BBVA Bancomer: A leading franchise in the Mexican market

Javier Malagón, CFO
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Disclosure:
Financial information contained in this document have been prepared in accordance with International Financial Accounting Standards (IFRS) accordingly Mexico consolidated vision. Figures shown differ from Mexican Banking GAAP (accounting principles and regulations prescribed by the CNBV for banks).
1 Mexico
In a complicated environment, Mexico is growing above some Latam economies

GDP Mexico vs GDP Latam (annual change, %)

Fundamentals

Moderate public debt levels

No major disequilibrium on the external accounts: low current account deficit and relevant foreign inflows

Floating exchange rate and a credible central bank that has contributed to low levels of inflation

Relevant amount of liquidity in foreign currency: international reserves and IMF flexible credit line

Latam = Argentina, Brazil, Chile, Colombia and Peru.
Source: INEGI and World Bank. Expectation with BBVA Research data.
Mexico has shown a reasonable adjustment in recent global volatility

<table>
<thead>
<tr>
<th>Country</th>
<th>Exchange Rate (%)</th>
<th>Local 10-year Bond (bp)</th>
<th>5-year CDS (bp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>21.6</td>
<td>88</td>
<td>33</td>
</tr>
<tr>
<td>(A3/BBB+/BBB+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>36.7</td>
<td>356</td>
<td>53</td>
</tr>
<tr>
<td>(Baa3/BBB-/BB+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>54.3</td>
<td>293</td>
<td>107</td>
</tr>
<tr>
<td>(Baa3/BBB-/BB+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>47.2</td>
<td>162</td>
<td>73</td>
</tr>
<tr>
<td>(Baa2/BBB/BBB-)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>51.7</td>
<td>328</td>
<td>140</td>
</tr>
<tr>
<td>(Baa2/BBB/BBB-)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>83.4</td>
<td>272</td>
<td>236</td>
</tr>
<tr>
<td>(Ba1/BBB-/BB+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>47.6</td>
<td>160</td>
<td>71</td>
</tr>
<tr>
<td>(Baa2/BBB/BBB)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Bloomberg, with figures as of June 2015.
Despite the peso depreciation, foreign investment flows still high

The floating exchange rate absorbs external shocks.
Ambitious reform agenda to foster productivity and growth

Mexico, mid term estimated GDP growth
YoY% change

Mexico, mid term estimated GDP growth
YoY% change

Without Reforms
With Reforms
Solid financial system with strict regulation standards

Total Capital Index (%)

Loans / Deposits (%)

Basel III Fully Loaded since 2013
Minimum requirements:
Total Capital 10.5% / Core Capital 7%

CCL (Local LCR) since 2015
Minimum requirement: 60%

Source: Banxico and CNBV.
BBVA is investing in Mexico

1. Solid macroeconomic fundamentals limit contagion from external shocks

2. Positive differentiation from other emerging markets

3. Structural Reforms to boost productivity and foster a higher long-term growth
Strategy
BBVA Bancomer is part of one of the most important financial groups...

BBVA Group: Present in 31 countries

- 673 € Billion assets
- 7,360 Branches
- 22,595 ATMs
- 108,844 Employees
- 51 M Customers

Well-diversified footprint

BBVA Group’s 1Q15 Gross Income Breakdown by business area (1)

<table>
<thead>
<tr>
<th>Region</th>
<th>Weight</th>
<th>Y-o-Y chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>12%</td>
<td>+10.8%</td>
</tr>
<tr>
<td>Spain</td>
<td>30%</td>
<td>+3.5%</td>
</tr>
<tr>
<td>South America</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>R Eurasia</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Note: Data as of March 31, 2015. (1) Excludes Corporate Center
... and a leader franchise in the Mexican market

**Market Share (%)**

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfoming Loans</td>
<td>14.7</td>
<td>14.6</td>
<td>24.2</td>
<td>18.8</td>
<td>16.7</td>
</tr>
<tr>
<td>Commercial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer</td>
<td>24.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mortgages</td>
<td></td>
<td></td>
<td>24.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deposits</td>
<td></td>
<td></td>
<td>18.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mutual Funds</td>
<td></td>
<td></td>
<td>23.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>#1</strong></td>
<td>24.2</td>
<td>21.8</td>
<td>28.6</td>
<td>27.9</td>
<td>23.3</td>
</tr>
<tr>
<td><strong>#2</strong></td>
<td></td>
<td></td>
<td>24.8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Net Income (Million Euros)**

