Summary

01  Responsible Banking at BBVA
02  Balanced Relationships with clients : Financial Health
03  Sustainability
04  Responsible Practices & Community Investment
05  BBVA’s impact in society
01

Responsible Banking at BBVA
OUR PURPOSE

“To bring the age of opportunity to everyone

Creating opportunities for all our stakeholders

- Promoting a more sustainable and inclusive society
- Helping our clients achieve their life and business goals
- Engaging our employees in a more inclusive and agile organization
- Creating value for our shareholders
01. Responsible Banking at BBVA

Responsible banking policy, a driver to deliver our purpose and to have a true impact on people’s lives and business

Mission of our responsible banking policy

To manage the responsibility that comes from the impact of BBVA’s activities on people & society

With a multistakeholder approach

Commitments & responsible practices

Society

Clients

Employees

Suppliers

Investors & shareholders

And with the whole bank involved

Business Units & Support Areas are integrating it in their operational models

Responsible Business function working mainly as a second line to challenge and give support to all areas
Key commitments of responsible banking are totally embedded in the BBVA strategy: new Strategic Priorities

What we stand for

Drivers of superior Performance

Accelerators to Deliver on our Strategy

Improving our client’s financial health

Helping our clients transition towards a sustainable future

Reaching more clients

Operational excellence

The best and most engaged team

Data and Technology
01. Responsible Banking at BBVA

A responsible banking policy based on four pillars

1. STRATEGIC PRIORITY #1
   Improving our client’s financial health

2. STRATEGIC PRIORITY #2
   Helping our clients towards a sustainable future

3. Responsible practices
   with employees, suppliers and other stakeholders

4. Community investment
   to promote social change and create opportunities for all

Balanced relationships
with our customers based on transparency, clarity & responsibility

Sustainable finance
for global climate change & attain the UN Sustainable Development Goals
01. Responsible Banking at BBVA

Governance and accountability in responsible banking

Responsible business function reports regularly to the Corporate Bodies

1. CORPORATE BODIES
   Approval and monitoring of the responsible banking policy* and responsible business plan
   Report periodically to plenary & to the Executive Committee

2. LEADERSHIP
   Global Leadership
   Team & Local Leadership approve and oversight specific plans and norms related to responsible banking commitments

3. OPERATIONAL MODEL
   Responsible Business
   function to support and challenge support areas and business units Global & local teams (140 people)

(*) Also named as Corporate Social Responsibility Policy
01. Responsible Banking at BBVA

Main sustainability indices on which BBVA is listed

- Dow Jones Sustainability Indices
  2nd European Bank

- FTSE4Good
  4.4 Score (0 to 5)

- MSCI
  AAA rating

- CDP
  A- score
01. Responsible Banking at BBVA

International standards with BBVA’s active participation
Balanced Relationships with clients: Financial Health
02. Balanced Relationships: Financial Health

We want to be our clients’ trusted advisor

To achieve that, we focus our advice in enhancing their Financial Health

OUR VALUE PROPOSITION IS:

Day-to-day control

BBVA helps clients to easily have their day-to-day finances under control and manage them effortlessly:

- Income and expenses are always right
- Any issue the customer needs to be aware of is anticipated in advance

Achieving Goals
(declared and not declared)

BBVA helps clients to optimize their financial health and manage their finances to reach their goals, including:

- Holistic advice and planning around goals such as saving, investing, or specific life goals, both small (e.g., a trip) or life changing (e.g., acquiring a house, retirement)
02. Balanced Relationships: Financial Health

Our vision of advisory is

**Personalized**
Taking into account each customer’s needs and financial situation to focus on what’s more relevant for them.

**Proactive**
Anticipating through contextual, timely and meaningful insights to ensure customers have awareness of their financial well-being & are better able to reach their goals.

**Actionable**
Suggesting personalized and measurable action plans integrating advice tools and financial products to improve financial health.

