



BBVA Creating
Opportunities

Fixed Income Investors Presentation

3Q17



BBVA

Disclaimer

This document is only provided for information purposes and does not constitute, nor should it be interpreted as, an offer to sell or exchange or acquire, or an invitation for offers to buy securities issued by any of the aforementioned companies. Any decision to buy or invest in securities in relation to a specific issue must be made solely and exclusively on the basis of the information set out in the pertinent prospectus filed by the company in relation to such specific issue. No one who becomes aware of the information contained in this report should regard it as definitive, because it is subject to changes and modifications.

This document contains or may contain forward looking statements (in the usual meaning and within the meaning of the US Private Securities Litigation Reform Act of 1995) regarding intentions, expectations or projections of BBVA or of its management on the date thereof, that refer to or incorporate various assumptions and projections, including projections about the future earnings of the business. The statements contained herein are based on our current projections, but the actual results may be substantially modified in the future by various risks and other factors that may cause the results or final decisions to differ from such intentions, projections or estimates. These factors include, without limitation, (1) the market situation, macroeconomic factors, regulatory, political or government guidelines, (2) domestic and international stock market movements, exchange rates and interest rates, (3) competitive pressures, (4) technological changes, (5) alterations in the financial situation, creditworthiness or solvency of our customers, debtors or counterparts. These factors could cause or result in actual events differing from the information and intentions stated, projected or forecast in this document or in other past or future documents. BBVA does not undertake to publicly revise the contents of this or any other document, either if the events are not as described herein, or if such events lead to changes in the information contained in this document.

This document may contain summarised information or information that has not been audited, and its recipients are invited to consult the documentation and public information filed by BBVA with stock market supervisory bodies, in particular, the prospectuses and periodical information filed with the Spanish Securities Exchange Commission (CNMV) and the Annual Report on Form 20-F and information on Form 6-K that are filed with the US Securities and Exchange Commission.

Distribution of this document in other jurisdictions may be prohibited, and recipients into whose possession this document comes shall be solely responsible for informing themselves about, and observing any such restrictions. By accepting this document you agree to be bound by the foregoing restrictions.

Index

01 BBVA's Strengths &
9M17 Financial Highlights

02 Diversified Footprint

03 Asset Quality

04 Capital

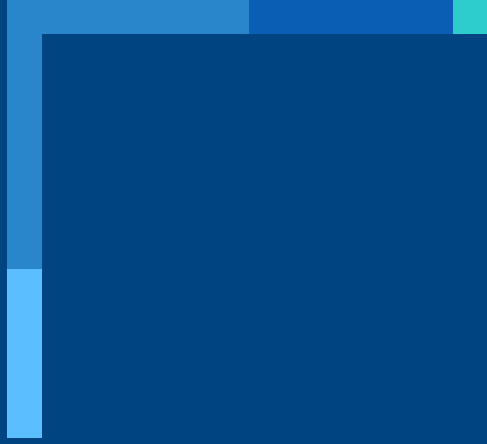
05 MREL

06 Liquidity & Funding

07 Transformation Strategy

APPENDIX

- ▀ BBVA Group 9M17 Profit & Loss
- ▀ Capital Base: BBVA Group & BBVA S.A.
- ▀ BBVA S.A.: 2017 SREP Requirement and distance to MDA
- ▀ EBA's Stress Test
- ▀ Debt Issuances – 9M17
- ▀ Amortized notes – 9M17



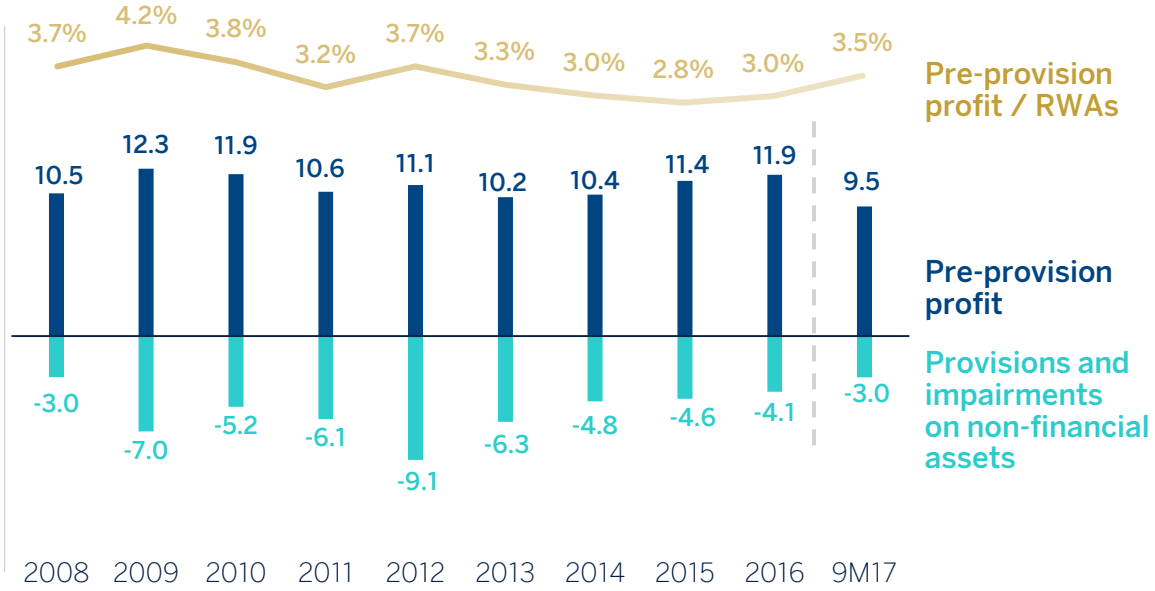
01

BBVA's Strengths & 9M17 Financial Highlights

BBVA's Strengths

Resilience and Low Earnings Volatility

(€ bn, %)



(1) Annualized Pre-provision profit for comparison purposes

Diversified footprint

Prudent risk profile

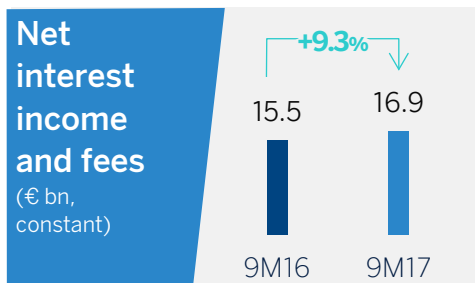
Sound capital and liquidity position

Delivering on our transformation strategy

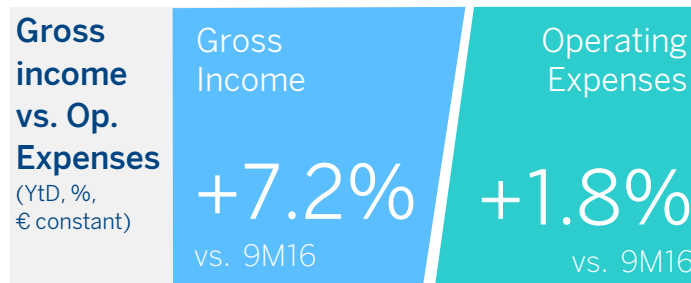
✓ Profit generation all through the crisis years