- 2010: 1,698
- 2011: 1,683
- 2012: 1,694
- 2013: 1,816
- 2014: 2,010

**Net Income & Market Share (%)**

Strategic Plan 2013 - 2016

1. Investment 2013 - 2016
2. Branch Remodeling
3. “Unique Customer Experience”
4. Digital Banking
5. Corporate Assurance

Leadership position

Enhance competitive advantages

Sustainable growth

Improve customer service, increase productivity in branches, risk control
**Investment Plan:** USD$ 3,500 M (2013 - 2016)

- Increase productivity in branches
- Migration of transactions to more efficient channels
- Technology and infrastructure to update distribution channels
- Headquarters: Self-sustainable buildings with savings in electricity and water

**Cash-out 2013 - Mar-15:**
**USD$ 1,644**

- Work culture: Lean & Simple
  - Mobility
  - Paperless
  - Better service among areas
Business Model

Total Customers: 18 Million

- **Corporate** (5)
- **Ultrahigh** (4)
- **Upper Affluent** (54)
- **Affluent** (1,806)
- **Mass** (9,076)
- **Micro Business** (317)
- **SMEs** (156)
- **Blue (Express)** (6,671)

**Specialized executives and branches for each customer segment**

- **SMEs**: increase network coverage
- **New business model for Affluent customers**
- **Increase cross-sell in the asset side (lending)**
- **Low cost and easy access products for the lower-end**

Maximize customer value

Source: BBVA Bancomer  Number of customers in thousand
Digital Banking

**Digital Sales**
Offer at the right time in the correct channel

**Digital Intelligence**
More benefits for customers

**Mobile first**
Think easier, friendly apps

**Low Cost Solutions**
For lower income customers

**Open Banking**

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**Increase in 1 million the number of digital customers**

**Digital Customers**
(Quarterly Users in millions)

Y-o-Y %: +39.2%

<table>
<thead>
<tr>
<th>Month</th>
<th>1.8</th>
<th>1.8</th>
<th>1.9</th>
<th>2.0</th>
<th>2.2</th>
<th>2.3</th>
<th>2.5</th>
<th>2.6</th>
</tr>
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<tbody>
<tr>
<td>Dec.13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Mar.14</td>
<td>1.8</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Apr.14</td>
<td></td>
<td>1.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun.14</td>
<td></td>
<td></td>
<td>2.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep.14</td>
<td></td>
<td></td>
<td></td>
<td>2.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec.14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar.15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr.15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.6</td>
<td></td>
</tr>
</tbody>
</table>

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**Open Banking**

- BBVA 4me
- Commerce 360
- BBVA Wallet
- Bancomer Trader
- Bancomer SMS
Corporate Assurance

Corporate Assurance Model in line with BBVA's Internal Model of Control

Layers

3rd
- Internal Auditing

2nd
- Internal control and Operational Risk Unit specialists

1st
- Business and Support Units (operational risk managers)

- Ensure internal control function
- Design and implementation of controls
- Coordination with Holding Specialists
- Help the Business Units to fulfill their responsibilities
- Implementation of controls and operational risk management
- Run control measures in daily operations
Business Performance
Disclosure

- Figures under consolidated vision for BBVA business in Mexico (public information without Houston agency); international accounting standards (IFRS).

- These figures may differ from public information in Mexico, which is in local accounting standards (Mexican GAAP, defined by the local banking regulator, CNBV).

- **Activity:**
  - Exchange rate: 16.5123 pesos per euro.