**TCR**
(Transparent, Clear and Responsible)
Making sure we provide the relevant information (T), in an easy to understand way (C), and looking after the customer interests in the short, medium and long term (R).
02. Balanced Relationships: Financial Health

What are we doing? (1/3)

Building data based proactive and personalized advice journeys

### Financial Health Journeys (Goals)

#### Debt
Help optimize their debt effort and their total debt (level of leverage)

#### Saving capacity
Help optimize expenditures to start garnering some savings.

#### Financial cushion
Create awareness around the need for a safety net and help them save

#### Plan your future
Help RMs to advice clients on how to optimize their portfolio (return and risks) to achieve their goals

### Day 2 Day Control Journeys

#### Control and protection:
- e.g. duplicate bill, foreseeable insufficient funds, payroll received...

#### Effortless banking:
- e.g. suggest automation of recurrent customer transactions

#### Insurance:
- e.g. suggest home insurance to homeowners without it

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**Data Analysis**

**Insights**

**JOURNEYS**

- Push
- Contextual message
- Tools
- Insight
- Personalized Plan
- Info Tool Product
02. Balanced Relationships: Financial Health

What are we doing? (2/3)

**PROGRAM YOUR ACCOUNT**

- Enables clients to set rules that will help them achieve their goals simply and effortlessly

**BUDGETS & GOALS**

- Allow clients to establish budgets in certain categories as well as saving goals

**BBVA VALORA**

- Help clients to evaluate the price of a house or a car

**BBVA INVEST**

- Investment fund advising and contracting model
02. Balanced Relationships: Financial Health

What are we doing? (3/3)

TCR/Financial Health standards and its implementation

A Alignment of key customer contents with TCR standards and FH promotion

B Alignment of other solutions/interactions with FH

TCR experts globally & locally actively participate in the design of solutions with high impact in clients (mobile app, E2E digital sales processes, payments processes, digital onboarding, ... ) to make sure we consistently promote FH in new customer interactions and experiences.

C FH/TCR Training

Financial Health is a key capability of BBVA’s re-skilling program (CAMP) New FH training course to be launched for all employees in 2H 2020 14,0000 + people already trained in TCR either in person or on-line.
02. Balanced Relationships: Financial Health

Performance: Financial Health (FH) & TCR

clients

### Net FH Score

**How much do you agree with the statement “the bank helps you get your financial life in shape: plan and control your expenses, know how much debt you can afford to take on, build up your emergency fund...”?**

<table>
<thead>
<tr>
<th>Country</th>
<th>Ranking position 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>#1</td>
</tr>
<tr>
<td>Mexico</td>
<td>#1</td>
</tr>
<tr>
<td>Turkey</td>
<td>#2</td>
</tr>
<tr>
<td>Argentina</td>
<td>#2</td>
</tr>
<tr>
<td>Colombia</td>
<td>#1</td>
</tr>
<tr>
<td>Peru</td>
<td>#1</td>
</tr>
</tbody>
</table>

NCRS – ½ Promoters - ½ Detractors

Peer group: Spain (Santander, Caixabank, Bankia, Sabadell), Mexico (Banamex, Santander, Banorte, HSBC), Turkey (Is-Bankasi, FinansBank, AkBank, YapiKredi, DenizBank), Argentina (Galicia, Santander, HSBC, Macro), Colombia (Davivienda, Bancolombia, Bogota), Peru (Interbank, BCP, Scotiabank).

Source: NPS Retail Open Market

### Net TCR Score

**How much do you agree with the statement “the bank provides you complete and clear information”?**

<table>
<thead>
<tr>
<th>Country</th>
<th>Ranking position 2019</th>
<th>Evolution 2019 vs 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>#1</td>
<td>➡️</td>
</tr>
<tr>
<td>Mexico</td>
<td>#2</td>
<td>➡️</td>
</tr>
<tr>
<td>Turkey</td>
<td>#2</td>
<td>➡️</td>
</tr>
<tr>
<td>Argentina</td>
<td>#1</td>
<td>➡️</td>
</tr>
<tr>
<td>Colombia</td>
<td>#2</td>
<td>➡️</td>
</tr>
<tr>
<td>Peru</td>
<td>#1</td>
<td>➡️</td>
</tr>
</tbody>
</table>

**Evolution:**  ⬅️ Statistically significant improvement  ➡️ Stability

NCRS – ½ Promoters - ½ Detractors

Peer group: Spain (Santander, Caixabank, Bankia, Sabadell), Mexico (Banamex, Santander, Banorte, HSBC), Turkey (Is-Bankasi, FinansBank, AkBank, YapiKredi, DenizBank), Argentina (Galicia, Santander, HSBC, Macro), Colombia (Davivienda, Bancolombia, Bogota), Peru (Interbank, BCP, Scotiabank).