9M17 Highlights

Core revenues growth



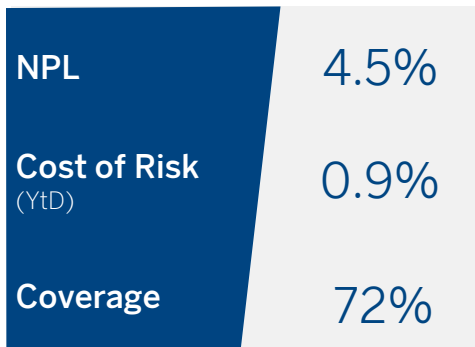
Cost control



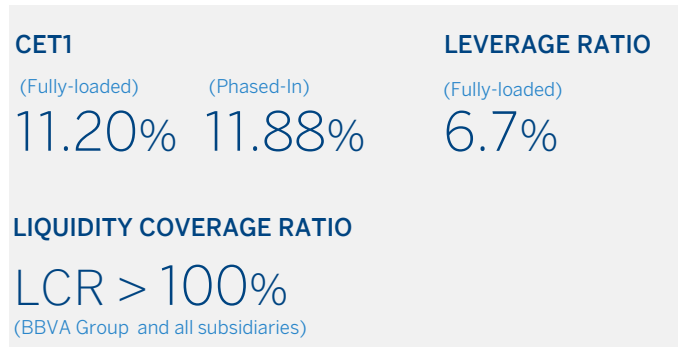
Increasing results



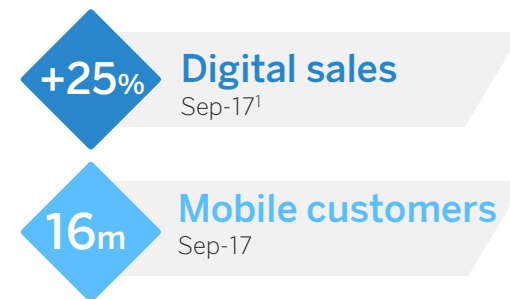
Sound asset quality



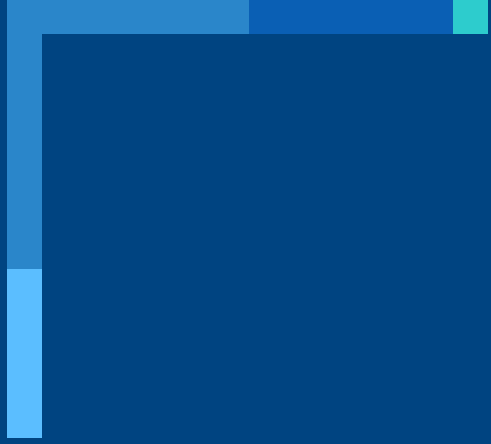
Strong capital & liquidity ratios



Delivering on our transformation



(1) % of total sales YtD, # of transactions



02

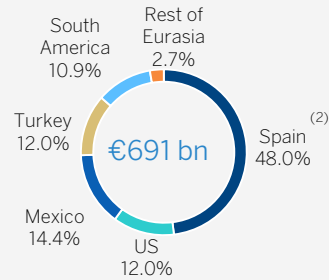
Diversified Footprint

Well diversified footprint with high growth prospects

Breakdown by Business Area ⁽¹⁾

Total Assets

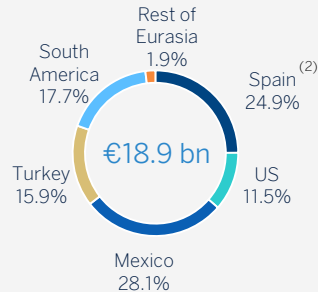
Sep 17



63%
Developed Markets

Gross Income

9M17

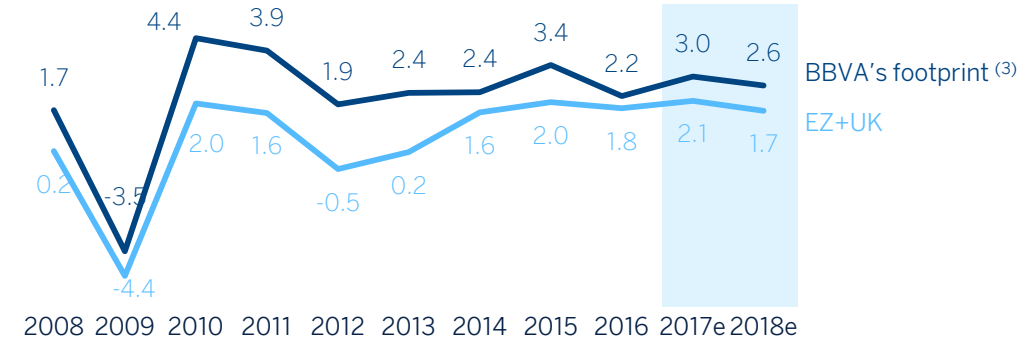


38%
Developed Markets

(1) Excluding Corporate Center. (2) Includes the areas Banking activity in Spain and Non Core Real Estate.

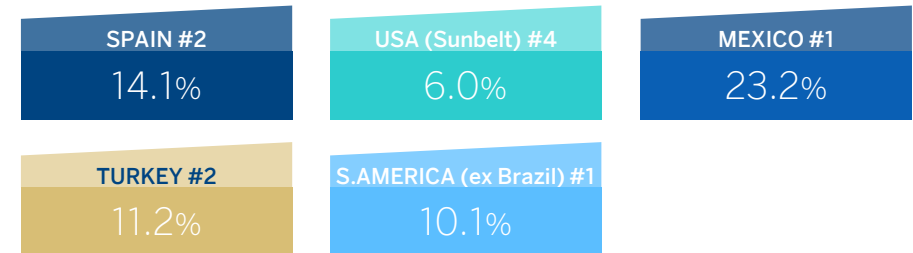
Higher Growth Prospects

GDP growth (YoY, %)



Leadership positioning

Market share (in %) and ranking ⁽⁴⁾



(3) BBVA's footprint GDP growth: weighted by each country contribution to Group's gross income. Source: BBVA Research.

(4) Loans' market shares except for USA (Deposits). **Spain** based on BoS (Ago.17) and ranking by AEB and CECA; **Mexico** data as of Ago.17 (CNBV); **S. America** (Ago.17), ranking considering main peers in each country; **USA**: SNL (Jun.17) considering Texas and Alabama; **Turkey**: BRSA (Sep.17) commercial banks.

Business areas in 9M17

SPAIN Banking activity

NET ATTRIBUTABLE PROFIT (9M17)

1,061 €m

+13.7% vs. 9M16

NPL RATIO Sep.17

5.6%

 vs. 5.8% Dec.16

COST OF RISK Sep.17 (YtD)

0.32%

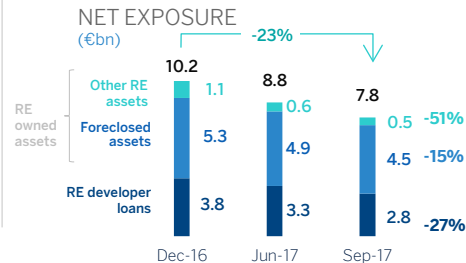
 vs. 0.32% Dec.16 (YtD)

Non Core Real Estate

NET ATTRIBUTABLE PROFIT (9M17)

-281 €m

-10.9% vs. 9M16



USA constant €

NET ATTRIBUTABLE PROFIT (9M17)

422 €m

+42.0% vs. 9M16

NPL RATIO Sep.17

1.2%

 vs. 1.5% Dec.16

COST OF RISK Sep.17 (YtD)

0.45%

 vs. 0.37% Dec.16 (YtD)

MAIN MESSAGES

- Loan evolution impacted by deleverage in mortgages and public sector, more than offsetting significant growth in Consumer and SMEs
- NII decrease explained by the CIB contribution
- Customer spread improves thanks to successful price management
- Good trends in fees thanks to the positive evolution of funds and banking service fees
- Cost and impairments reductions as the main P&L drivers:
 - Cost reduction accelerates: CX synergies and ongoing efficiency measures
 - Sound asset quality indicators, with CoR significantly below expectations (<40bps)
- Continued positive RE market dynamics
- Significant reduction of the net exposure in the year, mainly thanks to wholesale transactions
- Profitable growth strategy, with a focus on the consumer portfolio
- Positive earnings momentum maintained
 - Strong growth in core revenues, leveraging NII
 - Contained costs growing below inflation
 - CoR better than expectations, despite the impact from hurricanes (€ 54mn)

Business areas in 9M17

MEXICO constant €

NET ATTRIBUTABLE PROFIT (9M17)

1,616 €m

+15.3% vs. 9M16

NPL RATIO Sep.17

2.3% vs. 2.3% Dec.16

COST OF RISK Sep.17 (YtD)

3.36% vs. 3.40% Dec.16 (YtD)

TURKEY constant €

NET ATTRIBUTABLE PROFIT (9M17)

568 €m

+49.6% vs. 9M16

NPL RATIO Sep.17

2.5% vs. 2.7% Dec.16

COST OF RISK Sep.17 (YtD)

0.83% vs. 0.87% Dec.16 (YtD)

SOUTH AMERICA constant €

NET ATTRIBUTABLE PROFIT (9M17)

616 €m

5.4% vs. 9M16

NPL RATIO Sep.17

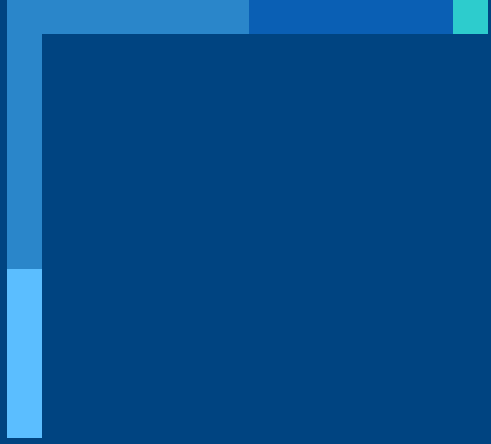
3.5% vs. 2.9% Dec.16

COST OF RISK Sep.17 (YtD)

1.51% vs. 1.15% Dec.16 (YtD)

MAIN MESSAGES

- +8.9% YoY loan growth, in line with expectations driven by the commercial portfolio
 - Sustained growth in all P&L lines with outstanding growth of core revenues: (NII + fees)
 - Positive operating jaws maintained and best in class efficiency
 - Stability of risk indicators; better than expected CoR evolution
 - Double digit P&L bottom line growth maintained
-
- High growth in TRY loans, supported by the Credit Guarantee Fund
 - Strong core revenue growth (NII and fees)
 - Cost growth below inflation; improving efficiency
 - CoR evolution better than expected (2017e CoR likely to be <100 bps)
 - Outstanding bottom-line growth
-
- Loan growth accelerated in 3Q mainly explained by Argentina and Peru
 - Double digit growth in core revenues (NII and Fees)
 - Positive jaws in all countries in the quarter
 - YTD deterioration in NPLs mainly due to Colombia and macro environment in Peru. CoR stable in 3Q and expected to remain around current levels

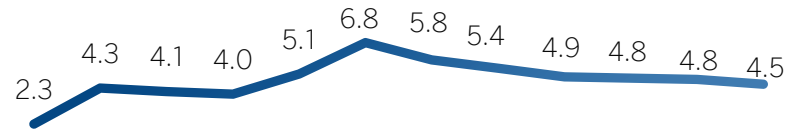


03

Asset Quality

Asset Quality: continued improvement after the crisis

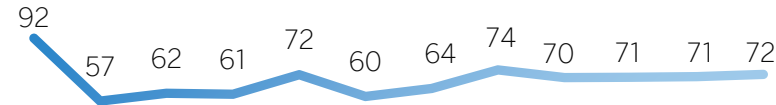
NPL Ratio (%)



Risk Framework

A Risk Management Model based on prudence and proactivity

Coverage ratio (%)



Risk Management Goal

To preserve the Group's solvency, support its strategy and ensure business development

Cost of Risk ⁽¹⁾ (%)