- **Results:**
  - Exchange rate: 16.8274 pesos per euro.
Lending evolution

Performing Loans
(average balances, bn euros)

Lending Mix, Mar’15, %

Wholesale
Retail


42 43 45 47 48

+14.1%
Wholesale portfolio

<table>
<thead>
<tr>
<th>Performing Loans (average balances, million euros)</th>
<th>Mar-15</th>
<th>y-o-y % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>9,428</td>
<td>29.5%</td>
</tr>
<tr>
<td>Middle Market</td>
<td>8,616</td>
<td>21.8%</td>
</tr>
<tr>
<td>Homebuilders</td>
<td>575</td>
<td>-5.1%</td>
</tr>
<tr>
<td>Government</td>
<td>4,662</td>
<td>20.7%</td>
</tr>
<tr>
<td><strong>Wholesale</strong></td>
<td><strong>23,282</strong></td>
<td><strong>23.7%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial Mix, Mar’15, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
</tr>
<tr>
<td>Middle Market</td>
</tr>
<tr>
<td>Homebuilders</td>
</tr>
<tr>
<td>Government</td>
</tr>
</tbody>
</table>
### Performing Loans (average balances, million euros)

<table>
<thead>
<tr>
<th>Category</th>
<th>Mar-15</th>
<th>y-o-y % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMEs</td>
<td>2,878</td>
<td>25.1%</td>
</tr>
<tr>
<td>Credit Cards</td>
<td>5,499</td>
<td>-3.1%</td>
</tr>
<tr>
<td>Consumer</td>
<td>6,291</td>
<td>15.4%</td>
</tr>
<tr>
<td>Mortgages</td>
<td>10,026</td>
<td>2.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>24,694</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

### Retail Mix, Mar’15, %

- SMEs: 12%
- Credit Cards: 22%
- Consumer: 25%
- Mortgages: 41%

- Retail: 6.5%
Adequate asset quality indicators

**NPL ratio (%)**

Mar.14: 3.3
Jun.14: 3.3
Sep.14: 3.2
Dic.14: 2.9
Mar.15: 2.8

**Cost of Risk (%)**

Mar.14: 3.5
Jun.14: 3.6
Sep.14: 3.5
Dic.14: 3.5
Mar.15: 3.4

**Coverage ratio (%)**

Mar.14: 113.5
Jun.14: 112.7
Sep.14: 112.3
Dic.14: 114.2
Mar.15: 116.4
**Funding**

### Deposits

<table>
<thead>
<tr>
<th>Deposits (average balance, million euros)</th>
<th>Mar-15</th>
<th>y-o-y % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand</td>
<td>34,437</td>
<td>9.8%</td>
</tr>
<tr>
<td>Time</td>
<td>8,888</td>
<td>19.1%</td>
</tr>
<tr>
<td><strong>Bank Deposits</strong></td>
<td>43,325</td>
<td>11.6%</td>
</tr>
<tr>
<td>Mutual Funds</td>
<td>21,092</td>
<td>11.0%</td>
</tr>
<tr>
<td><strong>Customer Deposits</strong></td>
<td>64,417</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

### Total funds under management: 87 billion euros

*Funds under management: Total Deposits + Funds under custody (mutual funds of the insurance business and capital markets of the High Network segment).*

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**Customer Deposits Mix**

<table>
<thead>
<tr>
<th>Mar’15, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale</td>
</tr>
<tr>
<td>34</td>
</tr>
<tr>
<td>Retail</td>
</tr>
<tr>
<td>66</td>
</tr>
</tbody>
</table>
Bank Deposits
(average balances, bn euros)

Funding Mix
Mar’15, %

Time
Demand

+11.6%
Net Income increasing at 7.1% in annual terms

<table>
<thead>
<tr>
<th>Mexico (million euros)</th>
<th>Mar-15</th>
<th>y-o-y % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Interest Income</td>
<td>1,340</td>
<td>6.1</td>
</tr>
<tr>
<td>Fees &amp; Commissions</td>
<td>295</td>
<td>4.5</td>
</tr>
<tr>
<td>Trading Income</td>
<td>52</td>
<td>-0.5</td>
</tr>
<tr>
<td>Other Income</td>
<td>64</td>
<td>11.3</td>
</tr>
<tr>
<td>Gross Income</td>
<td>1,752</td>
<td>5.8</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>-647</td>
<td>5.8</td>
</tr>
<tr>
<td>Operating Income</td>
<td>1,105</td>
<td>5.8</td>
</tr>
<tr>
<td>Provisions</td>
<td>-422</td>
<td>10.2</td>
</tr>
<tr>
<td>Income Before Tax</td>
<td>693</td>
<td>7.7</td>
</tr>
<tr>
<td><strong>Net Attributable Profit</strong></td>
<td><strong>524</strong></td>
<td><strong>7.1</strong></td>
</tr>
</tbody>
</table>
**Revenues**

