

Ranking by the research and rating company Management & Excellence and by Latin Finance 2008

BBVA, at the forefront in sustainability, ethics, corporate governance and social responsibility in Latin America

- **BBVA Colombia; BBVA Banco Continental, in Peru; BBVA Banco Provincial, in Venezuela, and BBVA Banco Francés, in Argentina, amongst the top 10**
- **“BBVA is the only true case of a uniform network in terms of compliance in the area of sustainability”, stresses the publication**



BBVA has managed to take pole position in sustainability, ethics, corporate governance and social responsibility in four countries in Latin America, according to the 2008 ranking drawn up by the research and rating company Management & Excellence (M&E) for Latin Finance magazine, which has involved studying the performance of the 40 largest banks in Latin America. The four countries in which BBVA heads the ranking are Colombia, Peru, Venezuela and Argentina. BBVA Bancomer in Mexico and

BBVA Chile stood in 12th and 14th positions, respectively, in the Latin Finance ranking.

BBVA Colombia; BBVA Banco Continental, in Peru, and BBVA Banco Provincial, in Venezuela, shared fifth place in the ranking, scoring 90.83%, while BBVA Banco Francés, in Argentina, has positioned itself in 8th place, with 88.99%, in the ranking drawn up by Latin Finance magazine and the research and rating company Management & Excellence (M&E), based on an analysis of more than 100 standards embraced by the banking sector in Latin America and worldwide. These four BBVA banks also came first in each one of their own respective countries.

The 40 banks that qualified for this study furthermore include BBVA Bancomer in Mexico, in 12th position with a score of 82.57%, 1.84 points up on the previous year, and BBVA Chile in 14th position, which has made considerable progress by jumping from 56.88% in 2007 to 79.82% in 2008.

The overall ranking in Latin America is headed by Brandesco and Itaú, both in Brazil, which scored 96.33%, followed by HSBC in Mexico and BCI in Chile, making up the four institutions that led the ranking drawn up by Latin Finance and Management & Excellence.

The ranking was made by taking into account policies on employment and social responsibility and the influence such policies had on the environment, corporate governance practices and the reputation the brand enjoys in the different banks covered by the study.

Furthermore, the participating banks were appraised in relation to the Dow Jones Sustainability Index (a Wall Street index that ranks companies with the best sustainability profile) and the Equator Principles, which are a series of social and environmental guidelines applied by more than 40 leading banks worldwide in investment projects, in coordination with the International Finance Corporation.

BBVA, the only true case

The report highlights the significant progress made by the six BBVA banks featuring in the ranking, given that compared to 2007 they have all advanced in terms of both positioning and scores, with special mention made of the workforce's engagement with sustainability. "BBVA makes a concerted effort to bring its units onto a common courseh...BBVA is the only real example of a uniform network in terms of compliance in sustainability areas" stresses the publication.

The report explains that sustainability is the best predictive instrument for investors, as it extends to several practices such as customer service, compliance with Basel rules, adhesion to sustainability initiatives, a commitment to sensible financial administration and reporting, certified management processes, the implementation of ethical codes and the protection of the environment.

According to the report drafted by Latin Finance and M&E, "Compared to US and European institutions, LatAm banks look solid at a time when multibillion dollar losses abound, not just from sub-prime, but also rogue trading".

BBVA is a global group, with a leading franchise in South America; it is the foremost financial institution in Mexico; one of the 25 largest banks in the United States; with a solid leadership positioning in Spain, where it was founded 150 years ago. It is one of the few major international groups present in China. BBVA employs 112,000 people in over 30 countries worldwide, with more than 47 million customers and 890,000 shareholders.