

2025 Customer Ombudsman Activity Report



Summary of Activities



Key Indicators

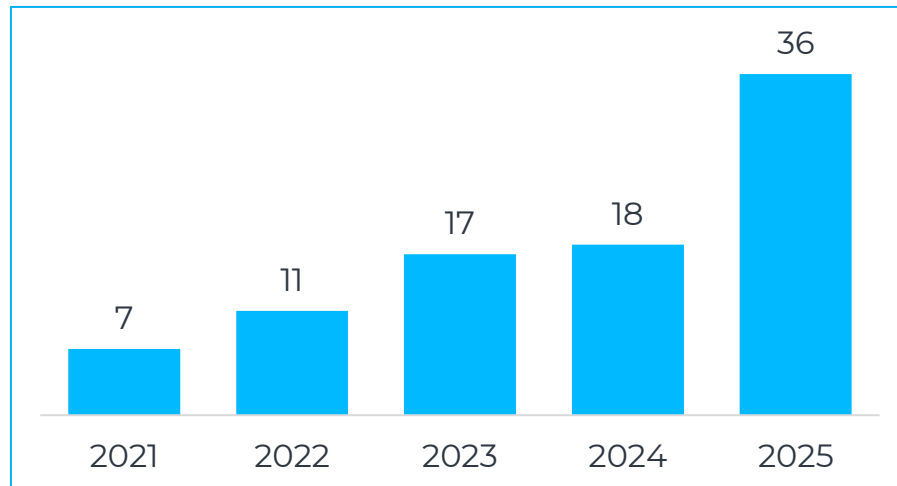
- Appeals
- Enquiries
 - Volumes
 - SLA and Resolution Performance
 - Main subjects



- This Customer Ombudsman Office prepared the 2025 Activity Report and Plan and published the 2024 Activity Report of the Customer Ombudsman on ActivoBank's website.
- Monthly and quarterly reports on this Office's activity were also produced.
- Aiming to improve the registering, handling, and monitoring of the enquiries received, on the later half of 2025 a new process was implemented, delivering:
 - routing Customers who contacted the Ombudsman by email to the form available on the ActivoBank website;
 - integration of the Ombudsman's digital form (ActivoBank website) with MCCA (the system for receiving and handling customer complaints);
 - improvement of the database supporting the Ombudsman's activity.
- Based on the most recurrent issues identified in 2024, the Customer Ombudsman worked with the responsible areas and presented improvement recommendations.
- Throughout 2025, these contributions, along with the initiatives undertaken by the involved areas led to a significant reduction in the previously identified complaint typologies.
- 2025 was the year in which the highest number of Appeals (36) was received by the Ombudsman since records began, representing a growth of 100% compared to the previous year.

