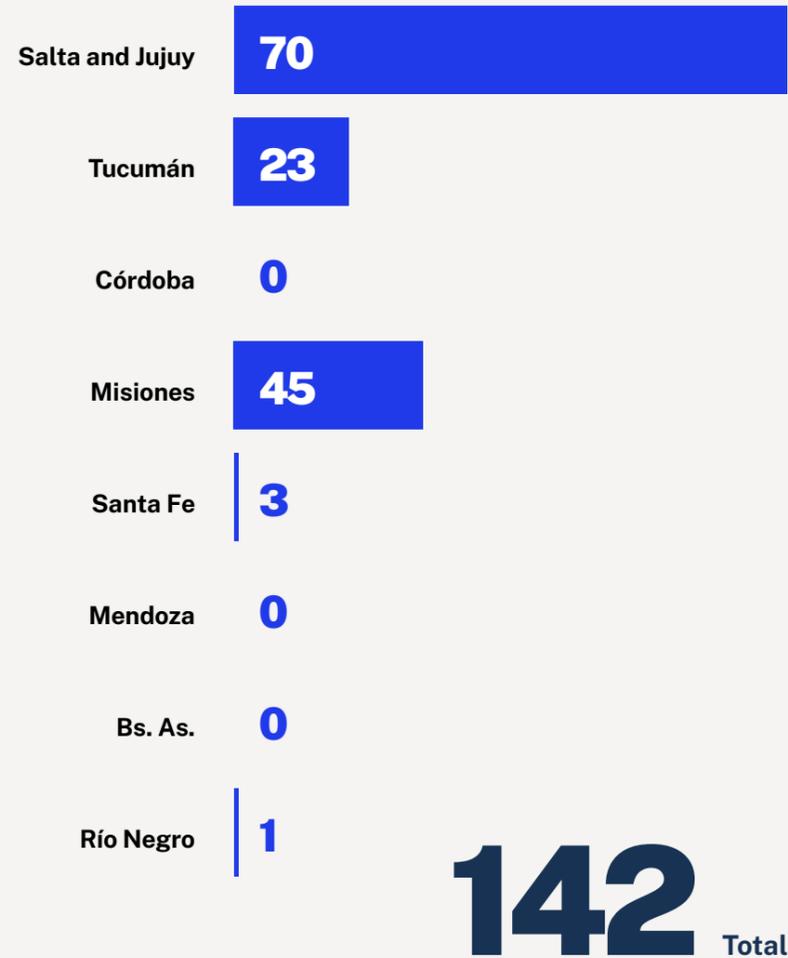
4,574 financial system branches

10 % share





Towns where we are the only bank



Our footprint extends to 23 jurisdictions across the country.

Branches are at the core of our business, as it is through them that we attain the goal of being close to people. 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 2022, we moved forward with the implementation of our digital strategy by doubling the fleet of in-branch SSTs (350) and GURÚ devices (370) to facilitate customers' self-service and digital education, making it possible to carry out sales and after-sales transactions. In line with this change, as a part of what we call a Phygital Service Model, we created a new role known as Self-Service Officer, who is mainly tasked with assisting and training customers in the use of digital devices to complete their transactions at the touchpoint in a fast and easy way. Additionally, these profiles rely on a tablet (portability) at more than 140 branches to identify who is being served at any branch point and ensure an easier, speedier, and more efficient experience.

We also made progress on the implementation of the Advanced Origination project, intended to digitalize processes and go paperless.

Thanks to the creation of digital files and the introduction of the biometric holographic signature, we can do away with the use of paper and streamline procedures. This also makes it possible to reuse digital files for other processes and future interactions with the customer. Over 200 branches already offer this service.

In addition, we continued to change our pick-a-number system and digital display boards, enhancing and unifying customer experience at more than 268 branches.

We implemented our own biometric engine, intended to store customers' biometric features (face and fingerprints) and offer them a much more secure and simpler authentication system to carry out transactions, as these biometric features are customers' new password. This service is available at 180 branches.





Automatic channels

ATMs are intended to respond to specific needs of both customers and non-customers, such as cash withdrawals and account balance inquiries, in an easy and agile way.

In 2022, we continued with our ATM fleet renovation and expansion project, including the installation of 18 devices and the enhancement and upgrading of another 22.

We currently have a total of 1,808 ATMs, 665 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 2022, 27,927,142 monthly transactions were carried out at our ATMs for a total of ARS 113,662 million plus another 643,940 monthly transactions at our self-service terminals (SSTs).

Automatic channel users⁽¹⁾

	2021	2022
Personal Banking	1,365,482	1,630,966
Business Banking	53,893	59,752
Total	1,419,375	1,690,718

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

Automatic channel transactions

	2021		2022	
	Number ⁽¹⁾	Amount ⁽²⁾	Number ⁽¹⁾	Amount ⁽²⁾
Digital (Internet Banking and Macro App)	571,211,224	2,645,226	657,136,445	No se informa
SSTs (self-service terminals)	657,812	49,879	643,940	66,213
IVR (Interactive Voice Response)	1,034,393	128	4,037,226	143
Call Center	1,048,061	45,358,92	1,156,433	86,342
ATMs (automated teller machines)	26,703,423	72,496	27,927,142	113,662

¹ Average number of transactions per month.

² Average monthly amount worth of transactions in ARS million.

ATM information

	2021	2022
Replacements	121	0
New equipment	50	18
Support equipment	165	22
ATMs featuring cash recognition and online deposit crediting functionalities	657	665
ATMs with a dual cash dispenser	75	75
Monthly transactions	26,703,423	27,927,142



Self-service terminals

With a view to enriching our customers' experience, we work to expand the functionality of services and optimize operation processes.

Our 932 self-service terminals — located in our branch network across the country — enable customers to make deposits 24/7 all over the year, both in cash and by check. In 2022, monthly transactions averaged 643,940.

As a part of our branch workload reduction plan and with the focus on customers' self-service, we integrated an intelligent check deposit functionality into the network of intelligent self-service terminals (ISSTs). In this way, customers can carry out transactions in a more dynamic fashion and avoid branch waiting times.

Our goals for 2023 include the development of an SST renovation plan for the incorporation of equipment featuring immediate crediting of deposits and the capacity to capture a larger number of bills.