Source: NPS Retail Open Market
02. Balanced Relationships: Financial Health
Performance: customer relationships KPIs

**Net Promoter Score (NPS)**

**Ranking, December 2019**

**INDIVIDUALS**

- Spain: #1
- Mexico: #1
- Turkey (1): #1
- Argentina: #1
- Colombia: #1
- Peru: #2
- Venezuela: #2

**COMMERCIAL**

- Spain: #1
- Mexico: #1
- Turkey (1): #1
- Argentina: #1
- Colombia: #1
- Peru: #2
- Venezuela: #2

(1) Retail & Commercial NPS with YTD data.

Peer group: Spain (Santander, Caixabank, Bankia, Sabadell), Mexico (Banamex, Santander, Banorte, HSBC), Argentina (Banco Galicia, Santander, HSBC, Santander Rio, Banco Macro), Colombia (Davivienda, Bancolombia, Banco de Bogotá), Peru (Interbank, BCP, Scotiabank), Uruguay (ITAU, Santander, Scotiabank, Turkey (Is-Bankasi, FinansBank, AkBank, YapiKredi, DenizBank).

Data verified by KPMG.

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**Clients Emotional Reputation (Pulse)**

**Performance in 2019 & evolution vs. 2018**

<table>
<thead>
<tr>
<th>Country</th>
<th>Net FH Score</th>
<th>Evolution 2019 vs 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>70.9</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>74.0</td>
<td></td>
</tr>
<tr>
<td>Turkey (1)</td>
<td>72.7</td>
<td></td>
</tr>
<tr>
<td>US (2)</td>
<td>81.9</td>
<td>↑</td>
</tr>
<tr>
<td>Argentina</td>
<td>76.7</td>
<td>↑</td>
</tr>
<tr>
<td>Colombia</td>
<td>69.4</td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>77.1</td>
<td>↑</td>
</tr>
<tr>
<td>Venezuela</td>
<td>75.3</td>
<td></td>
</tr>
</tbody>
</table>

(1) Data based in 3 waves: April, September & December 2019.

(2) Affluent people.

**Scores**

- Excellent: >=73
- Strong: 65-72

**Evolution:**

- Statistically significant improvement
- Stability
03

Sustainability
03. Sustainability

BBVA new strategic priorities
Two aspirations in sustainability to meet the most relevant global trend

Use our role to impact on our clients’ behaviors inspired by selected SDGs
Help our clients to transition to a more sustainable world

Incorporate climate change risks and opportunities in our Strategy and business processes
Progressively align our exposure to the most sensitive sectors with the Paris Agreement, in line with our climate commitments
03. Sustainability

Creation of the Global Sustainability Office

MISSION

To accelerate sustainability across the Group and integrate it into everything we do

The Global Sustainability Office will build on the efforts already made by the Group in the area of sustainability, leading the development of a single agenda related to sustainability, aligning the work of BBVA’s respective units in their strategies and action plans, and supporting the development of new capabilities, working as one team.

Reporting to the Global Leadership
03. Sustainability

Sustainable Finance Business (1)

Use our role to impact on our clients’ behaviors inspired by selected SDGs

WHERE WE WANT TO FOCUS

Climate Action
Mobilization of investments required to tackle the challenge of climate change, in accordance with:
- SDG 7 Affordable and Clean Energy
- SDG 12 Responsible Consumption and Production
- SDG 13 Climate Action

Three categories for business initiatives:
01. Energy efficiency technologies reducing energy consumption per unit of product
02. Circular economy recycling, new materials, responsible use of natural resources, etc.
03. Carbon reduction renewables and other zero CO₂ energy sources, electric mobility

