Best positioned for the opportunities to come
BBVA Group
BBVA, a retail banking group with diversified international presence

Presence in 32 countries

North America
- USA: 12,909 E
- Mexico: 1,987 Br.
- Canada: 32,580 E

South America
- Argentina: 1,495 Br.
- Brazil: 28,371 E
- Colombia: 785 Br.
- Ecuador: 3,055 Br.
- Peru: 27,936 E
- Chile: 19,875 E
- Panama: 1,925 E
- Colombia: 1,925 E
- Venezuela: 1,925 E
- Paraguay: 1,925 E
- Uruguay: 1,925 E

Spain
- Spain: 7,466 Br.
- Portugal: 144 Br.
- UK: 1,925 E
- France: 7,466 Br.
- Germany: 144 Br.
- Italy: 1,925 E
- Switzerland: 144 Br.
- Russia: 144 Br.
- Belgium: 144 Br.
- Netherlands: 144 Br.

Rest of the world
- USA: 12,909 E
- Mexico: 1,987 Br.
- North America: 32,580 E
- South America: 28,371 E
- Rest of the world: 103,721 E
- BBVA Total: 7,466 Br.
- Customers funds: 509 bn
- # customers: 47 m
- # shareholders: 884,373

Total assets
- € 535 bn

Data as of dec 31, 2009
Despite high provisioning and other negative one-offs in 2009, earnings remain high and more stable vs European peers.

**Attributable profit**

*Peer group* excl. BBVA (*€bn*)

<table>
<thead>
<tr>
<th>Year</th>
<th>Peer group* excl. BBVA</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>21.7</td>
<td>36.1</td>
<td>55.3</td>
<td>73.7</td>
<td>89.3</td>
<td>79.7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BBVA’s net attributable profit**

(€m)

<table>
<thead>
<tr>
<th>Year</th>
<th>BBVA’s net attributable profit</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1,719</td>
<td>2,227</td>
<td>2,923</td>
<td>3,806</td>
<td>4,736</td>
<td>6,126</td>
<td>5,020</td>
<td>4,210</td>
</tr>
</tbody>
</table>

* Peer group: BARCL, BBVA, BNPP, CASA, CMZ, CS, DB, HSBC, ISP, RBS, SAN, SG, UBS, LBG, Citi, BOA, JPM, Wells Fargo. Constant exchange terms dec 2009.

* 2002 - 2003 Pre-IFRS
BBVA is a more “productive” owner of its assets

Operating Income vs Total Assets
Peer Group (%, 2009)

- BBVA: 2.3%
- Peer 1: 2.1%
- Peer 2: 1.4%
- Peer 3: 1.3%
- Peer 4: 1.3%
- Peer 5: 1.1%
- Peer 6: 0.9%
- Peer 7: 0.8%
- Peer 8: 0.8%
- Peer 9: 0.6%
- Peer 10: 0.5%
- Peer 11: 0.5%
- Peer 12: 0.4%
- Peer 13: 0.2%
- Peer 14: 0.1%

Share of operating income vs share of total assets
BBVA Group vs. peer group (%)

- 2006
  - BBVA: 5.8%
  - Peer 1: 2.7%
  - Peer 2: 2.1%
  - Peer 3: 1.3%
  - Peer 4: 1.1%
  - Peer 5: 0.6%
  - Peer 6: 0.5%
  - Peer 7: 0.4%
  - Peer 8: 0.2%
  - Peer 9: 0.1%

- 2009
  - BBVA: 6.7%
  - Peer 1: 2.6%

Peers: BARCL, BNPP, CASA, CMZ, CS, DB, HSBC, ISP, RBS, SAN, SG, UBS, LBG & UCI.
A high structural profitability that flows to our shareholders

Earnings per share
BBVA vs Peer Group
(Base 100: 2006)

No shareholder dilution during the crisis

Peers: BARCL, BNPP, CASA, CMZ, CS, DB, HSBC, ISP, RBS, SAN, SG, UBS, LBG & UCI.
Strong organic capital generation

Core capital
BIS II (%)

<table>
<thead>
<tr>
<th>Dec-08</th>
<th>Tier I</th>
<th>Total capital ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic (retained earnings)</td>
<td>+163 bp</td>
<td>+30 bp</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar-10</td>
<td>8.1%</td>
<td></td>
</tr>
</tbody>
</table>

High quality capital with RWA / TA at 54.4%
Lowest wholesale financing requirements in our peer group

