

UNIFIN APPOINTS NEW CHIEF DIGITAL OFFICER

Mexico City, Mexico, January 18, 2022 – UNIFIN Financiera, S.A.B. de C.V. (BMV: UNIFINA) (“UNIFIN” or the “Company”), announces the appointment of Fernando Jesús Boza González as Chief Digital Officer, he will report directly to the CEO playing a crucial part in UNIFIN’s digital transformation.

Fernando will supervise and consolidate the I.T., iaLab, Business Analytics, and Digital Transformation areas. Before joining UNIFIN, Fernando led similar digital projects in institutions such as Banco Sabadell, Banorte, Banco Santander, Caja Madrid, BBVA and Bankinter.

“The creation of this new position with Fernando as director reaffirms our commitment and strategic vision for UNIFIN’s digitalization process. I am convinced that his contribution will be essential in achieving our short and medium-term goals and strengthening UNIFI’s growth and its technological platforms.

“This transformation will contribute to a higher quality service for our clients, based on the speed and transparency of the information, as well as the efficiency in our processes” said Sergio Camacho, Chief Executive Officer of the Company.

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