Inclusive Growth
Mobilization of investments required to build inclusive infrastructures and supporting an inclusive economic development, in accordance with:
- SDG 8 Decent Work and Economic Growth
- SDG 9 Industry, Innovation and Infrastructure

Three categories for business initiatives:
01. Provide access to financial services to unbanked population mainly through basic digital solutions
02. Inclusive with a focus on safe, affordable and sustainable basic services and transport systems
03. Support to entrepreneurs
Incorporate climate change risks and opportunities

WHERE WE WANT TO FOCUS

- Transition Risk
  - Policy and legal
  - Technology
  - Market
  - Reputation

- Physical Risk
  - Acute
  - Chronic

- Income Statement
  - Revenues
  - Expenditures

- Cash Flow
  - Strategic Planning
  - Risk Management
  - Financial Impact

- Opportunities
  - Resource efficiency
  - Energy source
  - Products / Services
  - Markets
  - Resilience

- Balance Sheet
  - Assets & Liabilities
  - Capital & Financing

Climate change impacts and the transition to a lower carbon economy have deep implications on the value chains of most sectors.

Source: TCFD recommendations.

To incorporate climate-related risks in Credit Risk Statement by 2020
03. Sustainability

We started a strategic approach to sustainability in February 2018 with our Pledge 2025

To finance
We will help to create the **scale of capital mobilization** to halt global climate change & attain the UN Sustainable Development Goals

- Green finance
- Sustainable infrastructure and agribusiness
- Financial inclusion & entrepreneurship

€100 Billion TO BE MOBILIZED

To manage
We will manage our environmental & social risks to **minimize potential negative direct & indirect impacts**

- Activity progressively aligned with the Paris Agreement
- Internal carbon price in budgeting and planning
- Sector norms in mining, energy, agribusiness & infrastructure
- Transparency in carbon-related exposure

- 70% RENEWABLE ENERGY vs 2015
- 68% CO₂ EMISSIONS REDUCTION vs 2015

To engage
We will engage with all our stakeholders to collectively promote the contribution of financial industry to sustainable development

**ACTIVE COLLABORATION**
- TCFD recommendations implementation
- Financial education
- Promotion of Responsible Banking standards within the industry

70% RENEWABLE ENERGY vs 2015
68% CO₂ EMISSIONS REDUCTION vs 2015

ACTIVE COLLABORATION
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ACTIVE COLLABORATION
- TCFD recommendations implementation
- Financial education
- Promotion of Responsible Banking standards within the industry
03. Sustainability

... with a great progress as already mobilized €30Bn in the first two years

2019 MOBILIZATION BREAKDOWN

2019 new production: €18.1 billion

GREEN FINANCING
- 394 Certified green loans
- 2,687 Green KPI-linked loans
- 4,379 Green corporate finance
- 1,120 Green projects finance
- 2,886 Green bonds
- 45 Green retail financing

FINANCIAL INCLUSION AND ENTREPRENEURSHIP
- 685 Financial inclusion
- 1,426 Loans to vulnerable entrepreneurs
- 92 Loans to female entrepreneurs
- 116 Impact investment

SOCIAL INFRASTRUCTURES AND AGRIBUSINESS
- 78 Social KPI-linked loans
- 1,501 Social corporate finance
- 22 Social infrastructures project finance

OTHER SUSTAINABLE MOBILIZATION
- 1,137 ESG-linked loans
- 497 Sustainable bonds
- 1,022 Socially responsible investment
03. Sustainability

Innovating sustainable solutions in a systematic way

CORPORATE CLIENTS

Growing development of client’s solutions portfolio:

- Green & Social Bonds
- Bilateral Green & Social Loans
- Syndicated Green Loans
- Linked ESG Loans
- Green Project Finance
- Green ECA credit

Leadership in green bonds in Spain and pioneer in sustainable corporate lending at a global level

RETAIL clients

- Sustainable Funds
- Green Mortgage Loan
- Green Car Loan
- Sustainable Pension Plan
- Financial Contract
- Credit Cards

Our goal is for all BBVA products to offer a sustainable option

We plan to reach this goal throughout 2020 for its main products sold in Spain
03. Sustainability

And with a key differentiated approach to financial inclusion through its BBVA Microfinance Foundation

The Foundation is the leading philanthropic initiative in Latin America, serving over 2.2 million vulnerable entrepreneurs in 2019. Recognized by OECD as the second largest philanthropic institution supporting international financing for development, with presence in Colombia, Peru, Dominican Republic, Chile & Panama.