Self-service terminals (SSTs)

	2021	2022
Installed equipment	955	932
Replacements	11	4
New equipment	1	1
Support equipment	4	1
SST-equipped branches	441	436
Transactions	657,812	643,940
Transactions amount (ARS million)	49,879	66,213

Intelligent self-service terminals (ISSTs)

	2021	2022
Installed equipment	219	215
ISST-equipped branches	153	151
Transactions	185,133	175,880
Transactions amount (ARS million)	23,329	37,304

255
self-service terminals installed which enable customers to carry out after-sales transactions in a very intuitive way.





Products and services accessibility

SDG:
8, 10.

As many as 1,770 ATMs feature audible and voice guidance technology for visually impaired people. Also in furtherance of integration, we have branches equipped with ramps and special restrooms for those physically impaired.

Branch accessibility

	2021	2022
ATMs for blind users as a percentage of total ATMs	293 %	98 %
Branches and customer service points equipped with ramps	555	550
Branches equipped with special restrooms	291	300

Simplified contracts

SDG:
8, 10, 12.

In 2016, we were the first bank in Argentina to put forward a contract simplification proposition intended to make processes shorter and more efficient and speed up the interaction with the branch network. As a result, customers are more informed and can make better decisions and our staff's daily work is reduced as all the information is contained in one single document.

Our simplified contracts, implemented seven years ago, 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 as brief and simple as possible so that customers can consciously use products and services such as credit and debit cards, personal loans, insurance, product packages, service channels, and passwords.

Marketing campaigns for individuals and companies

In 2022, we launched different mass and customized campaigns all over the country with a focus on the particular characteristics of our customers, their business activities, and their needs in order to provide them with information relevant to them and the most suitable solutions.

Among our Business Banking customers, the communication of the NAVES Program ranked us as a leading bank in supporting entrepreneurs with a specific proposition. We also strengthened the relationship with our customers through different strategic programs, such as business partnerships and the customer referrals campaign. This paved the way for the placement of credit facilities and the attraction of new customers. The implementation of the Next Best Action (NBA), whereby data from marketing campaigns are collected and analyzed in order to map the profiles, needs, and expectations of customers, made it possible to place products on the basis of each customer's needs.

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.





Physical safety and information management security

Compliance with and protection of users of financial services

We continue to identify highly vulnerable customers and implement schemes to protect them through communications intended to warn them about potentially risky situations (mainly fraud) they may be exposed to when using financial products and services.

We also implement different regulations, mainly issued by the Argentine Central Bank. In this regard, we worked on those addressing accessibility guidelines for people with disabilities in order to facilitate the use of our applications and the assistance provided to customers suffering any of the disabilities detailed therein.

In 2022, we continued to attend to the needs of our customers and to identify improvement opportunities both in terms of service and communication, with special emphasis on the changes to which customers were forced to adapt when banking through our digital channels as a part of the transformation process.

Our Financial User Protection Committee held four meetings to address topics connected with the latest regulatory developments (communications, resolutions, and executive orders), especially with regard to the BCRA's communications with an impact on the users of financial services, and identify any problems arising in each case.

With a view to business continuity, we closely supervised the enhancement and implementation of processes, products, and services made available to users, and we introduced the controls required for full compliance with protection policies.

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.³

As we extend this commitment to our value chain, we seek to guarantee our suppliers' compliance with the Public Information Access Agency's recommendations on data processing for commercial purposes. We also ensure, through different processes, that the owners of such data can exercise their rights as such as prescribed by the Act.

Monitoring center re-engineering:

We worked on the re-engineering of our monitoring center in order to optimize the use of the staff on duty and provide a faster response to the alerts from warning systems on a single platform while adopting a wider analytical view of system activation causes in cases of fault, which in turn leads to lower technical support costs arising from causes alien to us.

In addition, this re-engineering process has made it possible to provide more effective solutions to the network, such as the remote assignment of randomized keys for non-branch ATM assistance and loading purposes and at branches with limited staff, which contributes an auditable solution in compliance with the rules issued by regulatory agencies.

Risk matrix:

We included a new risk variable (branch insurable percentage). This new factor makes it possible to control the funds held at branch vaults, triggering an alert if they are in excess of the policy coverage limit. In turn, we implemented a report to monitor the cash circulating at branches on a monthly/annual basis and manage comprehensive bank policy limits accordingly.

Electronic security equipment obsolescence:

We prepared a new obsolescence matrix to measure the number, brand, model, and years of service of all our electronic security equipment. In this way, we can control the operation of this equipment and obtain metrics to devise technology replacement plans.

³ No mass events were recorded in connection with the leak, theft, or loss of customer data.



Human Capital

Employees' profile

40.41 %
of employees are women

9 %
women in senior management roles

68.34 %
employees in the interior of the country

Human capital in figures

	2021			2022		
	Men	Women	Total	Men	Women	Total
Total employees	4,734	3,197	7,931	4,589	3,112	7,701
Average age	48.41	43.48	45.94	48.68	43.81	46.24
Average length of service (in years)	20.38	15.52	17.95	18.10	13.27	15.68

Payroll breakdown by geographical region

	2021			2022		
	Men	Women	Total	Men	Women	Total
Employees in the City of Buenos Aires and Greater Buenos Aires	1,169	918	2,087	1,389	1,049	2,438
Employees in the interior of the country	3,565	2,279	5,844	3,200	2,063	5,263

Payroll breakdown into core areas and branches

	2021			2022		
	Men	Women	Total	Men	Women	Total
Employees in core areas	1,430	956	2,386	1,504	995	2,499
Employees at branches	3,304	2,241	5,545	3,085	2,117	5,202



**Payroll breakdown by length of service**

	2021			2022		
	Men	Women	Total	Men	Women	Total
Less than 5 years	811	797	1,608	768	739	1,507
Between 5 and 9 years	675	553	1,228	640	523	1,163
Between 10 and 14 years	708	729	1,437	674	685	1,359
Between 15 and 19 years	392	264	656	407	332	739
Between 20 and 24 years	599	414	1,013	505	334	839
Between 25 and 29 years	733	273	1,006	870	106	976
Over 30 years	816	167	983	924	194	1,118

