

GOAL
01

Ending poverty in all its forms around the world

POSITIVE AND NEGATIVE IMPACTS

Bringing financial services to the most remote corners of Latin America

BBVA INITIATIVES

BBVA Microfinance Foundation

Description

The BBVA Microfinance Foundation is a non-profit organization founded by BBVA in 2007 as part of the bank's corporate social responsibility initiative. Its aim is to support — with an endowment of \$300 million and over 150 years of experience — the most vulnerable individuals with productive business activities. Each year it publishes its social performance report "Measuring What Really Matters."

Current Status (2018)

- More than 8,000 employees
- More than 2 million clients, of whom 57% are women
- €1.28 billion in microcredits allocated in 2018

Future Plans

2030: deliver more than € 25 billion in productive loans with the aim to reduce poverty.

Financial Inclusion

Description

The development of a financial inclusion business model to serve populations with the least income in emerging countries that form part of the Group's operating footprint. This model is based on:

- The use of new digital technologies
- More products and services available via platforms without physical branches
- Low-cost, innovative financial solutions designed for this segment

Current Status (2018)

At the close of 2018, BBVA had 8.4 million customers in this segment.

The key initiatives launched during the year:

- **Mexico:** salary advance microcredits. Monthly average: 10,000 microcredits extended. Life insurance via ATMs: 250,000 contracts
- **Colombia:** online account, facilitates the sign up process for customers in the segment. 8,000 new points of customer service related to transactional needs
- **Perú:** greater functionality provided in the BIM electronic wallet

Future Plans

2019: stimulate local programs

Collaborating with Social Organizations

Description

Principal activity areas for the Community Investment Plan 2016-2018:

- Financial education
- Social entrepreneurship
- Knowledge, education, and culture

Through the bank's Social Organization Support program, educational, cultural, and community development programs are implemented by non-governmental organizations, social organizations, and other non-profit associations

Current Status (2018)

€104.5 million earmarked for social initiatives and more than 8 million beneficiaries (2% of the Group's net attributable profit). More than 24 million people have benefited from the Community Investment Plan

Future Plans

2019: new donation standard and management platform