**Net Interest Income**

<table>
<thead>
<tr>
<th>1Q14</th>
<th>1Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,263</td>
<td>1,340</td>
</tr>
</tbody>
</table>

+6.1%

Core Business NII (NII ex. Global Markets) is increasing at 11.0% in annual terms

**Trading Income**

<table>
<thead>
<tr>
<th>1Q14</th>
<th>1Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>52</td>
</tr>
</tbody>
</table>

-0.5%

Better contribution from COAP vs GM

**Fees & Commissions**

<table>
<thead>
<tr>
<th>1Q14</th>
<th>1Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td>281</td>
<td>295</td>
</tr>
</tbody>
</table>

+4.5%

Higher transactions volume of customers with credit cards and higher revenues from investment banking

**Other Income**

<table>
<thead>
<tr>
<th>1Q14</th>
<th>1Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td>57.7</td>
<td>64.2</td>
</tr>
</tbody>
</table>

+11.3%

Higher contribution from Insurance Business

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Figures under BBVA consolidated vision for Mexico (public information without the Houston agency). Exchange rate: 16.8274 pesos per euro.
Control of operating expenses evolution, maintaining the investment in Mexico

+Employees = Stronger sales force to improve productivity in branches

Operating Expenses (million euros)

<table>
<thead>
<tr>
<th>Efficiency ratio (%)</th>
<th>1Q14</th>
<th>1Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36.9</td>
<td>36.9</td>
</tr>
</tbody>
</table>

+5.8%

Branches Remodeled:

790 Mar-15

Moving into the new headquarters in 2H15

Investment Plan

Total: USD $ 3,500 M
2013 - 2016

Control of operating expenses besides the ambitious Investment Plan

Operating expenses under BBVA consolidated vision for Mexico (public information without the Houston agency). Exchange rate: 16.8274 pesos per euro. There are some networks that operate inside the branches. Including these additional points of sale we have 805 branches remodeled as of March 2015.
4 Competitive Analysis
Disclosure

• Figures shown in Mexican Banking GAAP (accounting principles and regulations prescribed by the CNBV for banks).

• Activity:
  ➢ Source: CNBV Banks with SOFOM without subsidiaries.
  ➢ Market Share: Calculated with 45 banks.
  ➢ Exchange rate: 16.5123 pesos per euro.

• Results:
  ➢ Source: Quarterly Results Financial Groups.
  ➢ Exchange rate: 16.8274 pesos per euro.
Strong growth in performing loans that lead to market share increase

Performing Loans Mar 15

Annual Growth (%)

Market Share
Good comparison in terms of asset quality against the peers

**NPL Ratio**

- **BBVA Bancomer**
  - Q1 2014: 3.1%
  - Q2 2014: 3.1%
  - Q3 2014: 3.0%
  - Q4 2014: 2.7%
  - Q1 2015: 2.7%

- **Peer Group**
  - Q1 2014: 3.4%
  - Q2 2014: 3.4%
  - Q3 2014: 3.3%
  - Q4 2014: 3.1%
  - Q1 2015: 3.1%

- **Banking Sector**
  - Q1 2014: 3.7%
  - Q2 2014: 3.6%
  - Q3 2014: 3.4%
  - Q4 2014: 3.4%
  - Q1 2015: 3.4%

**Cost of Risk**

- **BBVA Bancomer**
  - Q1 2014: 4.0%
  - Q2 2014: 3.9%
  - Q3 2014: 3.9%
  - Q4 2014: 3.8%
  - Q1 2015: 3.8%

- **Peer Group**
  - Q1 2014: 3.7%
  - Q2 2014: 3.6%
  - Q3 2014: 3.6%
  - Q4 2014: 3.7%
  - Q1 2015: 3.7%

- **Banking Sector**
  - Q1 2014: 3.5%
  - Q2 2014: 3.5%
  - Q3 2014: 3.5%
  - Q4 2014: 3.5%
  - Q1 2015: 3.5%

