



## **novobanco distinguished with the Award Best Internal Communication Strategy**

Lisbon, Portugal - September 16, 2024 - novobanco was awarded the Best Internal Communication Strategy Award in the Change and Transformation Management category, awarded by the Internal Communication Observatory (OCI). This award was won with the communication project "É Agora", an initiative developed within the scope of novobanco's cultural transformation programme.

The "É Agora" project aims to strengthen novobanco's organizational culture and involved the entire organization in the construction and activation of novobanco's mission and values, reflecting the organization's commitment to promoting effective internal communication in line with its strategic objectives.

This award reflects the continuous and committed work of all novobanco teams who, in 2023, dedicated themselves to creating a more inspiring, customer-focused work environment and providing excellent service.

novobanco received this distinction at the 13th awards ceremony of the Internal Communication Observatory (OCI) that took place on September 12 in Lisbon.

### **About novobanco**

Novobanco is a Portuguese universal service bank that provides a full range of financial products to customers in the corporate and individual segments. Currently with around 1.6 million customers and assets of 44 billion euros, it is the 4th largest bank in the national market, with a market share of approximately 10%. Novobanco continually endeavours to offer the best customer experience through an omnichannel relationship based on transparency, simplicity, and security in all its products and services.