

## BBVA is the European bank whose value has risen most

In 2008, a year in which most brands in the financial industry dropped in value, BBVA recorded an increase of 33% in the value of its brand, up to US\$12,549m. This is the greatest increase recorded by a European financial institution, second only to China Merchant Bank.



According to the latest ranking by Millward Brown Optimor of the top 100 brands with the most value in the world (*Top 100 Most Valuable Brands*), BBVA has climbed to the 55<sup>th</sup> position, from the 77<sup>th</sup> of the previous year, when its value was placed at US\$9,457m.

This 33% increase places BBVA in the list of the 20 brands with the greatest growth in the world, the *Top Risers* list, as the only Spanish financial institution in the ranking, standing at 16, and, together with Movistar, one of the only two Spanish brands in this ranking. In addition, in the global ranking of financial brands, BBVA comes twelfth in a total of 20 banks.

### Generation of future income

The reason for this spectacular growth in the value of the BBVA brand in 2008 can be found in the improvement of its strength and potential to generate future income. In other words, it is not based on a mere growth in perimeter, but also on proper management and the strengthening of the corporate brand.

This ranking is novel in that it is drawn up not only on the basis of economic value but also takes into account intangible value obtained with the aid of surveys carried out on the perception of the brand by customers and non-customers.

This method helps distinguish the value of the brands, irrespective of company size. Indeed, the ranking attributes greater economic value to Banco Santander, due to the fact that its perimeter is greater, although the BBVA brand is shown as stronger, as it is more valued by customers and non-customers alike of the countries in which it operates. Whereas BBVA climbs 22 places, Santander climbs 10.

### The BBVA brand

The identity and positioning of the BBVA corporate brand are defined by a combination of three basic central points which sum up the Group's vision and which are the pillars on which its business strategy, its brand and its reputation are built: corporate principles, priority given to innovation and the idea of people working for people.

The motto "adelante" (forward) encapsulates all these approaches and symbolises the spirit of constant forward motion which guides the company's daily activity and determines its long-term horizon.