New hires

	2021	2022
Total new hires	92	296
By region		
City of Buenos Aires and Metropolitan Area of Buenos Aires	81	200
Other regions	11	96
By gender		
Men	61	168
Women	31	128
By age range		
Up to 30	32	105
From 31 to 50	53	176
Over 50	7	15

Payroll breakdown by age

	2021			2022		
	Men	Women	Total	Men	Women	Total
Less than 30	120	122	242	115	119	234
From 30 to 50	2,304	2,275	4,579	2,334	2,279	4,613
Over 50	2,310	800	3,110	2,140	714	2,854

**Payroll breakdown by occupational category and gender**

	2021			2022		
	Men	Women	Total	Men	Women	Total
Senior Manager	11	1	12	10	1	11
Manager	68	19	87	90	34	124
Head/Supervisor	1,327	495	1,822	1,311	485	1,796
Analyst/Officer	1,758	1,743	3,501	1,782	1,744	3,526
Office Clerk/Operator	1,570	939	2,509	1,396	848	2,244

Payroll breakdown by occupational category and age

	2021			2022		
	Up to 30	From 30 to 50	Over 50	Up to 30	From 30 to 50	Over 50
Senior Manager	0	5	7	0	4	7
Manager	0	47	40	0	70	54
Head/Supervisor	7	876	939	14	931	851
Analyst/Officer	168	2,367	966	229	2,364	933
Office Clerk/Operator	67	1,284	1,158	64	1,171	1,009

Labor market context

Over the last few years, we have been witness to a new labor scenario we are not alien to. This context 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 change 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 model at Macro.

Against this backdrop, our HR team felt it was time 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 develop the skills of each member of staff in view of these changes.

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 such purpose internally while fostering our business transformation. In this regard, it 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.



Human capital management model

Driven by our new purpose and the idea that each member of staff is part of something beyond themselves, our Human Resources Department developed a number of initiatives to prompt a change of mindset and new skills reflecting an important transition: a step towards a culture of trust. In order to rely on committed and qualified teams to implement this project, we created new spaces and opportunities cutting across each individual, giving rise to a closer, more autonomous way of working based on trust.

In 2022, we made significant progress on our digital transformation and the Human Resources Management supported each of our employees and departments to make it wider-reaching, focusing on the creation of a good working atmosphere and the engagement with the idea of working for a company clearly aiming to deliver value in Argentina.

This shared, purpose-driven way of working is present in every action. **The proposition invites every individual to understand their mission with us, the “what for” of their daily tasks, as only by understanding the difference it makes to belong to this organization, they can help dreams come true.** This new culture of trust requires each member of staff to play a leading role with a high level of commitment, making decisions based on data, building collaboratively, and creating purpose-driven conversations.

Specifically, we defined the following areas for the 2022-2023 HR Work Plan:

- CULTURA Y CLIMA
- GESTIÓN ORGANIZACIONAL
- APRENDIZAJE
- DESARROLLO DEL TALENTO

#Culture and Climate | Purpose-driven organizational culture

Living the purpose

Following our purpose declaration and its four nonnegotiable principles (Closeness, Key Role, Pride, and Agility), we gave new momentum to our cultural transformation. Amid a turbulent global context and an ever-changing country, we identified the need to move forward, to go the extra mile, in order to remain the bridge connecting people with the opportunities to make their projects come true.

Prior to this, we relied on a vision, mission, five values, and ten principles which called for updating as they proved distant, difficult to remember, and needed to be restated in a simpler and more inviting fashion. Driven by the need for a closer cultural aspiration, different teams achieved synergy and embarked on a large task that meant rethinking the way of expressing the pride in belonging to Macro, making daily work count to be the Bank that helps Argentinians fulfill their dreams.

Listening, diagnosing, and acting accordingly

In furtherance of our cultural transformation, our Human Resources Department **implemented Qualtrics, a tool intended to know the level of commitment of each member of staff.** True to the belief that listening prompts better practices, and in addition to the Great Place To Work (GPTW) annual assessment survey, **we worked on an experience measurement scheme applicable to each stage of employees’ life cycle at the company. These pulse surveys regarding different touchpoints in the journey map³ enable us to design archetypes to make decisions based on data** and on each employee’s own experiences.

Integration

We also held organizational integration activities. Worthy of note are three editions of the **Macro Family Day**, a federal event at which families and teams enjoyed an afternoon of pure fun in **Posadas, Salta, and Jujuy, with a total of 2,060 participants.**

The Salta Jockey Club, Crucero del Norte Club in Posadas, and Finca Las Moras in Jujuy were the venues for these events, at which families enjoyed five hours of exciting fun with outdoor and inflatable games, music, shows, characters, a lunch, gifts, and the best entertainment for both children and adults. After two difficult years, of restrictions and uncertainty, the teams in these divisions had the chance to relax and celebrate good times with their families. As a result of the satisfaction surveys conducted in connection with these events, an average 80

³ Journey map is an employee’s life cycle.





percent of the people stated that they were highly satisfied and would like them to be held every year. We also organized 18 integration days to improve team dynamics in our core areas with 900 participants.

Empowerment and information management

As a part of this new stage, our Human Resources Department believes that the information on strategic and tactic plans should be directly shared with each member of the organization, speeding up communication so that leaders are left with the task of expanding and zooming in on topics employees are already aware of. In this way, each member of staff is engaged in the circulation of the organization’s strategic messages. As a starting point, our General Manager presented the 2022 Strategic Focus, including the formula to fulfill our purpose, as we intend Argentina to dream of and think about Macro, and, afterwards, our different management departments defined their Annual Strategic Plan (PAE, acronym in Spanish) and shared 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.

Laying the foundations of exponential leadership

In support of this new culture and with a view to breaking old leadership paradigms, we held 10 Purpose-Driven Leadership workshops with the Human Resources and Administration Manager. These workshops were intended to empower teams by deeply engraining Macro’s culture in their leaders, analyzing the importance of reflecting on the “what for” of each action and on the place where building blocks are laid to create an organization where trust is the main value. A total of 630 leaders participated in these workshops, **intended to engage them in a sole purpose and conviction: to think big.**

Generative conversations

We held a series of sessions where 1,100 participants were given tools to establish purpose-driven conversations, creating spaces of trust and focusing on active listening. In order to strengthen this new leadership model, these sessions were attended by team leaders, and department, division, regional, and branch managers.

