

BBVA, top Spanish company and seventh-best-ranking financial institution in the world for Ethical reputation

BBVA enjoys the best corporate reputation of any company in Spain and ranks seventh among the world's financial institutions, according to the "Ethical" ranking published by the Swiss consultancy firm Covalence, based on an exhaustive study of information on multinationals taken from different channels and media.



Ethical quotation system

Covalence has been measuring the ethical reputation of multinationals since 2001. Instead of using questionnaires, it bases its research on an analysis of information sourced from companies, the media and civil society. Each piece of data on the different companies is assigned a score: positive for information on actions the companies have carried out for society and negative for initiatives that companies should be offering or doing for society but are not. The final result, based on all the positive and negative scores, is posted as an *Ethical Quote*.

This year's result has been highly positive for BBVA, which has risen 37 places in the global ranking from 133rd place last year to 96th in 2009. In the banking sector, BBVA has jumped 15 places from 22nd place to 7th.

The study compares average corporate reputations in eighteen different industries, including banking.

Spanish companies in the list

The highest-placed Spanish company in the ranking is BBVA. Internationally, it occupies 96th place overall and is 7th in its sector.

Other Spanish companies listed include Inditex (103th in the overall ranking and 10th in its sector), Acciona (104th in the overall ranking and 3rd in its sector), Iberdrola (109th in the overall ranking and 6th in its sector), Telefónica (112th in the overall ranking and 3rd in its sector) and Santander (158th in the overall ranking and 13th in its sector).