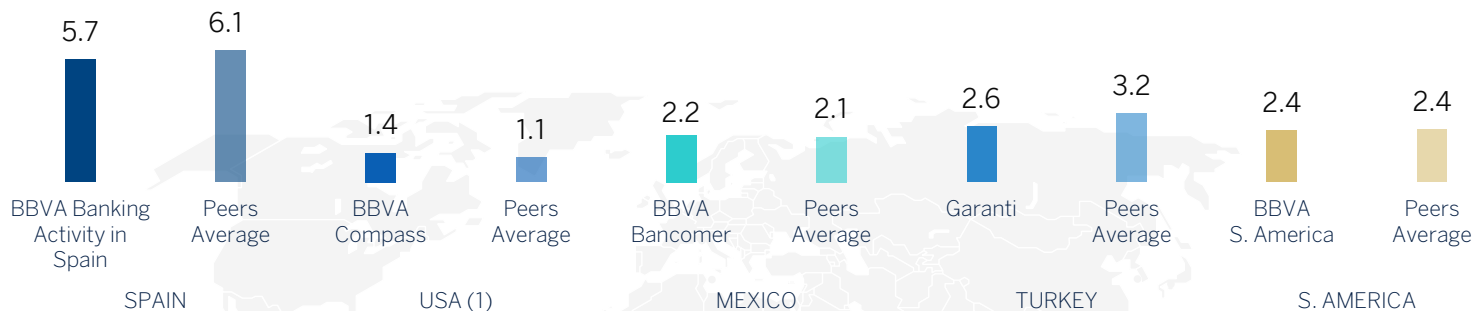


2008 2009 2010 2011 2012 2013 2014 2015 2016 Mar.17 Jun.17 Sep.17

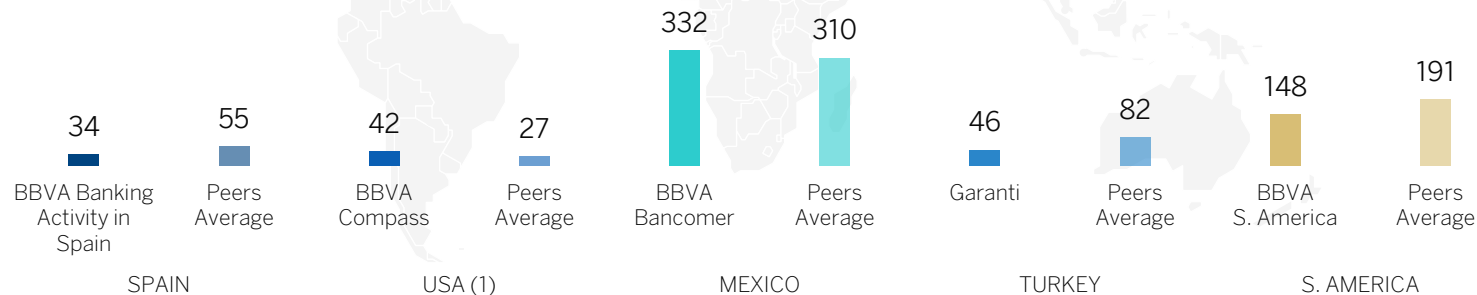
(1) YtD Cost of Risk

A prudent risk profile

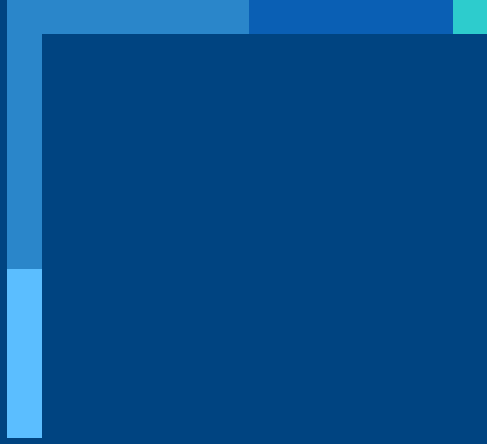
NPL ratio (%)



Cost of Risk (bps)



Figures according to local data to ensure comparability. Figures as of Jun.17 for Spain, Turkey and USA; As of Aug.17 for South America and Mexico.
(1) USA figures refer to Compass for comparison purposes.



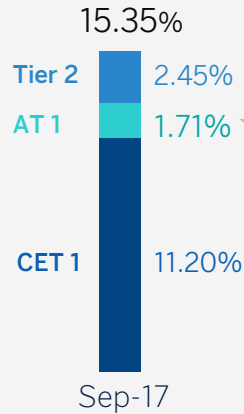
04

Capital

Sound capital position and proven ability to generate capital

FL Capital Ratios BBVA Group

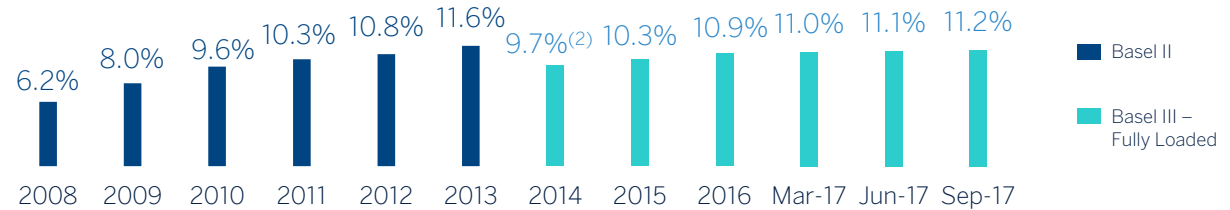
Sep-17 (%)



c.1.95% (1)
Including Nov.'17
USD 1.0 bn AT1
Issuance

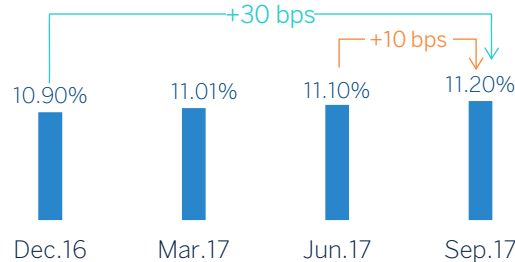
CET1 FL Ratio – BBVA Group

(%)



CET1 €17.5 bn → x2.3 → €40.9 bn

- CET1 fully loaded already above our 11% Target
- 1.5% AT1 and 2% T2 buckets already covered on a fully-loaded basis
- Successful USD 1 bn AT1 Issuance (Nov.17), at the lowest coupon paid (6.125%) in this type of transaction by a Sothern European bank.



CET1
PHASED-IN

11.88%

CET1 FL
TARGET

11%

(1) Exchange rate as of 9th Nov.2017 (1.1642 EUR/USD).

(2) Pro-forma ratio including corporate operations announced and pending to be closed (acquisition of Catalunya Banc, acquisition of an additional 14.89% stake in Garanti, sale of 29.86% of CIFH and sale of a 4.9% stake in CNCB); reported ratio stood at 10.4%.

BBVA USD 1.0 bn PNC10 AT1

Rationale

- General corporate purposes which includes **to increase flexibility to refinance outstanding AT1 instruments**
- To **preserve regulatory capital levels and distance to MDA** supporting BBVA's 1.5% AT1 layer
- To **take advantage of current market conditions** and broaden BBVA capital investor base

Key Features

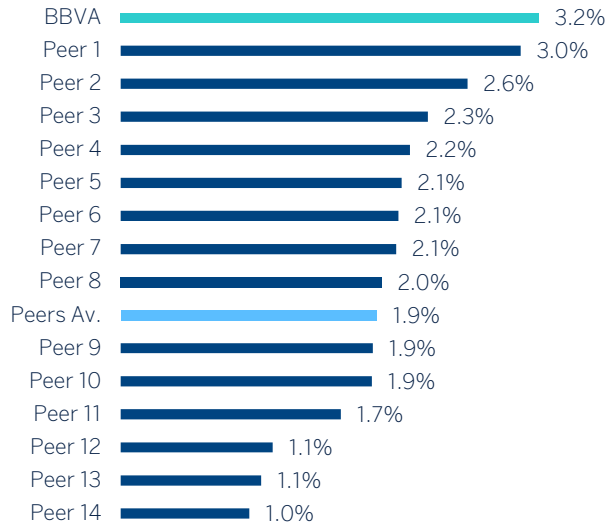
- USD-denominated Non-Step-Up Non-Cumulative Contingent Convertible Perpetual Preferred Tier 1 Securities, non-call 10 years, issued by Banco Bilbao Vizcaya Argentaria, S.A. ("BBVA")
- Settle Date: **16th November, 2017**
- Format: **SEC-registered**
- Amount: **USD 1.0 bn**
- Coupon: **6.125%**. The book peaked at c.USD 7bn, allowing to revise the initial price talk (from 6.5% to 6.125%)
- Conversion trigger: **5.125% CET1** (Consolidated and/or Parent company)
- Ratings: **Ba2(Moody's) / BB(Fitch)**
- In terms of **geographical distribution**, demand was mainly led by **USA (65%)**, followed by **UK (19%)**, and **Asia (12%)**. By investor type: **asset managers (67%)**, followed by **hedge funds (12%)**

Successful issuance at the lowest coupon for an USD-denominated AT1 transaction from a Southern Europe bank. First SEC-registered Spanish AT1

Low earnings volatility and ability to generate capital allow for lower capital needs

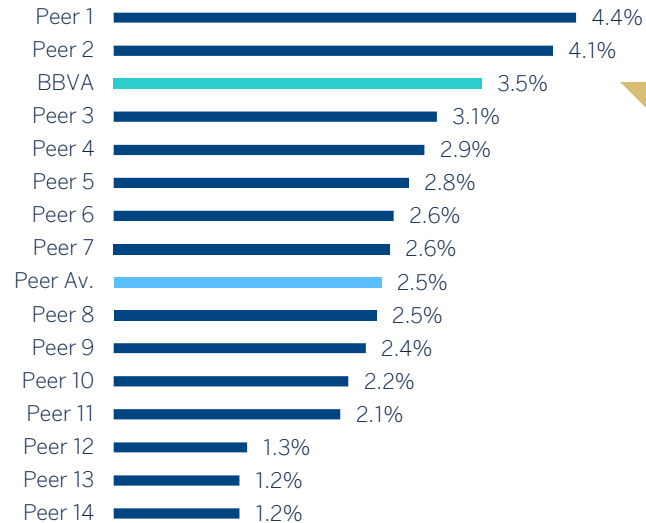
Pre-provision profit⁽¹⁾ / Net Loans

9M17



Pre-provision profit⁽¹⁾ / RWAs

9M17



In less than 4 years, BBVA is able to generate Pre-Provision Profit equivalent to its 11% CET1 FL target

