

'Sponsor a tree'

BBVA Asset Management launches a campaign to reduce paper consumption

- The campaign offers customers the possibility of waiving the right to receive reports on the investment fund management in paper form, and instead use alternative more environment-friendly means of consultation such as the BBVA AM website (www.bbvafondos.com) or bbvanet
- The initiative is part of the agreement signed by BBVA AM with the *Fundación Apadrina un Árbol* (Sponsor a Tree Foundation) whereby they have committed themselves to working for environmental recovery of the upper Tagus region in Guadalajara, destroyed by flames in July 2005.



Eugenio Yurrita, head of BBVA Asset Management, and Mario Calvo, head of *Fundación Apadrina un Árbol*.

With this agreement, BBVA Asset Management has committed itself to making an initial financial contribution for sponsoring trees. The contribution will enable the *Fundación Apadrina un Árbol* (Sponsor a Tree Foundation) to oversee the extra tasks required for looking after the *Bosque BBVA Asset Management* (BBVA Asset Management Wood), work on the regeneration of the area and develop research programmes, among other activities.

“The programme consists in the *sponsoring of trees*, which implies not only the planting of autochthonous tree species but also care for and maintenance of them over a period of

50 years”, BBVA AM’s head, Eugenio Yurrita pointed out.

Yurrita added that, with an aim to reaching the campaign’s objective, every six months, customers will be reminded of the possibility to waive the right to receive reports on paper through bbvanet, customer telephone assistance, at all BBVA branches and at the fund manager’s headquarters.

Similarly, and within the objective of reducing paper consumption, a campaign is to be launched shortly for with the half-yearly reports of June 2008 on pension schemes.

Sustainable development

Sustainable development is a priority for the BBVA Group, which, as a financial institution, has an important influence on the environment, as a result of the consumption of natural resources in the daily development of its business activity, or through the consequences that the products and services it offers have for the environment.

For its part, BBVA Asset Management, in keeping with the Group’s commitment, has a wide catalogue of SRI-criteria compliant products, among which worthy of particular mention are *BBVA Codespa Microfinanzas* or *BBVA Desarrollo Sostenible*. Likewise, since the beginning of this year, the BBVA employee pension fund (*BBVA Fondo de Empleo*) includes SRI criteria in all the assets it manages. Furthermore, BBVA has obtained permission to launch an ETF tracking the new FTSE 4 Good Ibex.

The *Fundación Apadrina un Árbol* is promoted by the Assembly of Communities of Castilla La Mancha, the Provincial Council of Guadalajara, and the Rayet Foundation. It also boasts some of Spain’s major financial institutions among its sponsors and partners.