**NPL Coverage**

- **BBVA Bancomer**
  - Q1 2014: 146%
  - Q2 2014: 142%
  - Q3 2014: 134%
  - Q4 2014: 133%
  - Q1 2015: 133%

- **Peer Group**
  - Q1 2014: 128%
  - Q2 2014: 127%
  - Q3 2014: 121%
  - Q4 2014: 125%
  - Q1 2015: 129%

- **Banking Sector**
  - Q1 2014: 122%
  - Q2 2014: 120%
  - Q3 2014: 118%
  - Q4 2014: 119%
  - Q1 2015: 120%

Total deposits increased above the market

Deposits (Demand, Time & Mutual Funds)
Mar 15

<table>
<thead>
<tr>
<th>Bank</th>
<th>BBVA</th>
<th>Peer 1</th>
<th>Peer 3</th>
<th>Peer 2</th>
<th>Peer 4</th>
<th>Peer 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billion euros</td>
<td>67</td>
<td>58</td>
<td>38</td>
<td>37</td>
<td>21</td>
<td>15</td>
</tr>
</tbody>
</table>

Market Share

<table>
<thead>
<tr>
<th>Market Share Mar15</th>
<th>Bancomer</th>
<th>Var (bp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>%</td>
<td>Dec14</td>
</tr>
<tr>
<td>Bancomer</td>
<td>22.5</td>
<td>67</td>
</tr>
</tbody>
</table>

Loan to Deposits Ratio (%)

<table>
<thead>
<tr>
<th>L/D</th>
<th>106.8</th>
<th>102.5</th>
<th>106.0</th>
<th>108.4</th>
<th>102.4</th>
</tr>
</thead>
<tbody>
<tr>
<td>L/D + Issues</td>
<td>96.8</td>
<td>88.9</td>
<td>88.8</td>
<td>87.7</td>
<td>85.5</td>
</tr>
</tbody>
</table>

Annual Growth (%)

- Bancomer: 15.0
- Bankyng System w/o Bancomer: 11.9

Financial Groups: Net income (Jan-Mar’15)

Figures in Million Euros

Positive comparative vs our peers

Key Indicators (%, Mar-15)

<table>
<thead>
<tr>
<th></th>
<th>GFBB</th>
<th>Peer Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROE</td>
<td>21.1</td>
<td>11.7</td>
</tr>
<tr>
<td>NIM</td>
<td>5.6</td>
<td>4.6</td>
</tr>
<tr>
<td>NIM after provisions</td>
<td>3.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Efficiency</td>
<td>39.9</td>
<td>51.1</td>
</tr>
</tbody>
</table>


**Total Capital Index**  
(%, March 2015)

<table>
<thead>
<tr>
<th>Bank</th>
<th>Tier 1</th>
<th>Tier 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bancomer</td>
<td>10.6%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Peer 1</td>
<td>15.3%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Peer 2</td>
<td>13.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Peer 3</td>
<td>12.8%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Peer 4</td>
<td>11.2%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Peer 5</td>
<td>11.5%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

**CCL**  
(Local LCR)  
(%, March 2015)

<table>
<thead>
<tr>
<th>Bank</th>
<th>Minimum (60%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bancomer</td>
<td>108%</td>
</tr>
<tr>
<td>Peer 1</td>
<td>218%</td>
</tr>
<tr>
<td>Peer 2</td>
<td>228%</td>
</tr>
<tr>
<td>Peer 3</td>
<td>106%</td>
</tr>
<tr>
<td>Peer 4</td>
<td>78%</td>
</tr>
<tr>
<td>Peer 5</td>
<td>140%</td>
</tr>
</tbody>
</table>

Source: Quarterly Results Financial Groups. Peers are determined by the size of total loans. CCL = *Coeficiente de Cobertura de Liquidez*. 
Concluding remarks
Leading Franchise

Best positioned to thrive in a market with unique opportunities

Sustained profitability

Long-term profitability based in high quality results

Solvency, Liquidity & Risk Management

High levels of solvency and liquidity
Conservative approach to risk

Business Model (specialized service)

Segmented and specialized attention by type of customer to maximize customer value
BBVA Bancomer: A leading franchise in the Mexican market

Javier Malagón, CFO