2,246,396 TOTAL CLIENTS
8,565 EMPLOYEES
596 BRANCHES/SERVICES POINTS
USD 14,471 m DISB. AMOUNT SINCE ITS FOUNDATION (2007)
USD 1,293 AVERAGE LOAN

926,096 Client credits (*)

15% Extremely poor
22% Poor
47% Vulnerability
16% Others

60% WOMEN
35% RURAL
41% BASIC EDUCATION

(*) Source: BBVA Microfinance Foundation Social Performance Report
03. Sustainability

BBVA sustainable bonds issuance

First Green AT1 bond issued by a financial institution world-wide in 2020

Two €1 Bn 7-year Green Bond Senior-Non Preferred in 2018 & 2019

- BBVA’s inaugural green bond was the largest financial Green Bond in the Eurozone and the first Green Bond for a Spanish bank at the moment
- 2019 Green Bonds impact report:
  - 724,000 tons CO₂ avoided
  - 6,964,065 m³ water managed
  - 295,514 tons waste managed

First COVID-19 Social Bond by an European bank in 2020

- €1Bn 5-year Senior Preferred to alleviate the severe social and economic impacts of the COVID-19 pandemic supporting SMEs, Corporates and funding eligible projects in Healthcare, Education and Affordable Housing

Gender Bond issued by Garanti Bank

- $75 Mn 6-year Social Bond purchased by IFC. 6-year. Proceeds will be lent to small business owned by women

Green Bond issued by BBVA Bancomer

- $168 Mn 3-year senior unsecured Green Bond (3,500 mdp) becoming the first Mexican financial corporate to enter the green bond market

First structured green bond using blockchain technology

All are based on the BBVA’s SDGs Bond Framework publicly launched on May which follows the ICMA\(^1\) Green Bond Principles (GBP), Social Bond Principles (SBP) and Sustainable Bond Guidelines

Green Eligible Categories

- Energy Efficiency
- Sustainable Transport
- Water
- Waste Management
- Renewable Energy

Social Categories

- Healthcare
- Education
- SME financing and microfinancing
- Affordable housing

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(1) International Capital Market Association (ICMA)
# Responsible Banking - A different way of banking

## Environmental direct impacts: 2025 targets and performance

Committed with Science Based Targets Initiative & RE 100 Initiative to achieve 100% renewable energy in 2030

<table>
<thead>
<tr>
<th>Year</th>
<th>Electricity Consumption (GWh)</th>
<th>% Renewable Energy</th>
<th>CO₂ Emissions (MtCO₂e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>856</td>
<td>29%</td>
<td>271</td>
</tr>
<tr>
<td>2019</td>
<td>762 (-11%)</td>
<td>39%</td>
<td>212 (-22%)</td>
</tr>
<tr>
<td>2020 Target</td>
<td>813</td>
<td>48%</td>
<td>249 (-22%)</td>
</tr>
<tr>
<td>2025 Target</td>
<td>787 (-8%)</td>
<td>70%</td>
<td>87 (-68%)</td>
</tr>
</tbody>
</table>

BBVA carbon neutral in 2020 for its GHG emissions scope 1, 2 and business travels and set an internal carbon price in our budgeting decision-making.
03. Sustainability

Sector norms

**Purpose**
To address industry-specific sustainable issues and provide clear guidance on the procedures that must be followed during customer management and transactions in these sectors.

**Scope**
Corporate & Investment Banking activities carried out by all BBVA Group institutions, businesses lines, branches, subsidiaries and geographies.