Diversity management

SDG:
5, 10.

In order to build a broader view and become an increasingly inclusive Bank every day, we seek to reflect society’s diversity in our institution. Specifically, our Human Resources Department worked on the internalization of these topics to gain a deeper insight into the expectations and needs of each employee and the talent we want to attract and retain. As we regard diversity as a competitive advantage, we worked on the promotion of an inclusive culture that guarantees equal opportunity and a safe environment to grow, share opinions, and debate. Each department fosters a culture of non-discrimination and respect in which diversity and inclusion are appreciated so that everyone feels encouraged to be authentic and a part of the organization.

In 2022, we worked on the following three major areas:

- **Sexual diversity. In 2022, we moved forward with a trans employability project.** A reshaping and support program for a cultural transformation in this sphere. Among other schemes included in a broad training program, we organized talks and workshops regarding bias and sexual diversity to raise awareness of these matters among employees and introduce diversity-safe cultures.

- **Equal opportunity.** We continued to conduct internal and external searches without gender-based distinctions, focusing on candidates’ skills, experience, and education without regard to personal data such as gender, age, marital status, or parent status. We also developed an e-learning course on assisting people with disabilities.
- **Social inclusion.** We remain partners with **Fundación Espartanos for the reinsertion of inmates.** In particular, on October 14, 2022, we held an event called “Spartan Perseverance” (“Perseverancia Espartana”) in order to recognize and reward those having lived as free individuals for over three, five or ten years. We also praised those keeping the same job after two years with the “Spartan Example” (“Ejemplo Espartano”) prize. We further joined the **Macro/ACAP Educational Training Program**, with activities intended to serve as a first approach to the world of work and higher education and to create an educational experience for three students in their last year of high school, who engaged in different tasks within the organization to supplement the education received at school and get to know a real-life workplace. Additionally, in partnership with the Ministry of Labor, Employment, and Social Security, we launched an “Employment-Oriented Training Scheme” consisting in six months of practice to acquire tools to enter the employment market. Under the scheme, 49 youngsters assisted customers in the use of digital channels at our branches all over the country.





#Organizational transformation

Staff turnover

	2021			2022		
	New hires	Departures	Turnover rate	New hires	Departures	Turnover rate
By region						
Employees in the City of Buenos Aires and Great-er Buenos Aires	81	235	11.26 %	200	209	8.57%
Employees in the interior of the country	11	412	7.05 %	96	308	5.85%
By age range						
Less than 30	32	21	8.67 %	96	24	10.25%
From 30 to 50	53	200	4.37 %	185	223	4.83%
Over 50	7	426	13.70 %	15	270	9.46%

Staff turnover by gender

	2021			2022		
	New hires	Departures	Turnover rate	New hires	Departures	Turnover rate
Women	31	206	6.44 %	128	212	6.81%
Men	61	441	9.32 %	168	305	6.65%
Total	92	647	9.32 %	296	517	6.71%

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

	2021		2022	
	Men	Women	Men	Women
Employees on maternity or paternity leave	136	141	84	91
Employees that returned to work following maternity or paternity leave	136	141	84	91
Return-to-work and retention rates following maternity or paternity leave	100 %	100 %	100 %	100 %



As a result of the organizational redesign implemented, we laid the foundations for a new responsible self-management model, leading people to become more independent, to take risks and make mistakes to be able to improve themselves. At the same time, we encourage a leadership model in line with this culture, in which leaders are also coaches guiding the actions of their teams. In keeping with the Agility principle, we undertook these changes in order to overcome the bureaucratic barriers affecting the decision-making process and optimize workflows.

Without a doubt, a key factor in supporting this collaborative culture was the implementation of Google Workspace enterprise-wide, a technological and cultural change which helped us take the way of thinking and working to a different level. This change of tool had a significant impact on the way of working and communicating to turn us into a much more modern, agile, and powerful organization.

This migration was possible thanks to a six-month implementation plan divided into four stages:

- Pre-migration. **We raised awareness among employees** through different schemes: a Migration Culture Workshop, immersion courses, JAM communications, e-learning sessions on Success Factors, Google Suite of Guides and Toolkit for Leaders, and guidance and collaboration by different people.
- Migration. We implemented a synchronous and asynchronous training plan and a virtual support channel, moderation and support to the Google guides community, support communication pieces, content for JAM space, support in the migration of generic email accounts.
- Post-migration. We focused on tools with tips to use the apps. A meeting with guides at the Macro Tower’s auditorium and a collaborative work hands-on workshop.

- Continuity. Driven by our purpose, we encouraged collaborative work through the tools such as Spaces, Meet, and Drive, among others, measuring participants’ satisfaction.

In short, all our employees were migrated to this new space, covering our core areas and branches. We implemented two support channels (by telephone and video call), 96 segmented communication pieces, 17 courses, 95 webinars, and 39,816 hours of training. We consolidated a network of Google guides with 478 members assisting in the adoption of this new environment. Below are the results of our satisfaction survey:

- 87 percent of our employees felt supported/very supported during the migration.
- 82 percent regarded training sessions as useful/very useful.
- 91 percent engaged in training.
- 77 percent believed they received the necessary information.

In December, we began the process to earn the Google Workspace certification as users in the beginner level, having certified over 25 percent of our people during the first two weeks.

In addition, in April 2022, we implemented the first Agile Ecosystem, which is to be developed in three big waves. In this regard, we embarked on the first wave or understanding stage, acquiring knowledge and assessing conduct in view of the adoption of the Agile methodological framework. This project organizes individuals into work “cells,” each of which prioritizes initiatives and then refines them engaging all relevant teams, users, and shareholders. Teams can develop functionalities in full, from the time they are conceived through their implementation, and users and developers become involved from the idea generation stage through the start of product production. This is how processes are constantly improved, going through an assessment of performance, quality, and speed.

