

BBVA launches 5th '*Préstamo Nacimiento BBVA*' campaign

- Over 30,000 loans were granted under the four previous campaigns

BBVA is seeking to support families with newborn infants. This support extends over children's first year of life, and the first year after adoption in the case of adopted children. Following the success of previous editions, BBVA has now launched its fifth *Préstamo Nacimiento BBVA* ["BBVA Birth Loan"] campaign to cover spending arising from the change in family circumstances.



Loans can be granted for up to €3,000, with a 3-year payback period. 0% interest is charged, and the loans are exempt from charges and fees. The scheme is part of the BBVA Group's commitment to community investment in the context of corporate responsibility. *Préstamo Nacimiento BBVA* is available until March 2009. As in previous campaigns, the only prerequisites are that applicants must be legally resident in Spain, must arrange payment into an account of a salary at least equivalent to the minimum wage, and must submit the birth certificate or adoption documents of their new family member.

In the course of the four previous *Préstamo Nacimiento BBVA* campaigns, a total of 37,199 loans were granted, with total investment of €108.4m. More than 95% of all applications were approved. The risk scoring system was also adjusted to enable loans to be granted to disadvantaged persons with little knowledge of banking procedures, particularly migrants.

Almost 80% of borrowers under this product are Spanish, with the rest – in numerical order – being mainly Latin American, African, Western European, Eastern European and Asian. More than half the applicants were women aged between 28 and 35, 35-40-year-olds accounted for a further 25%, 15-28 year olds for 15% and over 45s for less than 10%. One third of the women who applied for the loan were earning less than €900 per month, a quarter of them between €900 and €1,200 and a further quarter between €1,200 and €1,800.

The first *Préstamo Nacimiento BBVA* campaign was rolled out in February 2004. Adding together the more than 30,000 loans granted and other family loans such as *Superación*, *Joven*, *Dependencia* and *Ayuda Vivienda* under the *Hipoteca Blue* mortgage product, total lending is €145.7m in 50,143 loans. Almost 25% of the people resident in our country have heard of *Préstamo Nacimiento BBVA* and associate it with our organisation. Two thirds of the population consider that schemes of this type are necessary and advisable.