- Energy
- Mining
- Infrastructure
- Agribusiness

**Due diligence processes**

**How we did it?**
- Based on international standards
- Benchmark analysis

See full sector norms

**Escalation & exceptions**
- Exemptions will only take place exceptionally and shall only be approved by the CIB Leadership Committee
- Exemption requests must be clearly justified and supported by all decision-making tiers
03. Sustainability

Engagement with all stakeholders and commitment with the main global initiatives

- **REGULATORS**
  - Advocacy
  - Knowledge sharing

- **COMPETITORS**
  - Partnerships
  - Self-regulation

- **WATCHERS**
  - Hearing & learning
  - Transparency

- **SUPPLIERS**
  - Dialogue
  - Support

- **clients**
  - Raise awareness
  - Educating & empowering

- **CORPORATE CLIENTS**
  - Dialogue
  - Support

- **INVESTORS**
  - Holistic view
  - Transparency

- **EMPLOYEES**
  - Raise awareness
  - Call to action

Pledge2025

Representing European banking at the Global Steering Committee of United Nations forum for financial institutions. Chair of the Sustainable Finance Working Group at the European Banking Federation.
In accordance with the Paris Agreement, we commit to align our portfolios to reflect and finance the low-carbon, climate-resilient economy required to limit global warming to well-below 2, striving for 1.5 degrees Celsius.

- Focusing our efforts where we have or can have the most significant impact, i.e. initially focusing on the most carbon-intensive and Climate-vulnerable sectors within our portfolios.

- Engaging and working with our clients on their transition.

- Working with other institutions to develop the necessary methodologies to measure climate impact and alignment with global and local climate goals.

- Engaging with governments, scenario providers and other relevant entities on the development of clear and feasible sector-specific roadmaps.

- No later than within three years of signing up to this commitment, setting and publishing sector-specific, scenario-based targets for portfolio alignment.
03. Sustainability

Principles for Responsible Banking

Shaping our future

6 Principles

ALIGNMENT
Align our business strategy with society’s goals as expressed in the Sustainable Development Goals, the Paris Climate Agreement and relevant national and regional frameworks.

IMPACT AND TARGET SETTING
Continuously increase our positive impacts while reducing the negative impacts.

CLIENTS AND CUSTOMERS
Work responsibly with our clients and our customers to create shared prosperity for current and future generations.

STAKEHOLDERS
Consult, engage and partner with relevant stakeholders to achieve society’s goals.

GOVERNANCE AND CULTURE
Implement commitments through effective governance and settings targets for our most significant impacts.

TRANSPARENCY AND ACCOUNTABILITY
Commit to transparency and accountability for our positive and negative impacts, and our contribution to society’s goals.

Source: Principles For Responsible Banking. https://www.unepfi.org/banking/bankingprinciples/
04

Responsible Practices & Community Investment
04. Responsible Practices & Community Investment

Our people, a first-class workforce

**OUR VALUES**

- Customers come first
- We think big
- We are one team

**OUR PEOPLE STRATEGY**

Ensure we have the best and most engaged Team by:

#1
Inspiring a high performing team with a common Purpose and shared Values

#2
Reinventing our professional development model by building an ecosystem where our People can create and capture opportunities

#3
Leading transformation of BBVA by building core capabilities and reskilling our People

#4
Creating the conditions for flexible and sustainable work environments

**ETHICAL CONDUCT**

Code of Conduct updated and approved by the Board of Directors in 2015.

Includes commitments to the prevention of corruption in the Group in its relations with suppliers, anti bribery policies, acceptance of gifts, events management, prevention of money laundering and commitments regarding politically exposed persons.
04. Responsible Practices & Community Investment

Main responsible practices related to people management

**COMPENSATION**

- Variable remuneration linked to the Group’s strategic objectives (financial and non-financial)
- Values & behaviors as KPI for all employees
- Responsible Banking Synthetic Index as KPI for Group Executive Chairman

**DIVERSITY & INCLUSION**

- 49.6% of women in all management positions | 22.8% in top management positions
- Employee ratio 54% women | 46% men
- UN Women’s Empowerment Principles signatory & LGBTI Rules of Conduct for

**TRAINING**

- €47.8 million investment
- 42.4 hours of training per employee
- 90% employees trained

**WORK ENVIRONMENT**

- Commitment survey: 90% participation | average score of questions: 4.11 out of 5 points
- “Work better. Enjoy life” new global plan
- Effective time management initiatives
- Changing work practices
BBVA’s global internal reputation has increased in 2020.