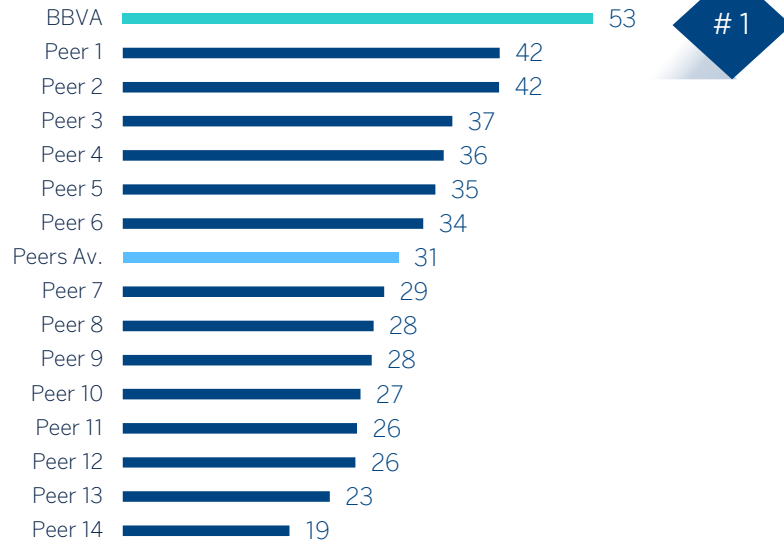
(1) Annualized Pre-provision profit. (2) European Peer Group: BARC, BNPP, CASA, CS, CMZ, DB, HSBC, ISP, LBG, RBS, SAN, SG, UBS, UCG.

BBVA's business model provides significant room to absorb losses

High quality capital

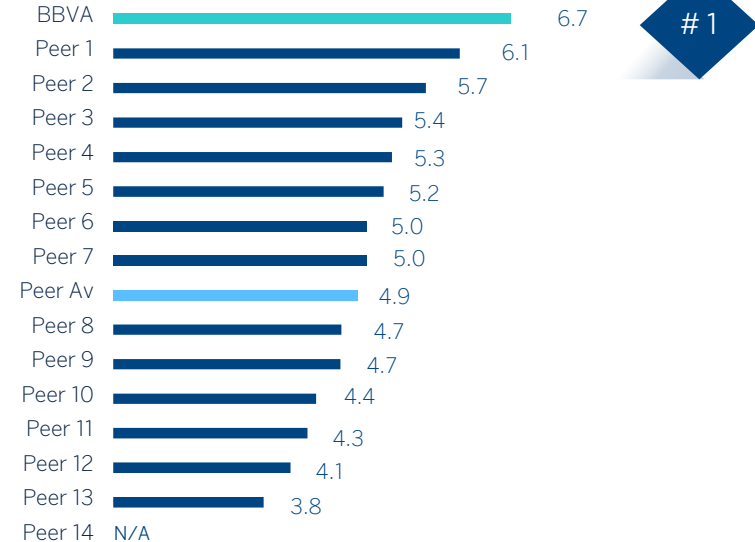
RWAs/ Total Assets

Sep-17, %



Fully-Loaded Leverage Ratio

Sep-17, %

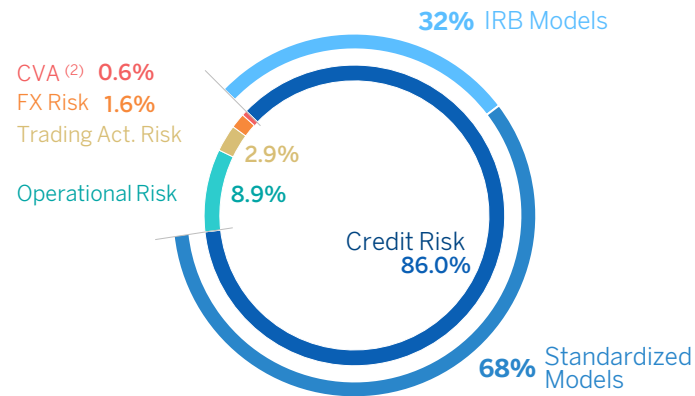
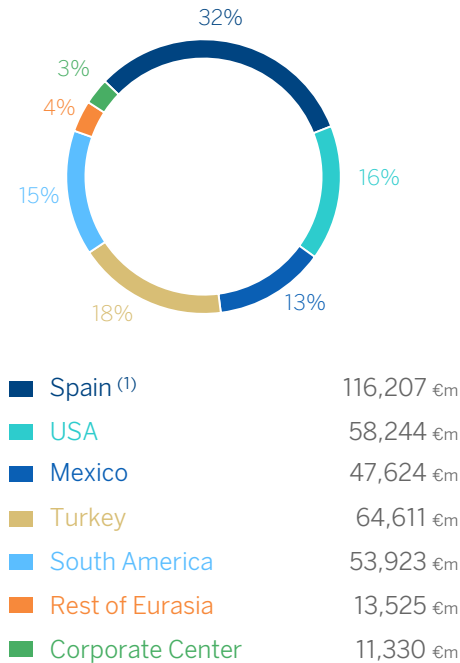


European Peer Group: BARC, BNPP, CASA, CS, CMZ, DB, HSBC, ISP, LBG, RBS, SAN, SG, UBS, UCG.

BBVA maintains the highest RWAs density and Leverage ratio of its European Peer Group

Risk-Weighted Assets distribution

TOTAL RWAs Sep-17
365,464 €m



Optimizing Capital Allocation is one of BBVA's Strategic Priorities

~ 80% of the RWAs located in Investment Grade countries

Limited usage of internal models in Credit Risk RWAs

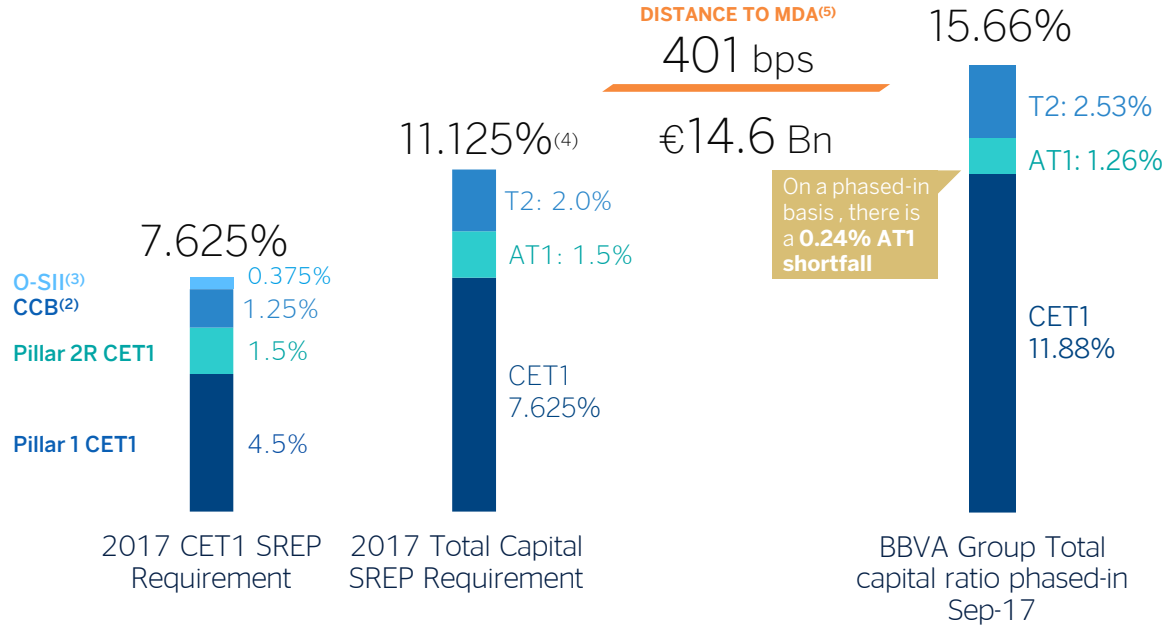
Potential lower impact from future regulatory requirements (Basel IV)

(1) Includes the areas Banking Activity in Spain and Non Core RE. (2) Credit Valuation Adjustment.
Note: Distribution of RWAs by type of risk and Model based on 2Q17 Pillar III report.

