

BBVA boosts its Integration Scholarship Programme in South America with an advertising campaign and a website Ninosadelante

- **The launch of the advertising campaign this week coincides with the unveiling of the ninosadelante.com website**
- **The advertising campaign in the South American countries where BBVA is present reaffirms the Group's commitment to backing education for children and young people from the most deprived sectors of society.**
- **The BBVA Integration Scholarship Programme has benefited over 45,000 children to date**



In order to showcase the different activities coming under the BBVA Integration Scholarships, this week, the Group has launched an advertising campaign and the ninosadelante.com website in the South American countries where it is present. The campaign is being run on the cable channels and in the most important newspapers in each of the countries.

Last Monday marked the start of the advertising campaign for the BBVA Integration Scholarship programme in all South-American countries where BBVA is present. The campaign seeks to have the greatest impact possible on the different targets and highlights the commitment and the importance that the Group gives to corporate responsibility, by backing the education of children and young people from the most deprived sectors of society.

As a communication strategy, football has been used as a vehicle in this advertising campaign. Positive values, such as overcoming problems, comradeship, respect and effort, are stressed and underpin the concept of "life's game is played every day....", as BBVA is helping thousands of children in Latin America to play life's game by providing them with a better education for a better future.

As part of this strategy, a single name has been given to the programme: *Niños adelante* (Children forward), which is also the name of the website.

The BBVA Niños Adelante Integration Scholarship Programme consists of financial grants and also food grants in some countries, to facilitate the education of underprivileged children and foster their social integration, by helping them to obtain a better future. The Group thus reaffirms its commitment to the Latin American societies where it is present.

Website

Ninosadelante.com contains information about the scholarship programme in the countries where it is present and which has already benefited 45,540 children from Mexico, Argentina, Chile, Colombia, Peru, Venezuela, Uruguay, Paraguay, Panama and Puerto Rico.

The website outlines the evolution of the programme in each of the countries, the partner entities, its impact, along with news items. But it also features audiovisual documents with reports from some of the children who have benefited from the programme, along with comments from the parents and teachers.