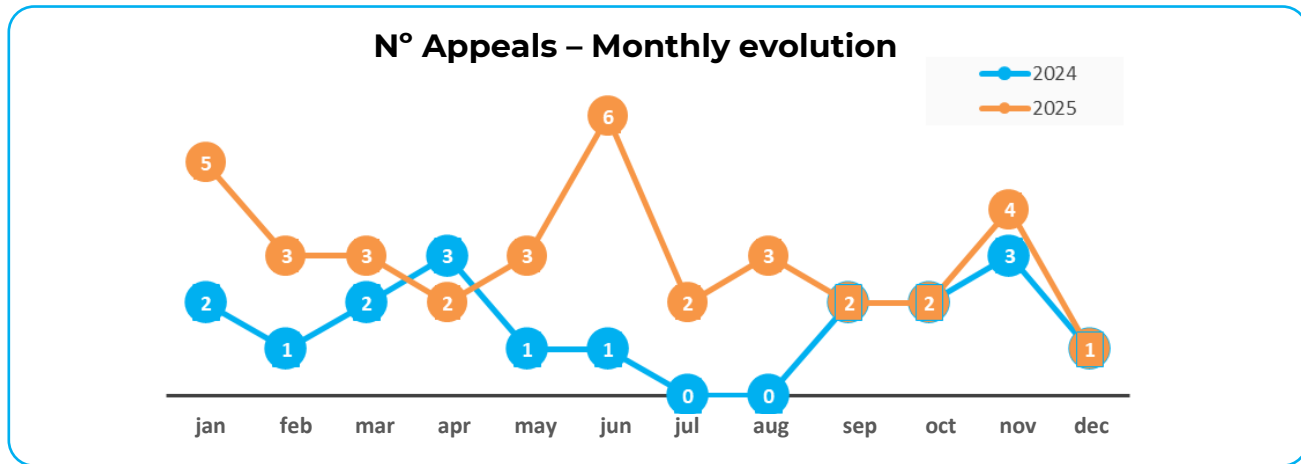
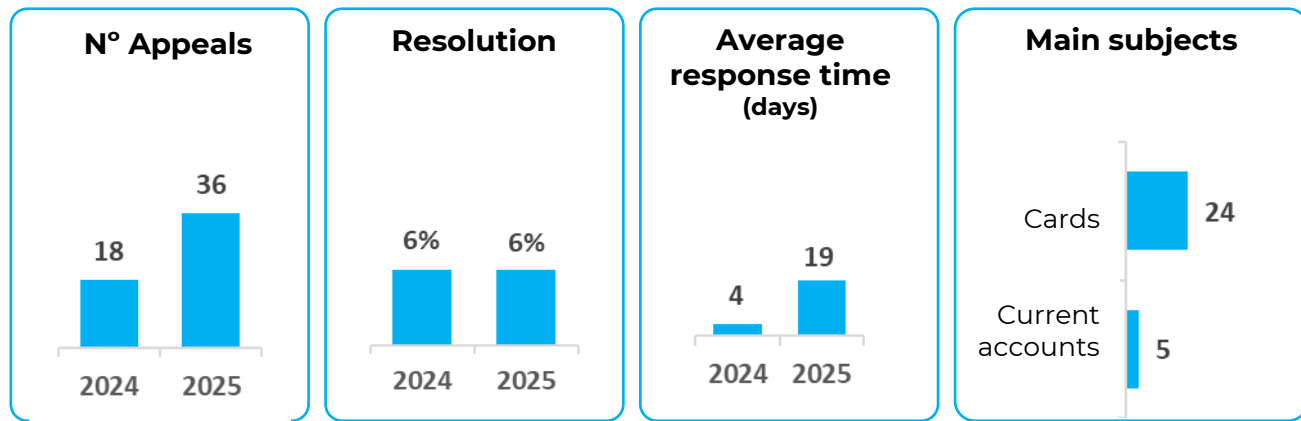
Appeals submitted to the customer ombudsman office

Appeal volumes annual evolution



- In 2025, this Ombudsman Office received 36 Appeals from ActivoBank Customers, a growth of 100% when compared to the previous year.
- It should be noted that 2025 registered the highest number of Appeals ever received by the Customer Ombudsman, a growth trend directly related to the impact that fraud cases had on the volume of interventions received.
- Of the total appeals received, “Cards” was the most frequently cited subject, accounting for 67% of the total, with fraud being the most prevalent theme.