Capital ratios well above requirements

2017 SREP Requirement and distance to MDA⁽¹⁾ at Group level

Sep-17



Well above 2017
Total Capital and CET1
SREP requirements

Significant buffer
to MDA: **401 bps**

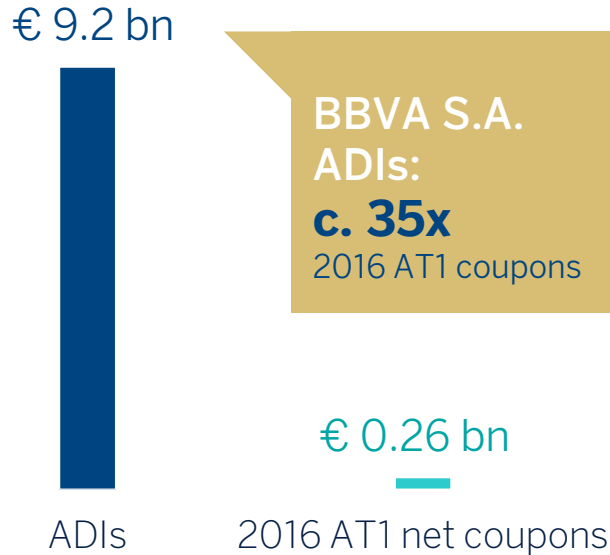
Pro-forma buffer to MDA
on a fully loaded basis ⁽⁶⁾:
195 bps

(1) Maximum Distributable Amount. (2) The Capital Conservation Buffer (CCB) stands, in fully loaded terms, at 2.5% CET1. (3) The Other Systemic Important Institution buffer (O-SII) stands, in fully loaded terms, at 0.75% CET1. (4) 2017 SREP Requirement as announced on the Relevant Event dated 1 Dec 2016. (5) 401 bps of Buffer to MDA = 11.88% Sep-17 CET1 phased-in ratio – 7.625% 2017 CET1 SREP Requirement – 0.24% AT1 Shortfall. (6) provided for information purposes as the distance to MDA is calculated based on phased-in ratios and these are the legally binding ones

High level of Available Distributable Items (ADIs)

BBVA, S.A. (Parent Company)

December 2016, € bn



**Significant
payment capacity
from distributable items
despite conservative
calculation**
(Share Premium not included)

**Supported by
sustainable profitability**

FX Hedging policy

Capital

- POLICY** BBVA hedges c.70% of the excess capital (what is not naturally hedged by the ratio)
- GOAL** Reduce Consolidated CET1 ratio volatility as a result of FX movements

CET1 FL Ratio Sensitivity to a 10% Depreciation of EM Currencies (Sept.17)

BELOW -3 b.p. For MXN

BELOW -2 b.p. For TRY and the rest of EM currencies

P&L

- POLICY** BBVA hedges on average between 30%-50% of foreign subsidiaries expected net attributable income
- GOAL** Reduce Net Attributable Profit volatility as a result of FX movements

2017 Net Attributable Profit FX Hedging (Sept.17):

c. 55% At a Group level

c. 60% For EM Currencies
(of which Mexico c.60% and Turkey c.55%)

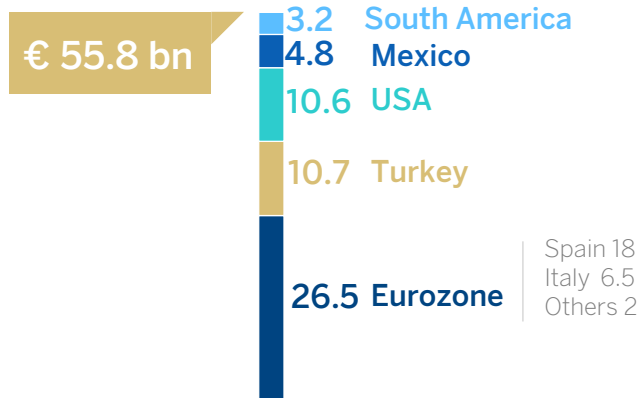
P&L hedging costs booked in the Corporate Center's NTI

BBVA maintains a prudent FX hedging policy to ensure low volatility on the CET1 ratio and limited FX impact on the P&L account

ALCO & Equity AfS Portfolio

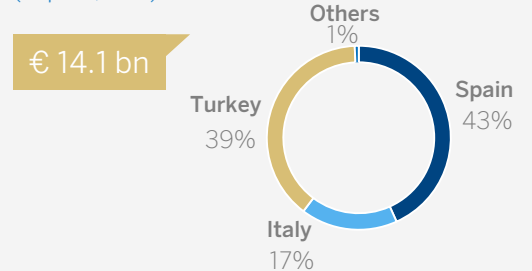
ALCO Portfolio breakdown by region

(Sept.17, € bn)



o.w. HTM Portfolio breakdown

(Sept.17, € bn)



Diversified portfolio
across BBVA's footprint

HTM portfolio
contributes to maintain
the overall impact of
market volatility at
sound levels

Equity AfS portfolio – Main stakes

Telefonica

5.3%⁽¹⁾

MERLIN
PROPERTIES

6.4%

(1): BBVA's own position (does not include clients' induced positions)



05

MREL

MREL framework: creation of SNP layer in Spain

Insolvency Hierarchy

Previous Insolvency Law		Approved New Spanish Insolvency Law	
Exempted deposits / Deposit Guarantee Schemes		Exempted deposits / Deposit Guarantee Schemes	
Preferred deposits (SMEs and natural persons)		Preferred deposits (SMEs and natural persons)	
Senior unsecured liabilities	Other Ordinary claims	Senior unsecured liabilities	Other Ordinary claims
Other sub debt		Senior Non Preferred debt	
Tier 2		Other sub debt	
AT1		Tier 2	
Equity		AT1	
		Equity	

- Spanish legal framework creating the Senior Non Preferred layer (RDL 11/17) was approved in June
- Clear identification and prioritization of debt securities available to absorb losses:
 - In case of insolvency, ordinary claims will be classified into preferred and non-preferred ordinary claims, the latter having a lower ranking than the former
 - Non-preferred ordinary claims will rank ahead of subordinated claims
- An ordinary claim will only be considered as non-preferred if it meets the following conditions:
 - It has been issued or created with an effective tenor ≥ 1 year,
 - It is not a derivative and has no embedded derivative, and
 - The terms include a clause establishing that it has a lower ranking vis-à-vis the remaining ordinary claims
- The creation of this new layer, expressly acknowledges the possibility for Spanish entities to issue senior debt instruments that meet MREL's subordination requirement (similar to the French statutory approach)

MREL framework: uncertainty remains but closer to the final outcome

MREL requirements and calendar are yet to be communicated

- *“As a first step, the SRB intends to set binding MREL targets at a consolidated level or appropriate sub-consolidated level according to the resolution strategy for major banking groups under its remit in 2017” (SRB, Feb-17)*
- The SRB will endeavor to establish a robust methodology for determining MREL for banking groups subject to an MPE resolution strategy in 2017

Hypothesis for BBVA

- BBVA is an O-SII entity: subject to MREL (not TLAC)
- Based on its decentralized model, BBVA follows a MPE resolution strategy
- MREL perimeter: BBVA Euro subconsolidated level
- Potential transition period around 4 years (similar to UK framework)

Key themes to manage (still under discussion)

Perimeter for quantification of MREL

Calibration

Treatment of intragroup investments for MREL calculation

Eligibility of instruments

Calendar / Transition period

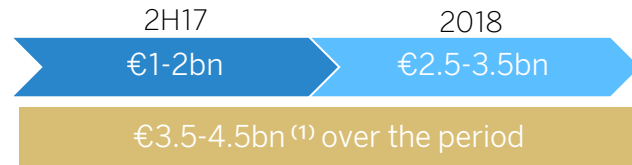
BBVA's MREL Strategy: 2017-2018 Plan

Capital

- BBVA has already filled its AT1 and T2 layers
- BBVA expects to maintain the 1.5% AT1 and 2% T2 regulatory buckets

SNP

- Successful €1.5 bn inaugural SNP issue in Aug-17
- No additional public transactions should be expected for the remainder of the 2017 (though we could consider private format ones)
- In 2018, BBVA expects to refinance its non-capital wholesale funding maturities into new SNP instruments



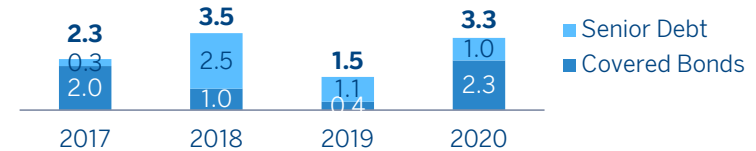
(1) Subject to market conditions

Maturity profile

- Wholesale debt maturity profile offers flexibility to refinance current instruments into new SNP, if required:

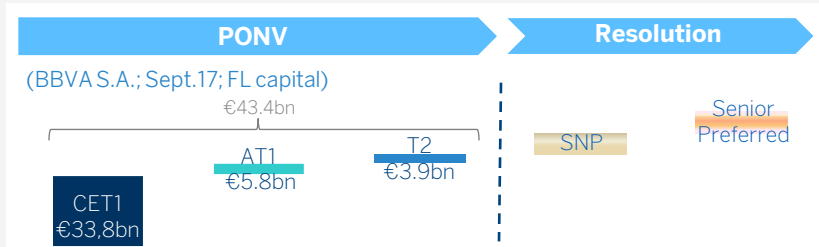
2017-20 BBVA S.A. senior & covered bonds maturity profile

(BBVA S.A.; Sept. 17; € bn)



SNP noteholders have significant buffer

- Significant capital buffer of € 43 bn of subordinated capital (CET1, AT1 and T2)



This plan would position BBVA's capital structure in a very solid stance to meet any further MREL needs (if required by the final calibration), over the rest of the transition period

BBVA Eur 1.5 bn Inaugural Senior Non Preferred Issuance

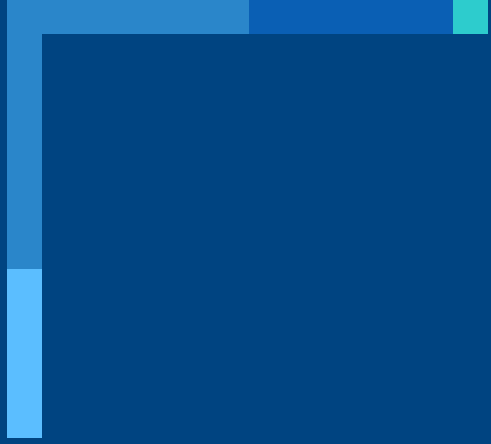
Rationale

- After the new legal framework implementing the **SNP was approved in Spain** in late June 2017, BBVA **updated its GMTN programme enabling the issuance** of these instruments.
- With this issuance, BBVA seeks to **strengthen its non-capital loss absorbing capacity**, after having reached its 11% fully-loaded CET1 target and filled its AT1 and T2 buckets, **in anticipation of upcoming MREL requirements**, that have yet to be communicated by the resolution authorities

Key Features

- Settle Date: **11th September, 2017**
- Amount: **€1.5 bn**
- Maturity: **5 years**
- Coupon: **0.75% fixed**
- Spread over Mid-Swap: **70 bps**. The book peaked at c.Eur 5 bn, allowing the Bank to revise the initial price talk (from 85 bps to 70 bps)
- Ratings: **Baa3 (Moody's), BBB (S&P) and A- (Fitch)**
- In terms of **geographical distribution**, demand was mainly led by **Iberia (21%)**, followed by **France (19%)**, **German and Austrian (18%)** and **UK and Ireland (17%)**. **By investor type: Asset Managers (73%)**, followed by **Banks (13%)** and **Insurance & Pension Funds (12%)**.

