



Embark on a great journey with us. Discover, decade by decade, the most important milestones of this century of history that has shaped the present and future of Banca March.

1960s: the space race

The 1960s laid the foundations of modernity with major social and cultural changes: youth demanded greater freedom, the Cold War fuelled the space race and great technological advances were made... **For Banca March, these were years of expansion and growth.** At the end of the decade, **Neil Armstrong set foot on the Moon**, demonstrating that there are no limits to human progress.

Some milestones from this era:

AT BANCA MARCH

1961



Juan March Servera assumes, in addition to the chairmanship, **the bank's general management.**

1962



Juan March Ordinas, founder of Banca March, **passes away.**

1965



Banca March opens its **first branch in Barcelona** and continues its expansion in Mallorca and Ibiza.

IN SPAIN

Explosion of the great rural exodus: the massive migration of the rural population to the cities transformed Spanish demographics.



1960

The boom of mass tourism takes place in Spain, consolidating itself as a global tourism powerhouse.



1964

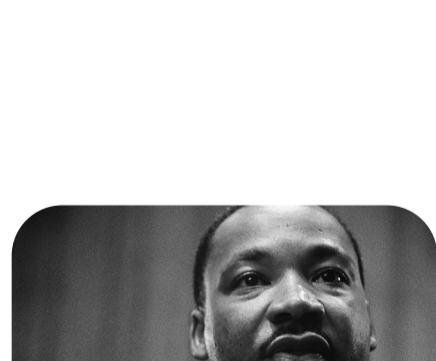
Appointment of Juan Carlos de Borbón as successor to the Head of State, **as King.**



1969

AROUND THE WORLD

1963



Martin Luther King Jr., a global symbol of the fight for racial equality, delivers the iconic speech **"I have a dream"**.

1964



The Beatles conquer America, and rock and roll is consolidated as a global cultural phenomenon.

1969



Neil Armstrong steps on the **Moon for the first time**, at the height of the space.