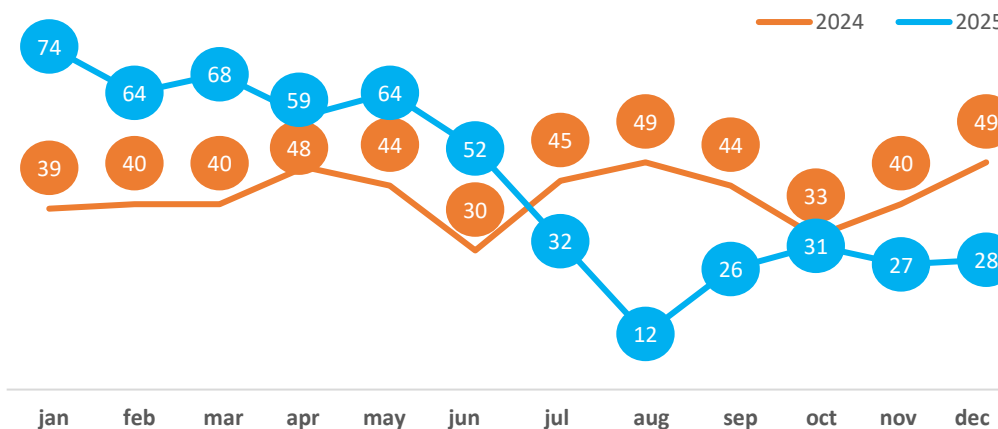
Key indicators - Appeals



- The significant increase in the number of Appeals (+100%) had an impact on the average response time, increasing it to 19 days.
- Cards remained the subject with the highest number of cases, representing 67% of the appeals submitted to the Ombudsman.
- The resolution rate remained stable, mainly due to the high proportion of fraud-related appeals, which, in most cases, fell outside the scope of the Ombudsman's intervention.

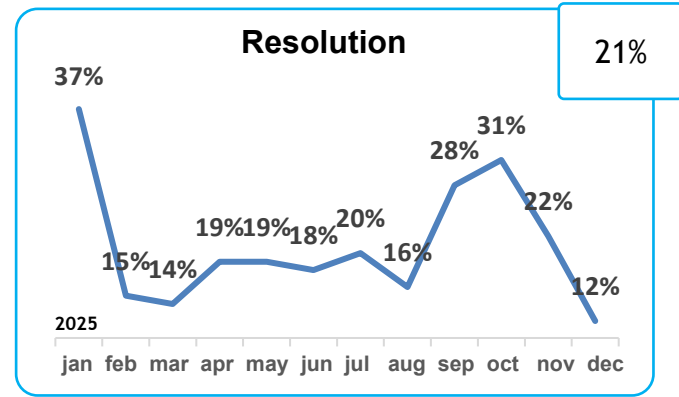
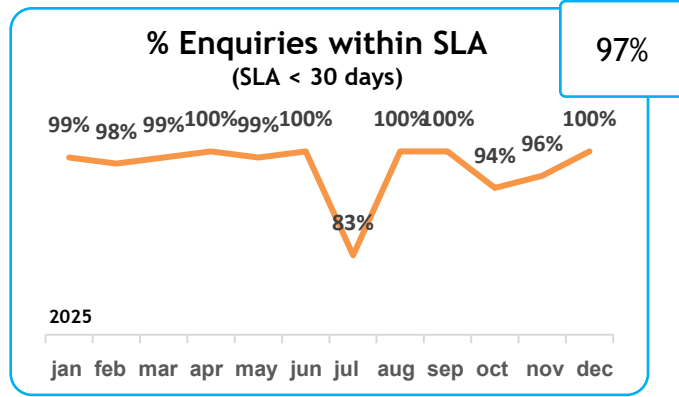
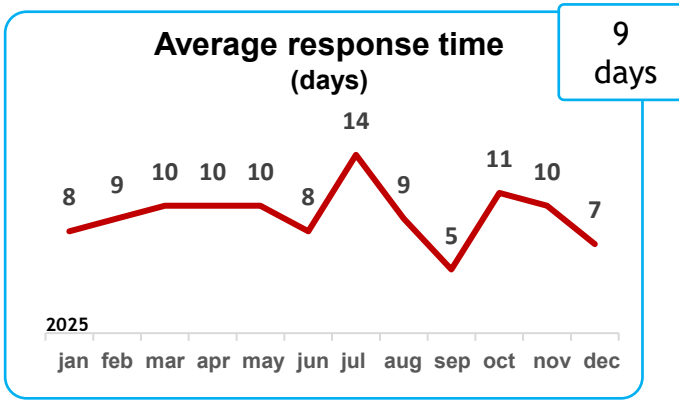
	2024	2025	Var. Hom.
Appeals	18	36	100%
Complaints	483	501	3,7%
Total	501	537	7,2%

N° Enquiries – Monthly evolution



- The cumulative number of enquiries received by this Customer Ombudsman Office amounted to 537, an increase of 7.2% compared to the same period of the previous year.
- This evolution results from the significant increase in the number of appeals (100%) and the slight increase in the number of complaints (3.7%).
- It should be noted, however, that there was a reduction in the number of complaints from July onwards due to the redirection of email submissions to the Ombudsman's electronic form.

