

BBVA Bancomer to expand its financial education programme, *Adelante con tu Futuro* in Mexico

It is the first bank to take its Personal Finance Workshops to the branches and general public.

- The programme's workshops are designed to ensure that participants obtain customised and useful knowledge on personal finances to then apply it to their own and their family's different circumstances. The emphasis is on flexible, educational and interactive workshops.
- The goal is for at least 250,000 people each year to benefit from the different alternatives that underpin Bancomer's financial education programme: mainly classrooms in the branch network, using virtual media and deploying mobile units
- The programme, which successfully started with 24,000 people attending the sessions at the Interactive Museum of the Economy (MIDE), is now considering the virtual and physical expansion of the workshops.
- Ignacio Deschamps González, chairman and general manager of BBVA Bancomer, together with Luis Robles Miaja, Vice-president of the Board, symbolically gave the "starting signal" for the programme's mobile units.



Thus, with the expansion of its *Adelante con tu Futuro* (*Forward with your Future*) Financial Education Programme, BBVA Bancomer is the first bank to take its Personal Finance Workshops to the general public as part of a project that will mainly involve setting up classrooms in the branch network, deploying mobile units, using virtual media, and training and coordinating instructors to visit work sites, schools and universities, as well as public and private institutions.

These workshops will initially be held free of charge in the different BBVA Bancomer branches in the Valle de Mexico metropolitan zone and in several of the states of the Republic of Mexico. The Programme ultimately seeks to reach the greatest number of branches possible, depending on its popularity with the public, so that at least 250,000 people a year, between customers and visitors, are initiated in and improve their financial culture.

The Chairman and Director General, Ignacio Deschamps González; Vice-President of the Board, Luis Robles Miaja, and BBVA Bancomer's Director of Financial Education, Uriel Galicia Negrete outlined the nationwide expansion of the *Adelante con tu Futuro* Financial Programme which was successfully launched with the Personal Finance Workshops at the MIDE (Interactive Museum of the Economy), and which is now to be expanded nationwide through the use of innovative vehicles.

"At BBVA Bancomer we are convinced that this necessary and major spread of banking services in Mexico must be accompanied by a parallel boost in matters relating to financial education, enabling customers and users of financial products and services to avail of the same to improve decision making and their quality of life by using them in an informed and responsible manner", Ignacio Deschamps González pointed out.

During the presentation of the latest measures included in the *Adelante con tu Futuro*

Financial Programme, Vice-President of the Board Luis Robles Miaja stressed that the Finance Group plans to promote financial culture among broad sectors of the population, by means of four Personal Finance Workshops in several of the Mexico's states, with gradual implementation in the branch network.

Uriel Galicia Negrete, BBVA Bancomer's Director of Financial Education, stated that the *Adelante con tu Futuro* Programme has helped train thousands of people and their families. He added that it "has major differentiating elements: it is practical and customised; it is aimed at specific matters and provides clear answers and solutions."



However, the most important thing is that, apart from disseminating knowledge, awareness is raised on how to administer one's own finances and people are given the skills to use financial tools in their benefit. This is why we are committed to expanding these workshops to the rest of the population", Uriel Galicia went on to explain

At the end of the presentation, Ignacio Deschamps González, chairman and general manager of BBVA Bancomer, together with Luis Robles Miaja, Vice-president of the Board, symbolically gave the "starting signal" for the programme's mobile units.

The Personal Finance Workshops will be promoted in higher education centres where they will be held for students, teachers, employees, parents and the public at large. They will likewise reach companies with a large workforce who require better tools for their financial education. Thus, in addition to providing information on the proper use of financial instruments, with a comprehensible language and concise and direct content and realistic exercises, people will be offered specific problem-solving procedures for their particular situation and that of their families.

To date, the Personal Finance Workshops of the *Adelante con tu Futuro* Financial Education Programme, which, since last March, have been held in the MIDE, in the Federal District, have benefited 24,000 people.