BBVA successfully issued a Eur 1.5 bn 5Y SNP, paying the lowest coupon so far by a Southern European bank in this type of instrument in Euros with a 5 years tenor



06

Liquidity & Funding

Liquidity & Funding

Self-sufficient subsidiaries from a liquidity point of view, with robust supervision and control by parent company

Retail profile of BBVA Group balance sheet with limited dependence on wholesale funding

Parent and subsidiaries proven ability to access the wholesale funding markets (medium & long term) on a regular basis

Ample high quality collateral available, compliant with regulatory liquidity requirements at a Group and Subsidiary level

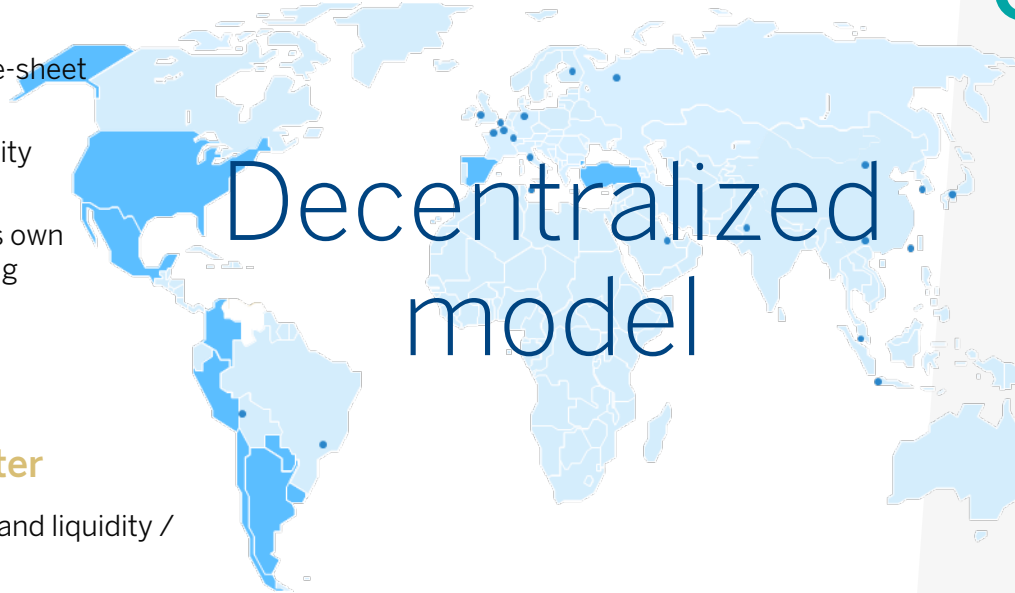
Principles of BBVA Group's self-sufficient business model

B Subsidiaries

- Self-sufficient balance-sheet management
- Own capital and liquidity management
- Market access with its own credit, name and rating
- Responsible for doing business locally

Corporate Center

- Guidelines for capital and liquidity / ALCO supervision
- Common risk culture



😊 Advantages

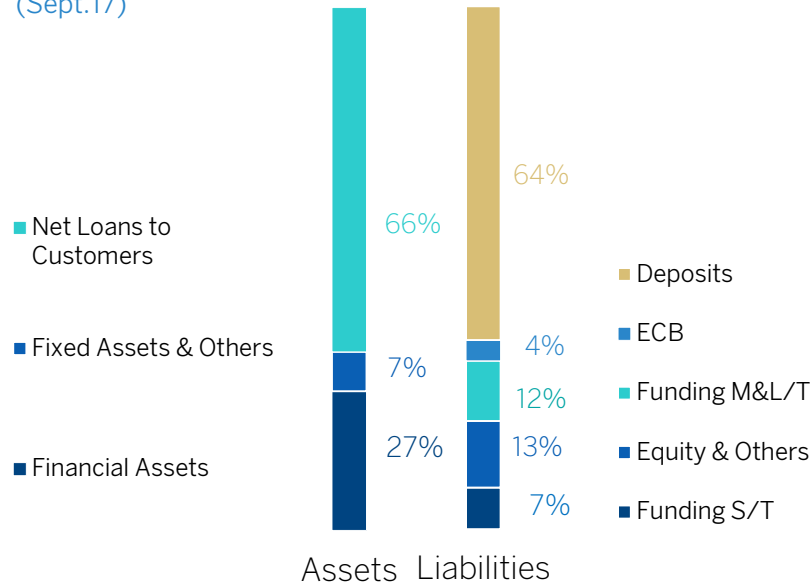
- Market discipline and proper incentives / sustainable credit growth
- Medium term orientation / consistent with retail banking
- Natural firewalls / limited contagion
- Safeguards financial stability / proven resilience during the crisis
- Helps development of local capital markets
- Buffers in different balance sheets

No liquidity transfers between the parent and subsidiaries or among subsidiaries

Financial soundness based on the funding of lending activity

BBVA Group Liquidity balance sheet ⁽¹⁾

(Sept.17)



(1) Management liquidity balance sheet (net of interbank balances and derivatives)

BBVA Group Liquidity metrics

(Sept.17)

	Euroz. ⁽²⁾	USA	Mexico	Turkey	S. Amer
LTD	106%	94%	90%	117%	106%
LCR	157%	140% ⁽³⁾	133%	138%	well >100%

(2) Perimeter: Spain+Portugal+Rest of Eurasia

(3) Compass LCR calculated according to local regulation (Fed Modified LCR)

Comfortable
liquidity position

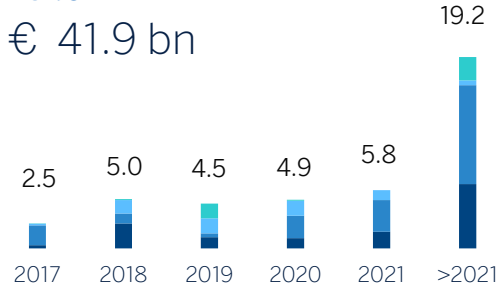
LCR ratios clearly above regulatory requirements (> 80% in 2017),
both at a Group level and in all banking subsidiaries

Broaden geographical diversification of access to market

Medium & long-term wholesale funding maturities (Sept.17; € bn)

EURO

€ 41.9 bn



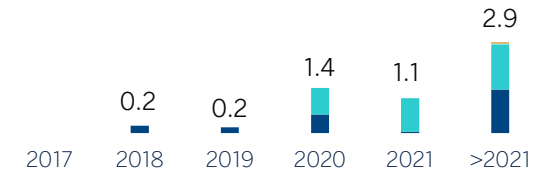
USA

€ 2.4 bn



MEXICO

€ 5.8 bn



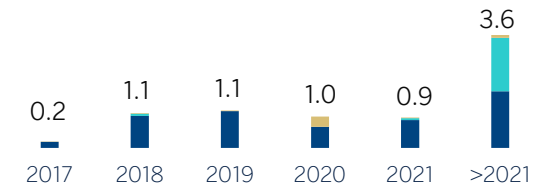
TURKEY

€ 6.7 bn



S. AMERICA

€ 7.9 bn



■ Senior Debt ■ Covered Bonds ■ Preferred Shares / AT1
 ■ Subordinated ■ Others

Outstanding amounts as of Sept.17
 FX as of Sept.17: EUR = 1.18 USD; EUR = 21.46 MXN; EUR = 4.2 TRY

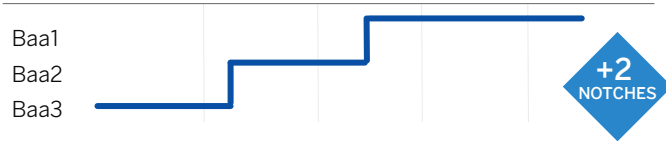
Ability to access the funding markets in all our main subsidiaries using a diversified set of debt instruments

BBVA Group Ratings by Agency

Latest Rating Actions

Three major agencies – Long Term Issuer / Senior Unsecured Ratings

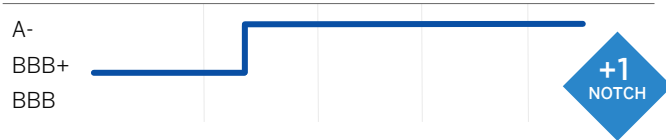
Moody's



S&P



Fitch



2013 2014 2015 2016 2017

BBVA Ratings⁽¹⁾

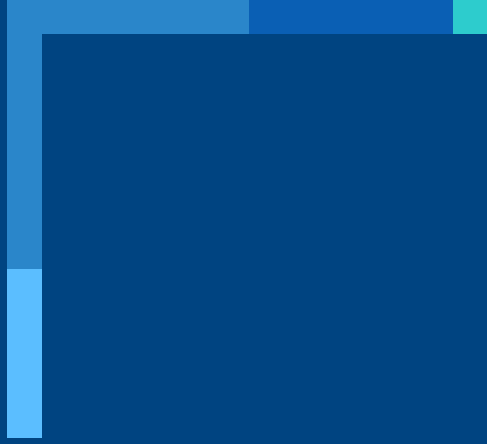
	Moody's	S&P	Fitch	DBRS	Scope
Outlook Issuer/Senior	Stable	Positive	Stable	Stable	Stable
Investment grade	Aaa Aa1 Aa2 CB Aa3 A1 A2 A3 Baa1 Senior Baa2 Baa3T2 / SNP	AAA AA+ AA AA- A+ CB A A- BBB+ Senior BBB SNP BBB- T2	AAA AA+ AA AA- A+ A A- Senior / SNP BBB+ T2 BBB BBB-	AAA CB AA (H) AA AA (L) A (H) A Senior A (L) BBB (H) T2 BBB BBB (L)	AAA CB AA+ AA AA- A+ Senior A SNP A- BBB+ BBB BBB-
Non Investment Grade	Ba1 Ba2 AT1 Ba3 B1 B2 B3 (...)	BB+ BB BB- B+ B B- (...)	BB+ BB AT1 BB- B+ B B- (...)	BB (H) BB BB (L) B (H) B B (L) (...)	BB+ AT1 BB BB- B+ B B- (...)