Spain, Holding and CIB (due to CIB-Spain) show the major increases.

Note: statistically significant differences depend in the sample of each country.

(1) Global score is calculated as a weighted average considering the number of employees of each country and BU (Retail / Corporate Services). Global score for 2018 reported last year didn’t include Turkey because the fieldwork was later.

(2) The decrease in CIB Global is due to the decrease in CIB Spain (-6.4)
04. Responsible Practices & Community Investment

Community investment, €113.8M and 11.5M people benefited in 2019

% OF INVESTMENT BY FOCUS OF ACTION

- Financial education: 16%
- Entrepreneurship: 7%
- Knowledge: 11%
- Culture: 32%

BENEFICIARIES BY FOCUS OF ACTION

- Financial education: 27%
- Entrepreneurship: 1%
- Knowledge: 17%
- Culture: 19%

MAIN AREAS OF ACTION

- **FINANCIAL EDUCATION**
  Aimed at promoting the acquisition of financial skills and competencies to enable people to make informed financial decisions

- **SOCIAL ENTREPRENEURSHIP**
  Designed to support the most vulnerable entrepreneurs and those whose companies have a positive social impact

- **KNOWLEDGE, EDUCATION AND CULTURE**
  By supporting initiatives that promote development and that allow the creation of opportunities for people

- **OTHER INITIATIVES**
  Supporting social entities, Volunteering and promoting social responsibility
04. Responsible Practices & Community Investment

Community investment main initiatives in 2019

**FINANCIAL EDUCATION**

- Financial education for society
  - **1.9 million** children, youth, adults and SME’s benefited in 2019
  - **€7.7 million** invested in 2019
- Financial capabilities in customer solutions
  - **Financial Health:** a set of tools to take control of your finances
  - Budgeting Tool / Financial Calendar / Program your Account
  - Financial education **content integrated** into customer solutions
- Advocacy and promotion of financial education
  - Foster alliances / Support research / Create & disseminate knowledge

**ENTREPRENEURSHIP**

- Global initiatives:
  - **Local Initiatives**
  - Development in countries where BBVA is present

**KNOWLEDGE, EDUCATION AND CULTURE**

Focuses its activity on the generation of knowledge through science & culture

- Grants for cultural creators
- Collaboration with reference entities (museums, theaters, others)
- Prizes
- Local initiatives fostered by countries where BBVA is present
04. Responsible Practices & Community Investment

Our response to COVID-19 (1)

Protect the health and safety of our employees, clients and the community

86,000 employees working remotely

Central services 95%  Network 71%

BBVA donates €35 million for the fight against COVID-19

€2+million mobilized in campaigns with employees’ donations matched by BBVA

300+ top management members waive 2020 bonus

Continue to provide an essential service to the economies where we operate

Reorienting our clients to remote and digital channels

- Digital customers 59%
- Mobile customers 54%
- Digital sales 63%

Offer financial support to our clients

€17 billion Total loan growth in Q1 (2)

- Deferrals of mortgages and other loans, repayment flexibility
- Proactively providing new lines of credit through government facilities

(1) Data as of end March 2020
(2) Total gross loan book growth in constant €
05

BBVA’s impact in society
## 05. BBVA’s impact in society

### BBVA’s impact in society

#### CONTRIBUTION TO DEVELOPMENT
- 2.2 million entrepreneurs supported
- 9.8 million in entrepreneurship initiatives

#### CREATING WEALTH
- €9,290M contribution through paid and accrued taxes
- €4,920M paid in salaries and wages
- €1,734M of remuneration in cash to shareholders

#### CONTRIBUTIONS TO SOCIETY
- €113,8M investment in social programs
- 11.5M people benefited from social programs

Verified by KPMG
For further information

https://shareholdersandinvestors.bbva.com/