Benefits and recognition

In order to attract and build loyalty among the best talent, we undertook a **review of our value proposition along two big lines of action as a starting point: listening to our people and working to improve the benefits offered**, making them more federal. Based on our employees’ experience, we introduced changes and improvements to some benefits:

- Among the benefits intended to be shared with the family, we worked on Children’s Day, enabling employees to choose the gifts for their children in advance based on their age and turning such benefit into a closer, customized option.
- Within the care and wellness range, we made it possible to enjoy the SportClub benefit at a federal level at more than 180 facilities across the country, subject to an important 86 percent discount.
- We introduced a discount on the menus at the Macro Tower’s canteen, making meals affordable for the over 1,600 people working at our corporate building in the City of Buenos Aires.
- Special discounts on basic necessities and home appliances for our staff at Tienda Molinos and Samshop.

This is how we continue to work heavily to design a solid offer based on the feedback and experience of each member of our team, with closeness as a priority.



Benefits

	2021	2022
Children's Day	4,393	4,102
School kits	5,814	5,520
Childbirth	224	214
Vaccines	5,969	5,521

Among our **recognition schemes**, we continued to grant the Career Path Award to the employees who have been working with us for 25 years. In 2022, we awarded a total of 394 medals engraved by master goldsmith Juan Carlos Pallarols all over the country. On this special occasion, we recorded a moving video reviving the message of our founder, Jorge H. Brito. Each member of staff takes part in an award ceremony with their division or department and then this recognition is shared through JAM, an event arousing emotions among those honored and their colleagues.

Lastly, with regard to our employees' **health** and having left the pandemic behind, we worked on three schemes tied to health awareness dates and intended to encourage health check-ups:

- 5-17: Hypertension Week. We used JAM to share a message by Dr. Cormillot. In addition, a group of healthcare professionals came to the Macro Tower and to different towns in Salta, Jujuy, Córdoba, Misiones, Tucumán, Santa Fe, Mendoza, and Bahía Blanca so that over 1,000 employees could have their blood pressure checked and receive advice on the matter.
- 10-13: World Sight Day. We invited employees to have their annual check-up by making an appointment through JAM.
- 11-14: World Diabetes Day. In addition to sharing a video with information about the disease, we invited employees to go for the relevant check-ups.

- 10-19: World Breast Cancer Awareness Day. We invited the women working with us all over the country to have their check-up in October at different diagnostic centers.
- In December, we held a blood donation day in partnership with Fundación Dale Vida. This will be the first time the scheme is implemented countrywide.

Occupational safety rates

	2021	2022
Rate of absenteeism ¹	10.96 %	3.06 %
Days lost to absenteeism	218,707	304,331
Rate of absenteeism due to occupational accidents	0.06 %	0.12 %
Days lost to occupational accidents	13,577	2,220
Rate of absenteeism due to disease	2.56 %	1.36 %
Days lost to disease	50,996	26,249

⁽¹⁾ Rate of absenteeism: Days lost over the year/working days over the year (payroll by working days).

Rate of absenteeism

By region	2022		
	Accidents	Disease	Total
City of Buenos Aires and Greater Buenos Aires	0.04%	0.29%	0.82%
Interior of the country	0.08%	1.07%	2.24%
By gender	Accidents	Disease	Total
Men	0.06%	0.66%	1.51%
Women	0.05%	0.71%	1.55%

#Training | Helping employees' best selves take center stage

SDG: 4, 8.

We emphasize the importance of our staff's continuous training to help them develop their skills to the fullest potential.

Every year, we hold different training and development programs for our branch teams, including the Comprehensive Bank Training Program, the UCA- and ADEBA-certified University Diploma Course on Bank Branch Management, the programs for future business officers, and the Challenging Roles Program for the reskilling of operating roles, designed by us.

In the case of our core areas, we granted around 800 licenses on the Udemy and Crehana content platforms for the development of future-oriented skills and we implemented leadership and agility training options, such as the 6th edition of the Leadership and Management Diploma Course and the Agile Methodologies Certificate, in partnership with Universidad Siglo 21.

In addition, we assigned 122 undergraduate and graduate scholarships and signed benefits agreements with educational institutions with an impact on our employees and their families.





Staff training

	2021	2022
TTotal man hours	352,633	319,567
Total on-site training hours	97,005	96,509
Total remote training hours	255,628	223,058
Percentage of participation over total payroll	100 %	100 %
Man hours by gender		
Women	151,632	125,452
Men	201,001	194,116
Man hours by occupational category		
Senior Manager	1,228	168
Manager	6,322	3,881
Head/Supervisor	109,999	62,845
Analyst/Officer/Other	235,084	252,674

100 %
of our staff assessed
as to their performance

Talent development | Attraction, transformation, and retention

Our business transformation and the new way of banking in this country call for a people-centric approach. And that is what we do at Macro, as it is very clear for us that human capital is the key. For this reason, we work to fuel our people’s potential, to go through this digital and cultural transformation as better professionals, but, above all else, better persons.

Macro Talent Tour

In 2022, we launched the first edition of Macro Talent Tour, an activity based on the closeness and key role of each member of staff. Through the implementation of a blended scheme, including both on-site and virtual content, we enabled everyone at the Bank to participate. During three days, we presented all the benefits, training, and experiences we offer to transform, support, and develop the talent of our people. We sought to create a connection between daily tasks and our purpose through webinars, conversations, and a strengthened sense of belonging, with more than 1,500 participants.





Volunteering work that makes a difference

SDG:
8.

In 2022, 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 11 volunteering days held in the provinces with volunteers and families.

We closed the year with a total of 2,087 participation instances, translated into 1,361 sole volunteers, with an impact on 12,500 direct beneficiaries.

Charitable projects

In October 2022, we launched the 15th 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. On this occasion, the main themes were health, nutrition, education, sports, trade workshops, and the creation of sustainable jobs.

The contest was entered by 81 teams from all over the country, and 38 of them received awards, with a total of ARS 10,036,187 worth of prizes.

Volunteering for art purposes

As a new scheme in 2022, we held a modern and contemporary art collection exhibition. In the months of June, July, and August and as a part of NODO, Gallery Tours, we presented iconic works of the collection by acclaimed Argentine artists. Our volunteers were also present, assisting in the guided tours targeted at educational institutions and social welfare organizations. Twenty-two volunteers came from Buenos Aires and five from Salta, when the exhibition went itinerant to that province.

