

# LANDBANK SERVES

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## CLSU, first Cash-Lite Campus, powered by LANDBANK

Building on the momentum of the Cash-Lite Batanes initiative, LANDBANK expands its digital financial ecosystem—this time, placing the spotlight on the youth. Central Luzon State University (CLSU) takes a bold step into the future as it becomes LANDBANK's pilot Cash-Lite Campus and the country's first-ever Cash-Lite Smart University on April 8, 2025, in Muñoz, Nueva Ecija.



With the rollout of the LANDBANK Mobile Banking App (MBA) and QR-based payment systems, CLSU students, faculty, tricycle drivers and vendors can now conduct transactions with greater ease, speed, and security. From purchasing meals at the canteen and riding the University Transport Service (UTS) to settling school fees, the Bank demonstrated how digital tools can seamlessly integrate into daily campus life—placing CLSU at the forefront of the country's digital banking transformation.

LANDBANK's Branch Banking Sector Head, Executive Vice President Liduvino S. Geron commended CLSU for embracing digital banking technology in their university campus. "We are so proud to be a part of this transformation and disruption that you are introducing to your daily activities here in the university."

Attended by LANDBANK executives and university officials, the celebration marked a joint commitment to digital innovation and financial inclusion. The signing of the Memorandum of Agreement between LANDBANK and CLSU occurred, formalizing their partnership and reinforcing a shared vision for a modern, cash-lite academic environment.

During the Cash-Lite Campus launch, CLSU buzzed with energy as participants joined interactive segments and posted their experiences online with the hashtag #MyCashLiteCampusExperience. Students also gained practical knowledge during a financial literacy session led by the LANDBANK Countryside Development Foundation, followed by an overview of LANDBANK's digital products and anti-fraud tips, empowering attendees to manage their finances wisely and safely. As the event concluded, it became clear that Cash-Lite Campus is more than just a program—it's a movement that equips the next generation with tools for financial independence and digital empowerment.

With the LANDBANK Mobile Banking App (MBA), QR payments, and strategic partnerships, Cash-Lite Campus sets the blueprint for how schools across the nation can evolve into digital communities—where convenience, accessibility, and innovation drive everyday transactions. And it all begins here at CLSU, paving the way for a nationwide shift. With more universities poised to join the movement and become the next Cash-Lite Smart University, the shift to cashless transactions is within reach. *QR you ready?*






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## LANDBANK sees surge in digital banking usage in 2024

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LANDBANK recorded a significant increase in digital banking transactions in 2024, driven by the growing shift of customers to online banking services and the Bank’s sustained investments in enhancing its digital platforms. The Bank facilitated a total of 162.28 million digital transactions, marking a 67% expansion from 97.08 million in 2023, with a total value of ₱3.38 trillion, up 38% from ₱2.45 trillion.

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## LANDBANK AGRISENSO Plus fuels growth for Isabela farmers

For farmer Gilbert Pacis, securing capital for the yellow corn cropping season was a constant struggle. Today, with LANDBANK’s AGRISENSO Plus Lending Program, that burden is lifting. “Dahil dito, hindi na kami mamomroblema sa puhunan. Nabibigyan ako ng lakas ng loob ng AGRISENSO Plus na magtanim ulit,” said Pacis, reflecting the optimism shared by over 1,300 farmers who gathered at the Ilagan City Community Center on 04 March 2025, as LANDBANK launched its financing initiative in this province.

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