Key indicators – Enquiries

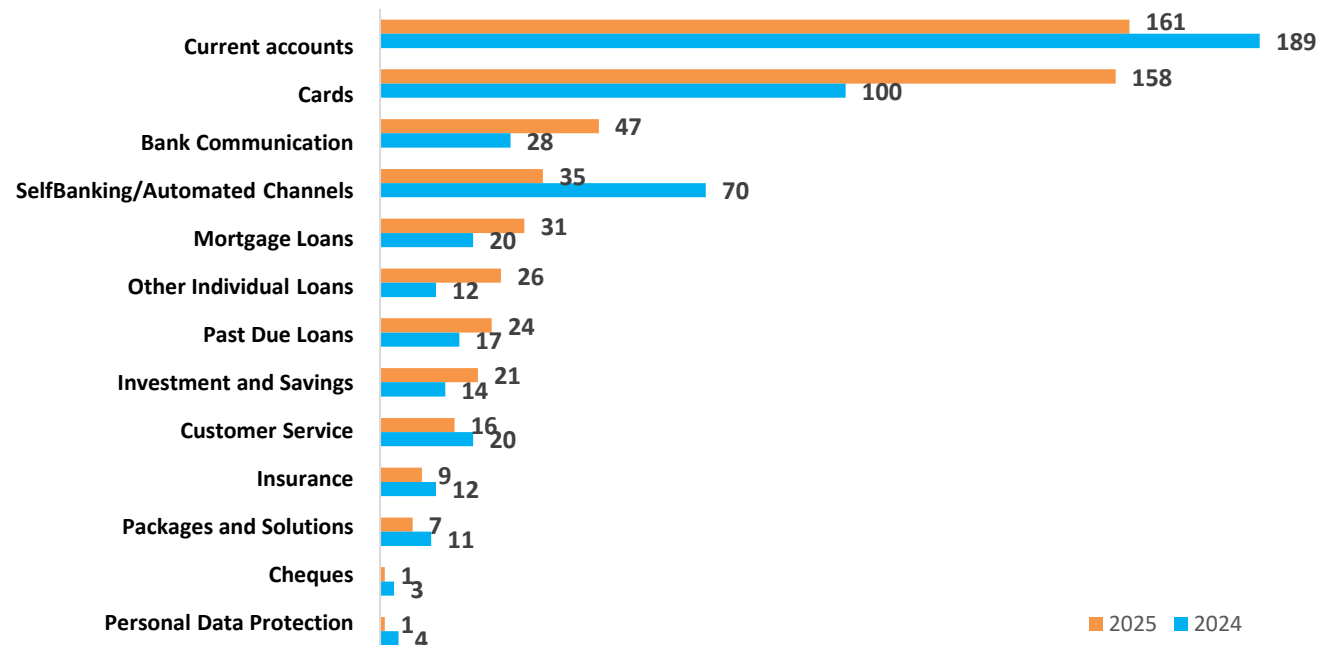


- The main activity indicators of this Ombudsman Office remained relatively stable:
 - average response time to Customers was 9 days;
 - 97% of interventions answered within the defined SLA (<30 days).
- The resolution rate of Complaints and Appeals (21%) decreased from previous year



Main subjects of complaints

- At the top of the claimed matters, we find “Current Accounts” (30% of total interventions), although with a 15% reduction y-o-y.
- “Cards” is the second most complained-about matter, representing 29% of the total, with an y-o-y increase of +58% (mainly explained by fraud issues).
- Bank Communication represents 9% of total complaints, with an increase of 68% compared to 2024.
- “Automatic Channels and Self Banking”, accounting for 7% of the total, showed a decrease of 50% compared to the same period of the previous year.





End of report