Volunteers for financial education and inclusion

As a part of our Healthy Finances Program, we called and trained, for the third consecutive year, over 30 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 30 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





Social Capital

Social investment in figures - FBM

	2021	2022
Investment in Fundación Banco Macro (ARS) ¹	160,078,875	255,553,784
Breakdown by type of social work		
Entrepreneurial Support Program ²	18,928,884	25,140,107
Sustainable Work Program	2,602,648	20,549,927
Financial Education and Inclusion Program ³	10,442,843	18,199,549
Nutrition	12,145,931	18,654,372
Education	17,809,840	37,130,865
Integration	15,710,000	28,580,104
Social medicine	6,073,000	427,750
Volunteering work	18,243,154	32,512,749
Environment	6,816,090	6,115,478
Social assistance	38,794,340	42,722,004
Art and culture	N/A, new program	6,906,437
Administration of Fundación Banco Macro	12,512,145	18,614,437

Social investment in figures - Banco Macro

	2021	2022
Miscellaneous contributions and donations ⁴	26,858,000	292,963,894
Total social investment in figures (FBM and Banco Macro)	186,936,875	548,517,678
Other indicators		
Participations by volunteers ⁵	3,272	2,087
Sole volunteers ⁶	2,126	1,361
Hours allocated to charitable causes	18,435	11,011
Programs ⁷	10	11
Provinces	11	11
Direct beneficiaries	58,844	76,284
Partnerships with organizations ⁸	305	435

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. ⁵ Number of participation instances by volunteers on the Volunteering Work Days, Campaigns, Charitable Projects, and Professional Volunteering Work. ⁶ It refers to the 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, 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 the Healthy Finances financial education workshops.

2022 Beneficiaries

	Direct beneficiaries	Indirect beneficiaries
Program areas		
Sustainable work	1,029	4,113
Financial education and inclusion	10,340	65,792
Entrepreneurial support	2,872	34,752
Nutrition	4,758	23,219
Education	10,191	47,823
Integration	20,898	77,262
Social medicine	801	3,203
Corporate Volunteering Program	12,500	50,000
Environment	10,595	40,518
Art and culture	2,300	9,200
Total	76,284	355,882



Events and sponsorship

64

sports events
sponsored or held

16

sponsored shows

92

sponsored fairs, exhibitions,
and events

In 2022, we strengthened the relationship with our customers upon the return of on-site events, which make it possible to interact with them in person. We held breakfasts and lunches with customers to remain close to the Agribusiness, SME, and Large Companies segments.

We sponsored the Democracy and Development Series, with 8 events, organized by Clarín. We also sponsored events connected with new payment technologies, Nuevo Dinero (organized by Readshow), the Banking Law Conference, the Annual Convention of the Argentine Chamber of Construction, and the annual event held by the Argentine Industrial Association.

Betting heavily on the mining sector, we organized events for the entire value chain and participated in Argentina Mining, held in Salta, and in the event organized by Panorama Minero in San Juan.

We held several talks on current economic affairs with Carlos Melconian in different provinces. These events were targeted at our best Business Banking customers.

We are close to the different communities, making available seven Mobile Banking Units equipped with ATMs to offer this service. In 2022, they were located in Misiones, Salta, Jujuy, Tucumán, Buenos Aires, and Córdoba.

Sports events

Sports events were resumed in 2022 and we were there to sponsor further clubs. We are firmly committed to sports, fostering effort, commitment, and constant self-improvement.

Among the sports we support is soccer, sponsoring clubs such as Tigre and Gimnasia y Esgrima de Jujuy; hockey, through the Argentine Hockey Confederation; paddle tennis, sponsoring the Argentine Paddle Tennis Association, helping players grow, and organizing paddle tennis clinics for customers; rugby, supporting several clubs across the country while encouraging the sport and comradeship, the Pumpas and the Argentine Rugby Association's Foundation in all the events held; and golf, organizing our own tournaments all over the country and sponsoring the Republic Open and the South Open.

Among the most important sports events supported over the year, we can mention the matches played by Los Pumas, which we sponsored in the July window and the Rugby Championship. As both events were held in the country, we could invite our best customers.

The year 2022 was very special for our soccer and we gave our Personal and Business Banking customers the chance to participate in a draw for packages to travel to the Qatar World Cup and live an unforgettable experience.



News about other programs

Nutrition

We continued to partner with Asociación Civil Saberes in the implementation of its nutritional health community management project. In 2022, training was extended in Embarcación, Salta, for the community management of acute malnutrition: prevention and treatment strategies for the identification and management of acute malnutrition in children aged 6 months to 5 years.

In addition, and as a highlight, we helped Saberes and other major players in the field of nutrition to research and develop a nutritional food supplement rich in calories enjoying cultural acceptance among the members of the Wichi community from Orán and Embarcación and covering the nutritional and caloric needs of a daily breakfast.

Lastly, through a partnership with Fundación Sí, we annually finance 12,000 meals per month at 25 community centers in Salta, Jujuy, Misiones, Tucumán, Córdoba, Santa Fe, and Buenos Aires. Each center is regularly assessed and supervised to guarantee the proper distribution of the food donated.

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, Fundación Puentes de Luz, Asociación Civil Te Acompañamos, and Fundación Por Nuestros Niños.

Sports and inclusion

We support Fundación Baccigalupo's schools all over the country, incorporating new sponsors through inclusive rugby hand in hand with the Pumpas and hockey with *Las Lionas*.

Education

We continued to reinforce 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

Within the framework of the patronage system introduced by the Cultural Participation Act of the Government of the City of Buenos Aires, we sought 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.

We promoted a total of 10 disciplines addressed by 136 projects. We contributed a total of ARS 90,381,868 to this end.

Cultural patronage

	2021	2022
Cultural patronage contributions (Banco Macro) in ARS	72,828,835	90,381,868





Supplier management

SDG:
8.

In managing suppliers, we seek to create a flexible environment of mutual collaboration for increased efficiency. Our highlights include:

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

As is the case every year, we updated the status of our active suppliers 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 to verify whether a selected supplier has any negative comments in terms of its financial or tax-related situation.