Note: CB = Covered Bonds, SNP = Senior Non Preferred

(1) A rating is not a recommendation to buy, sell or hold securities and may be subject to revision, suspension or withdrawal at any time by the assigning rating organisation.

BBVA's ratings have improved since end 2013

New methodologies have improved BBVA's absolute and / or relative rating position vs. peers



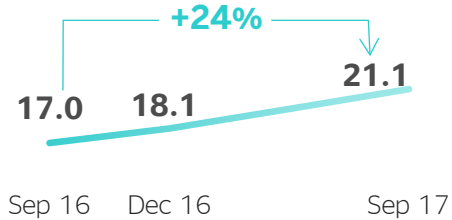
07

Transformation Strategy

Digital Customers – BBVA Group

Digital Customers

(Mn, %penetration)

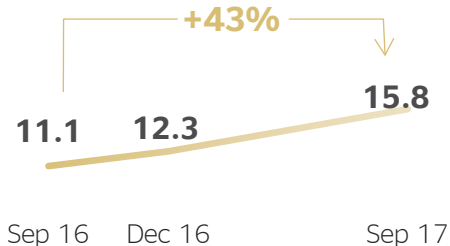


PENETRATION

33% 36% 40%

Mobile Customers

(Mn, %penetration)



PENETRATION

22% 24% 30%



Achieved 50%
penetration
in digital
customers:

TURKEY

USA

VENEZUELA

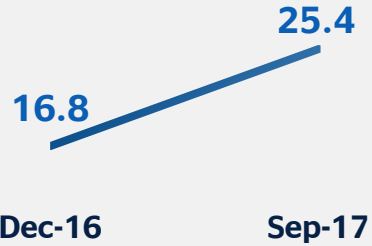
ARGENTINA

CHILE

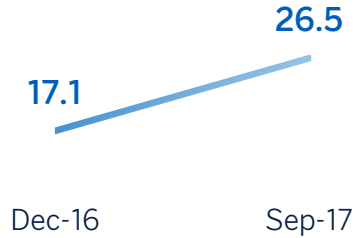
Digital Sales

(% of total sales YtD, # of transactions)

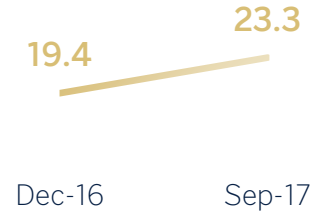
B GROUP



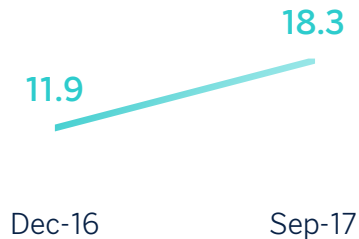
B SPAIN



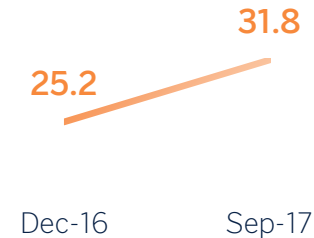
B USA



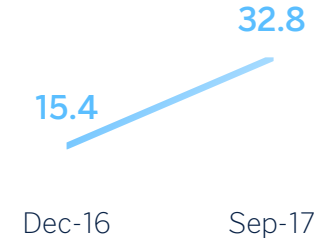
B MEXICO



B TURKEY



B SOUTH AMERICA

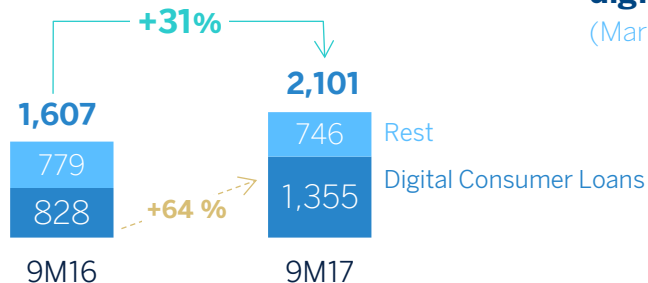


**Exponential
growth**

**>3.5 million
units sold
in 3Q**

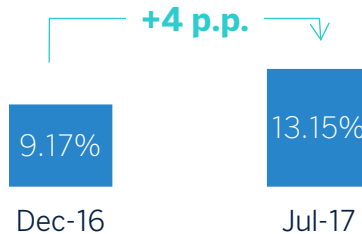
BBVA Spain Transformation Tangible Results

Consumer loans: new loan production (€m, %)



Consumer loans: Growing market share in new loan production thanks to digital loans

(Market share, %)



New app design- Mobile sales

(Average daily digital sales increase*)



Mobile product availability %



(*) Average daily digital sales increase from Sep 16th- Oct 16th vs Jul 1st-31st and Sep 1st- 15th

(*) BBVA Spain App According to 2017 Forrester Research report, "Global Mobile Banking Benchmark"

APPENDIX

BBVA Group 9M17 Profit & Loss

Capital Base: BBVA Group & BBVA, S.A.

BBVA S.A: 2017 SREP Requirement and distance to MDA

EBA's Stress Test

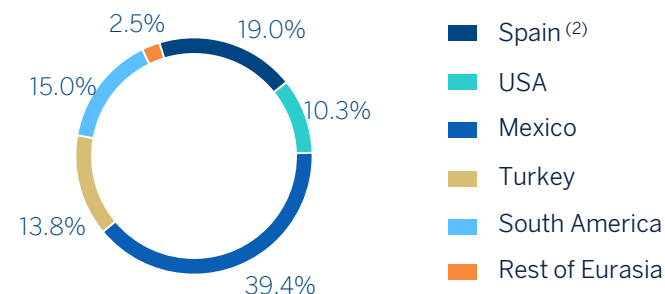
Debt Issuances – 9M17

Amortized notes – 9M17

BBVA Group 9M17 Profit & Loss

BBVA Group (€m)	9M17	Change 9M17/9M16	
		%	% constant
Net Interest Income	13,202	4.2	9.5
Net Fees and Commissions	3,705	4.2	8.4
Net Trading Income	1,416	-19.2	-13.3
Other Income & Expenses	585	31.1	8.9
Gross Income	18,908	2.6	7.2
Operating Expenses	-9,386	-1.7	1.8
Operating Income	9,522	7.2	13.1
Impairment on Financial Assets	-2,917	-6.3	-2.7
Provisions and Other Gains and Losses	-589	-10.9	-13.8
Income Before Tax	6,015	17.8	27.0
Income Tax	-1,670	20.6	33.4
Net Income	4,345	16.7	24.6
Non-controlling Interest	-896	-3.1	11.2
Net Attributable Profit	3,449	23.3	28.7

Net Attributable Profit breakdown⁽¹⁾ (9M17)



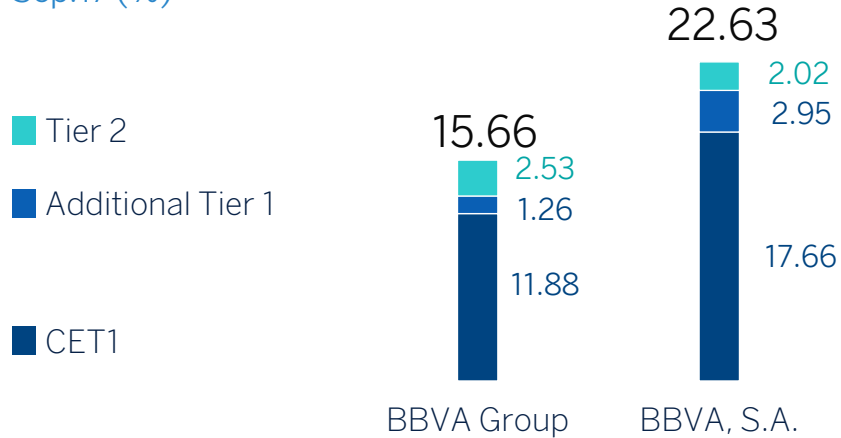
(1) Excludes the Corporate Center

(2) Includes the areas Banking activity in Spain and Non Core Real Estate

Capital Base: BBVA Group & BBVA S.A.

