

## BBVA launches “unemployment buster” scheme on broadcast media in co-operation with Antena 3 Group

**BBVA brokers meetings between employers and the unemployed to combat unemployment**

- **BBVA customers who are freelancers, SMEs or companies now have a free forum on radio and TV to announce job offers**
- ***Destructores de Paro* [“Unemployment Busters”] is a joint initiative by BBVA and Antena 3 to publicise jobs offered by freelancers and small businesses which have support and funding from BBVA.**



In a further step in its efforts to help companies and freelancers obtain business, BBVA is to launch *Destructores de Paro* [“Unemployment Busters”], a forum where freelancers and small businesses can announce job offers. The scheme premiered on TV yesterday, and is to be launched on the radio and online today, with the co-operation of broadcasters Antena 3 and Onda Cero Radio, to publicise and support job creation.

*Destructores de Paro* is to announce a selection of job offers by BBVA customers who are freelancers or SMEs and have decided to take part in the scheme. The offers will be announced on Antena 3 TV in one-minute spots to be broadcast in all timeslots. On the radio the announcements will be made on Onda Cero in the programme *Herrera en la Onda*, in which journalist Carlos Herrera is to interview freelancers and employers involved in the scheme. These and many other job offers can be consulted online at [www.destructoresdeparo.com](http://www.destructoresdeparo.com)

Apart from creating jobs, the scheme also has the support of BBVA in funding, with a wide range of financial products to encourage business projects.

The *Destructores de Paro* campaign is scheduled to last two months, and comprises three parts: part one consists of 84 one-minute spots on TV in which “unemployment busters” explain who they are, what they do and what type of jobs they are offering. Part two will take the form of interviews by journalist Carlos Herrera with a further 21 “unemployment busters”, conducted live on air during his *Herrera en la Onda* radio show on Onda Cero. In these interviews, employers will explain the job profiles that they require, what their companies do and what their working philosophy is. Part three will focus on the website [www.destructoresdeparo.com](http://www.destructoresdeparo.com), where all those employers and freelancers who wish to do so may post job offers and receive CVs from candidates. This website will enable employers and freelancers anywhere in Spain to pool their job offers online and join a scheme which is set to become increasingly important in an environment of growing unemployment.

### Commitment and leadership

BBVA is the leading bank among SMEs whose turnover is below 50 million, with a nominal market share of 37.6%, and is the leading supplier of 13.4% of SMEs. Among freelancers and retailers, BBVA has almost a million customers in Spain, having formalised funding operations with these two groups to the tune of more than €65 billion in 2008 alone.

BBVA's commitment for 2009 is to reinforce its leadership among SMEs and freelancers by supporting them and being there for them at this time of crisis. *Destructores de Paro* is a further example of that commitment. Along these lines, BBVA is the first bank to adapt its systems so that businesses and freelancers with invoices pending payment by local bodies can access the new *Línea ICO Anticipo* credit line and collect ahead of schedule. BBVA also continues to offer other ICO lines (*Pymes, Liquidez, Crecimiento Empresarial* and *Internacionalización* among others) through its commercial and SME banking networks.