In 2022, we updated our suppliers' portal and continued to engage sustainable suppliers and companies that help us improve our environmental management. In 2023, we will continue with our visits and search for local suppliers engaged in the provision of institutional image services, IT services, technical training, building works and maintenance,

and locksmithing for banks, among others. In addition, we will foster initiatives so that all our suppliers also become our customers.

The main value chain participants and industries we purchase from are the following:

- Civil works.
- Logistical services.
- Building maintenance services.
- Electricity and thermomechanics.
- Cleaning services.
- Surveillance.
- IT products and services.
- Woodworking and furniture.
- Miscellaneous goods.
- Machinery

Suppliers in figures

	2021		2022	
Number of active suppliers	4.260		4.910	
Suppliers by region:	Total	%	Total	%
Buenos Aires	1,899	45 %	2,167	44 %
Far North of Argentina	403	9 %	480	10 %
Center of Argentina	1,550	36 %	1,771	36 %
Nuevo Cuyo	214	5 %	253	5 %
Patagonia	194	5 %	239	5 %

Procurement expenses by region ⁽¹⁾

	2022
Suppliers by region:	%
Buenos Aires	83 %
Far North of Argentina	4 %
Center of Argentina	11 %
Nuevo Cuyo	1 %
Patagonia	1 %

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





Number of suppliers providing the top ten products and services

	2021	2022
Transport	371	388
Professional services	464	490
Machinery and equipment maintenance	44	44
Advertising and publicity	541	557
IT services	154	156
Security	65	65
Office supplies	38	37
Healthcare services	42	43
Cleaning services	44	43
Building repair and maintenance	275	282

Local and inclusive procurement

With a branch network located all over the country, we give priority to the purchase of local goods and the engaging of local services as an essential part of our value chain in order to boost regional economies. Nationwide projects are entrusted to large leading companies.

Some of the inclusive local purchases made in 2022 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.

Suppliers' Portal, rating system, and database

This tool, used by most of our suppliers in 2022, enables them to upload their documents in advance, thus facilitating the entire process traceability and speeding up payment.

Our portal also enables suppliers to upload documents regarding processes involving advances, a service which was not previously available and which increased 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 2022, we updated forms and moved forward with the implementation of a system called Remedy for the complete traceability of suppliers' registration, deregistration, and modifications and the identification and resolution of any process inefficiencies.

IT PROCUREMENT

For the purpose of speeding up procurement and implementing efficient internal procedures as a part of IT bidding processes, our IT Department is engaged in the process from the start, when a given need is detected, and tasked with both preparing the budget and analyzing its impact.

This department leads work teams, tries to find alternatives in terms of the solution and price offered, participates in the selection of local and international suppliers, and drafts the bidding documentation in order to ensure the transparency required.

The department also serves as the only communication channel available to bidders and monitors the work engaged and the payment process.

In a year as particular as 2022, in which economic variables led to an increase in the prices of products and services and the regulatory framework made technology imports a complex process, this team managed to close deals as planned for 2022, keeping within the budget of the IT Department.





Natural Capital

Direct environmental impact

Environmental Policy and Environmental Management System (SGA)

At Banco Macro, we believe that environmental management leadership is a priority factor when working on our direct and indirect impact.

As a supplement, a building designed following sustainable criteria requires a team capable of optimizing its use and committed to schemes to reduce its environmental impact. In this regard, the Macro Tower relies on an Environmental Policy intended to mitigate the environmental impact generated by our actions and those of other parties. This is achieved through training in and the observance of all applicable environmental laws at national level and international standards for an increasingly efficient use of natural resources.

With regard to the regulatory guidelines, the Corporate Governance

Committee is responsible for ensuring compliance with the Policy and for monitoring such compliance.

In 2022, in order to project the Policy over time, we started to draft the bidding terms and conditions for the process to select the supplier that will assist the Health, Prevention, and Environment Department in the adaptation and implementation of Stage II of the Macro Tower's current SGA (SGA-TM) under Standard ISO 14.001:2015. We seek to obtain the relevant certification over the next two years.

Sustainable corporate building

LEED certification process

In 2022, following the process undertaken in previous years, we were awarded the LEED certification for "Banco Macro's Corporate Headquarters," 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).

Other process highlights include the following:

- We adjusted the on/off schedule for lights and equipment.
- We designed a procedure and complied with a Comprehensive Building Water Management Plan, with a special focus on controlling Legionella pollution.



Annex I – GRI Content Index

The information reported in this GRI Content Index covers the period running from January through December 2022 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, 2022 and ending on December 31, 2022.

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			
	2-2 Entities included in the organization’s sustainability reporting			
	2-3 Reporting period, frequency, and contact point			
	2-4 Restatements of information			
	2-5 External assurance			
	2-6 Activities, value chain, and other business relationships			
	2-7 Employees			8.5, 10.3
	2-8 Workers who are not employees			8.5
	2-9 Governance structure and composition			5.5
	2-10 Nomination and selection of the highest governance body			5.5
	2-11 Chair of the highest governance body			
	2-12 Role of the highest governance body in overseeing the management of impacts			
	2-13 Delegation of responsibility for managing impacts			
	2-14 Role of the highest governance body in sustainability reporting			
	2-15 Conflicts of interest			
	2-16 Communication of critical concerns			



GRI Standard	Content	Location in Primary Document	Omission	SDG
General contents				
GRI 2: General disclosures	2-17 Collective knowledge of the highest governance body			
	2-18 Evaluation of the performance of the highest governance body			
	2-19 Remuneration policies			
	2-20 Process to determine remuneration			
	2-21 Annual total compensation ratio			
	2-22 Statement of sustainable development strategy			
	2-23 Policy commitments			
	2-24 Embedding policy commitments			
	2-25 Processes to remediate negative impacts			
	2-26 Mechanisms for seeking advice and raising concerns			
	2-27 Compliance with laws and regulations			
	2-28 Membership associations			
	2-29 Approach to stakeholder engagement			
	2-30 Collective bargaining agreements			8.8
MATERIAL TOPICS				
GRI 3: Material Topics 2021	3-1 Process to determine material topics			
	3-2 List of material topics			