Phased-in capital ratios

Sep.17 (%)



CET1	€ 43,412 m	€ 34,462 m
------	------------	------------

AT1	€ 4,590 m	€ 5,747 m
-----	-----------	-----------

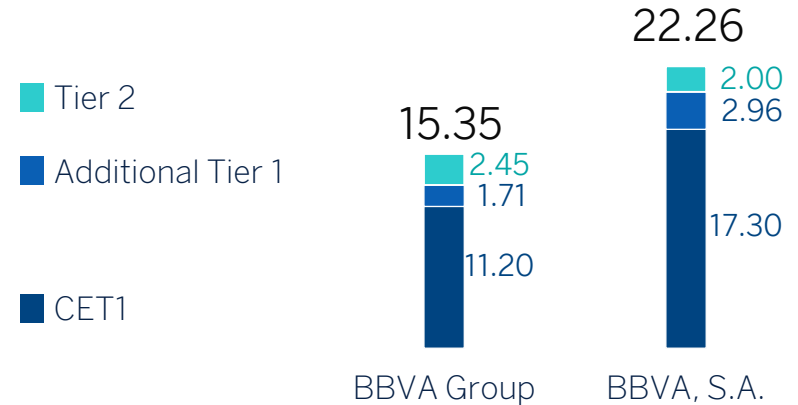
T2	€ 9,237 m	€ 3,947 m
----	-----------	-----------

Total Capital Base	€ 57,239 m	€ 44,157 m
---------------------------	-------------------	-------------------

RWA	€ 365,464 m	€ 195,144 m
------------	--------------------	--------------------

Fully-loaded capital ratios

Sep.17 (%)



CET1	€ 40,919 m	€ 33,755 m
------	------------	------------

AT1	€ 6,239 m	€ 5,771 m
-----	-----------	-----------

T2	€ 8,953 m	€ 3,912 m
----	-----------	-----------

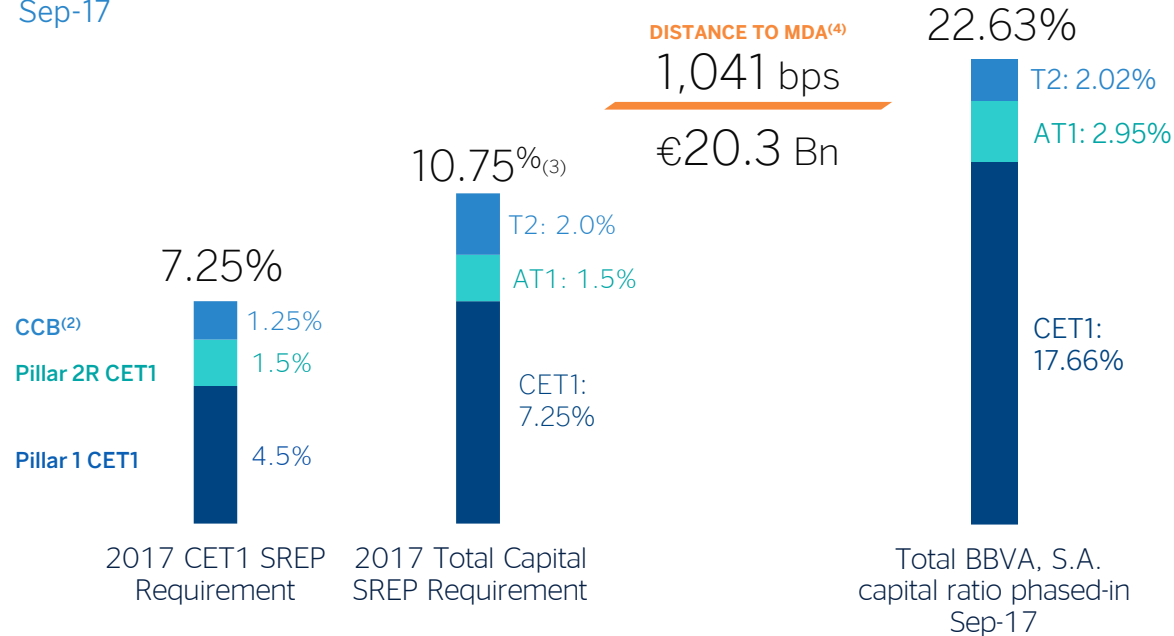
Total Capital Base	€ 56,110 m	€ 43,438 m
---------------------------	-------------------	-------------------

RWA	€ 365,464 m	€ 195,144 m
------------	--------------------	--------------------

Capital ratios well above requirements

2017 SREP Requirement and distance to MDA⁽¹⁾ at Parent Company level (BBVA, S.A)

Sep-17



Well above 2017
Total Capital and CET1
SREP requirements

Significant buffer
to MDA: **1,041 bps**

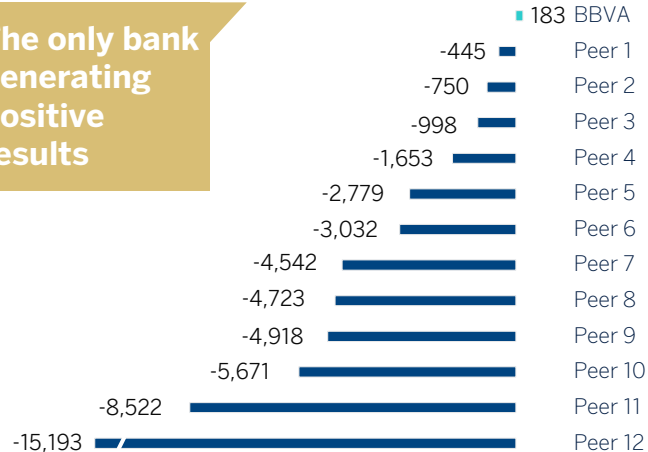
(1) Maximum Distributable Amount. (2) The Capital Conservation Buffer (CCB) stands, in fully loaded terms, at 2.5% CET1. (3) 2017 SREP Requirement as announced on the Relevant Event dated 1 Dec 2016. (4) 1,041 bps of Buffer to MDA = 17.66% Sep-17 CET1 phased-in ratio – 7.25% 2017 CET1 SREP Requirement.

EBA's Stress Test

Profit generation in the adverse scenario

Cumulative 2016-2018 (€ m)

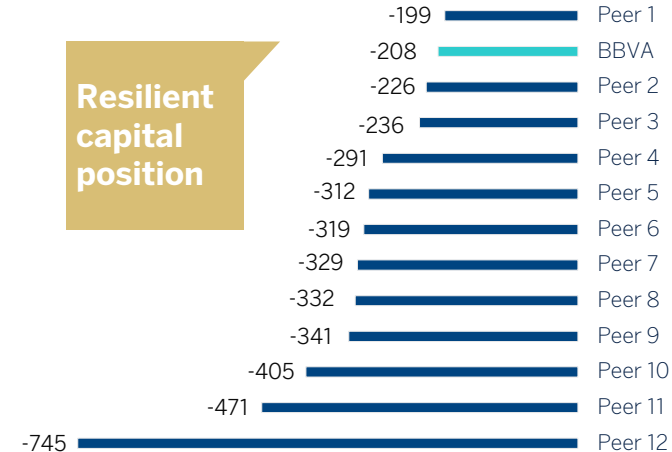
The only bank
generating
positive
results



CET1 Fully Loaded ratio evolution in the adverse scenario

2015-2018 (bps)

Resilient
capital
position



Source: BBVA based on 2016 EBA stress test.

Note: Peers included: BARC, BNPP, CASA, CMZ, DB, HSBC, ISP, LBG, RBS, SAN, SG and UCG.

2016 EBA stress test evidenced BBVA's lower capital needs thanks to its ability to generate recurrent results

Debt Issuances – 9M17

BBVA, S.A.

Product	Issue Date	Call Date	Maturity	Nominal currency (M)	Coupon	Isin
SNP	Sep-17	-	Sep-22	€1,500 M	0.75%	XS1678372472
AT1	May-17	May-22	Perp	€500 M	5.875%	XS1619422865
Tier 2	May-17	-	May-27	CHF 20 M	1.60%	XS1615673701
Tier 2	May-17	-	May-27	€150 M	2.541%	XS1615674261
Senior Unsec	Apr-17	-	Apr-22	€1,500 M	3ME+0,60%	XS1594368539
Tier 2	Mar-17	Mar-27	Mar-32	\$120 M	5.700%	XS1587857498
Tier 2	Mar-17	-	Mar-27	€53.4 M	fixed 3% (2 yr) - floating CMS10y + 1.30% (8 yr)	XS1579039006
Tier 2	Feb-17	-	Feb-32	€165 M	4.000%	XS1569874503
Tier 2	Feb-17	-	Feb-27	€1,000 M	3.50%	XS1562614831
Senior Unsec	Jan-17	-	Jan-22	€1,000 M	0.625%	XS1548914800

Garanti

Product	Issue Date	Call Date	Maturity	Nominal currency	Coupon	Isin
Tier 2	May-17	May-22	May-27	\$750 M	6.125%	XS1617531063
Senior Unsec	Mar-17	-	Mar-23	\$500 M	5.875%	XS1576037284

Compass

Product	Issue Date	Call Date	Maturity	Nominal currency	Coupon	Isin
Senior Unsec	Jun-17	May-22	Jun-22	\$750 M	2.875%	XS1617531063

Amortized notes – 9M17

BBVA International Preferred SA Unipersonal

Product	Issue Date	Redemption	Outstanding currency (M)	Outstanding € (M)	Coupon
Preferred	Apr-07	Apr-17	\$ 600 M	536	5.919%
Preferred	Sep-06	Mar-17	€ 164 M	164	3ME+1.95%
Preferred	Sep-05	Mar-17	€ 86 M	86	3ME+1.65%

BBVA Bancomer

Product	Issue Date	Redemption	Outstanding currency (M)	Outstanding € (M)	Coupon
Tier 2	May-07	May-17	\$ 500 M	446	6%

BBVA Continental

Product	Issue Date	Redemption	Outstanding currency (M)	Outstanding € (M)	Coupon
Tier 2	May-07	May-17	PEN 40 M	11	5.85%

Compass

Product	Issue Date	Redemption	Outstanding currency (M)	Outstanding € (M)	Coupon
Tier 2	Jun 03/04	Sept/Oct-17	\$ 100 M	85	3ML+2.81%* <small>*Average</small>

BBVA follows an economic call policy



BBVA Creating
Opportunities

Fixed Income Investors Presentation

3Q17



BBVA