GRI Standard	Content	Location in Primary Document	Omission	SDG
MATERIAL TOPICS				
Digital banking-oriented accessibility to the banking system				
GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Access points in scarcely populated or economically disadvantaged areas, by type.			
Products and services for unbanked and underbanked people				
GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Total monetary value of products and services designed to create social benefits in basic business lines, by goal.			
Banco Macro-specific indicator	Initiatives to improve access of disadvantaged people to financial services.			
Products and services for senior adults				
GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Number of customers in the retired segment.			
Financial education program for the community				
GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Number of individuals trained in financial education actions.			
Sensible use of paper and recycling process				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 301: Materials 201	301-1 Materials used by weight or volume			8.4, 12.2
	301-2 Recycled input materials used			8.4, 12.2, 12.5



GRI Standard	Content	Location in Primary Document	Omission	SDG
Measurement of carbon footprint and reduction of greenhouse emissions				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions			
	305-2 Energy indirect (Scope 2) GHG emissions			
	305-3 Other indirect (Scope 3) GHG emissions			
	305-5 Reduction of GHG emissions			
Responsible use of energy				
GRI 3: Material topics 2021	3-3 Management of material topics			
GRI 302: Energy 2016	302-1 Energy consumption within the organization			7.2, 7.3, 8.4, 12.2
	302-4 Reduction of energy consumption			7.3, 8.4, 12.2
	302-5 Reductions in energy requirements of products and services			7.3, 8.4, 12.2



GRI Standard	Content	Location in Primary Document	Omission	SDG
Responsible use of water				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource			
	303-2 Management of water discharge-related impacts			
	303-3 Water withdrawal			
	303-5 Water consumption			
Paper, plastic, and electronic waste management.				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts			12.5
	306-2 Management of significant waste-related impacts			8.4, 12.5
	306-3 Waste generated			12.5
	306-4 Waste diverted from disposal			12.5
	306-5 Waste directed to disposal			12.5
Environmental awareness raising among employees and customers				
GRI 3: Material Topics 2021	3-3 Management of material topics			
Banco Macro-specific indicator	Environmental awareness campaigns			



GRI Standard	Content	Location in Primary Document	Omission	SDG
Creation of local jobs				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 401: Employment 2016	401-1 New employee hires and employee turnover			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			8.5
Corporate Volunteering Program for employees and their families				
GRI 3: Material Topics 2021	3-3 Management of material topics			
Banco Macro-specific indicator	Number of hours devoted to volunteering work days.			
	Number of participation instances in volunteering program.			
Employees' training and professional development				
GRI 3: Material Topics 2021	3-3 Management of material topics			
GRI 404: Education and training 2016	404-1: Average hours of training per year per employee			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			8.2, 8.5
	404-3 Percentage of employees receiving regular performance and career development reviews			5.1, 8.5, 10.3



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			
GRI 405: Diversity and equal opportunity 2016	405-1 Diversity of governance bodies and employees			5.1, 5.5, 8.5, 10.3
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken			5.1, 8.8
Actions towards gender equality				
GRI 3: Material topics 2021	3-3 Management of material topics			
GRI 401: Employment 2016	401-3 Parental leave			5.1, 8.5
GRI 405: Diversity and equal opportunity 2016	405-2 Ratio of basic salary and remuneration of women to men			
Working atmosphere management				
GRI 3: Material Topics 2021	3-3 Management of material topics			
Banco Macro-specific indicator	Listening to and dialog with employees.			
Products and services for SMEs				
GRI 3: Material Topics 2021	3-3 Management of material topic			
Banco Macro-specific indicator	Products and services for SMEs and productive sector financing.			
Training and counseling plans for SMEs and entrepreneurs				
GRI 3: Material Topics 2021	3-3 Management of material topics			
Banco Macro-specific indicator	Financial education programs for SMEs and entrepreneurs.			



GRI Standard	Content	Location in Primary Document	Omission	SDG
Production-oriented microloans for unbanked enterprises GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Financial inclusion programs			
Financing of enterprises for environmental and social well-being purposes GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Credit proposals analyzed following social and environmental criteria.			
Responsible procurement with emphasis on local suppliers and SMEs GRI 3: Material Topics 2021 GRI 203: Indirect economic impacts 2016	3-3 Management of material topics 203-2 Significant indirect economic impacts			1.4, 8.2, 8.3, 8.5
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers			8.3
Customers' security and privacy in relation to information management GRI 3: Material Topics 2021 GRI 416: Customer Health and Safety 2016	3-3 Management of material topics 416-1 Assessment of the health and safety impacts of product and service categories 416-2 Incidents of non-compliance concerning the health and safety impacts of products and services			
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data			



GRI Standard	Content	Location in Primary Document	Omission	SDG
Clear and simplified contracts GRI 3: Material Topics 2021 GRI 417: Marketing and labeling 2016	3-3 Management of material topics 417-1 Requirements for product and service information and labeling 417-2 Incidents of non-compliance concerning product and service information and labeling 417-3 Incidents of non-compliance concerning marketing communications			
Assessment of customer satisfaction GRI 3: Material Topics 2021 Banco Macro-specific indicator	3-3 Management of material topics Customer satisfaction measuring.			
Risk management and compliance with applicable laws, regulations, and the Bank's internal policies. GRI 3: Material Topics 2021 GRI 205: Anti-corruption 2016	3-3 Management of material topics 205-1 Operations assessed for risks related to corruption			
Financial crimes prevention, anti-corruption, and counter-terrorism GRI 3: Material Topics 2021 GRI 205: Anti-corruption 2016	3-3 Management of material topics 205-2 Communication and training about anti-corruption policies and procedures			
Transparency line and complaint handling mechanisms applicable to ethical matters and conflicts of interest GRI 3: Material Topics 2021 GRI 205: Anti-corruption 2016	3-3 Management of material topics 205-3 Confirmed incidents of corruption and actions taken			



GRI Standard	Content	Ubicación en el Documento principal	Omission	SDG
<p>Efficient customer service and complaint handling channels</p> <p>GRI 3: Material Topics 2021</p> <p>Banco Macro-specific indicator</p>	<p>3-3 Management of material topics</p> <p>Number of claims received and satisfactorily settled.</p>			