<table>
<thead>
<tr>
<th>Balance sheet</th>
<th>Peer Group</th>
<th>(€bn, 2009)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBVA</td>
<td>535</td>
<td></td>
</tr>
<tr>
<td>Peer 1</td>
<td>625</td>
<td></td>
</tr>
<tr>
<td>Peer 2</td>
<td>695</td>
<td></td>
</tr>
<tr>
<td>Peer 3</td>
<td>844</td>
<td></td>
</tr>
<tr>
<td>Peer 4</td>
<td>904</td>
<td></td>
</tr>
<tr>
<td>Peer 5</td>
<td>929</td>
<td></td>
</tr>
<tr>
<td>Peer 6</td>
<td>1,024</td>
<td></td>
</tr>
<tr>
<td>Peer 7</td>
<td>1,111</td>
<td></td>
</tr>
<tr>
<td>Peer 8</td>
<td>1,158</td>
<td></td>
</tr>
<tr>
<td>Peer 9</td>
<td>1,158</td>
<td></td>
</tr>
<tr>
<td>Peer 10</td>
<td>1,501</td>
<td></td>
</tr>
<tr>
<td>Peer 11</td>
<td>1,554</td>
<td></td>
</tr>
<tr>
<td>Peer 12</td>
<td>1,557</td>
<td></td>
</tr>
<tr>
<td>Peer 13</td>
<td>1,649</td>
<td></td>
</tr>
<tr>
<td>Peer 14</td>
<td>1,716</td>
<td></td>
</tr>
<tr>
<td>Peer 15</td>
<td>1,912</td>
<td></td>
</tr>
<tr>
<td>Peer 16</td>
<td>2,058</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Deposits/Total assets</th>
<th>Peer Group</th>
<th>(%) 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBVA</td>
<td>49.0</td>
<td></td>
</tr>
<tr>
<td>Peer 1</td>
<td>47.5</td>
<td></td>
</tr>
<tr>
<td>Peer 2</td>
<td>43.9</td>
<td></td>
</tr>
<tr>
<td>Peer 3</td>
<td>41.1</td>
<td></td>
</tr>
<tr>
<td>Peer 4</td>
<td>39.6</td>
<td></td>
</tr>
<tr>
<td>Peer 5</td>
<td>35.0</td>
<td></td>
</tr>
<tr>
<td>Peer 6</td>
<td>31.7</td>
<td></td>
</tr>
<tr>
<td>Peer 7</td>
<td>31.4</td>
<td></td>
</tr>
<tr>
<td>Peer 8</td>
<td>30.6</td>
<td></td>
</tr>
<tr>
<td>Peer 9</td>
<td>29.8</td>
<td></td>
</tr>
<tr>
<td>Peer 10</td>
<td>29.4</td>
<td></td>
</tr>
<tr>
<td>Peer 11</td>
<td>29.3</td>
<td></td>
</tr>
<tr>
<td>Peer 12</td>
<td>27.8</td>
<td></td>
</tr>
<tr>
<td>Peer 13</td>
<td>23.4</td>
<td></td>
</tr>
<tr>
<td>Peer 14</td>
<td>22.9</td>
<td></td>
</tr>
</tbody>
</table>

Small Balance Sheet

Large Retail Deposit Base

Peers: BARCL, BNPP, CASA, CMZ, CS, DB, HSBC, ISP, RBS, SAN, SG, UBS, LBG & UCI.
Close to 45% of revenues already come from emerging economies.

Breakdown of gross income by business area – 1Q10

- **USA** 12%
- **Mexico** 26%
- **South America** 18%
- **Spain & Portugal** 34%
- **WB & AM** 10%
Emerging economies with superior growth prospects

Mexico
The leading bank in one of the most attractive and under-penetrated banking markets of the world

South America
A sizeable franchise becoming increasingly relevant to BBVA’s earnings

China
CITIC: a long term opportunity play, with current earnings delivery

Source: SEE BBVA. May 2010.
Mexico
Mexico is a modern, stable and strong country

Over the last twenty years
Mexico has reinvented itself

<table>
<thead>
<tr>
<th></th>
<th>1988</th>
<th>2000</th>
<th>2009</th>
<th>2010e</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP Growth (%)</td>
<td>1.8</td>
<td>7.2</td>
<td>-6.6</td>
<td>5.0</td>
</tr>
<tr>
<td>CPI Inflation (% eop)</td>
<td>51.7</td>
<td>9.0</td>
<td>3.6</td>
<td>5.6</td>
</tr>
<tr>
<td>Cetes 28-day (% eop)</td>
<td>52.3</td>
<td>16.5</td>
<td>4.5</td>
<td>5.2</td>
</tr>
<tr>
<td>Exports as GDP %</td>
<td>19.9</td>
<td>23.6</td>
<td>27.2</td>
<td>26.9</td>
</tr>
<tr>
<td>Fiscal Balance * (% GDP)</td>
<td>-7.9**</td>
<td>-3.1</td>
<td>-3.2</td>
<td>-3.6</td>
</tr>
<tr>
<td>Public Debt * (% GDP)</td>
<td>47.1</td>
<td>38.3</td>
<td>39.1</td>
<td>39.9</td>
</tr>
<tr>
<td>Foreign Debt * (% total)</td>
<td>54.9</td>
<td>34.6</td>
<td>27.1</td>
<td>27.8</td>
</tr>
<tr>
<td>Debt maturity (days)</td>
<td>na</td>
<td>550</td>
<td>2,250</td>
<td>2,270</td>
</tr>
<tr>
<td>International Reserves (bn USD, Avg)</td>
<td>11.9</td>
<td>32.4</td>
<td>78.9</td>
<td>110.0</td>
</tr>
</tbody>
</table>

Trade & free capital flows

Deregulation & legal frame work

Privatization & fiscal discipline

Fully independent Central bank

* Public Sector Borrowing Requirements and broader definition of public debt ** Traditional balance (do not includes off-balance operation for 1988)
Mexico showed a positive performance during the crisis

**Mexico’s Strengths**

- **No adverse effects on purchasing power:**
  Low inflation, stable interest rates and relatively low impact on unemployment

- **Less dependence on external funding/public and private sector:**
  Total external debt less than 20% of GDP

- **Strong financial sector:**
  High capitalization index, low delinquency ratios and hedging of commercial banks

- **Quick and positive response from economic policies:**
  Counter-cyclical fiscal policy
  Liquidity provisioning & financing support

- **Commercial openness:**
  Increasing share of Mexican imports in US
  Positive exchange rate evolution
How did Mexico face the crisis? Strengths

Nominal Stability: there were no adverse effects on purchasing power

Sustainability of Public debt in the medium term

Mexico: Inflation

Mexico: Short Term Nominal Interest Rate

Mexico’s External Debt

Mexico’s Public Debt Inertial’s Economic Outlook

Source: IMF

Source: BBVA Bancomer ERD

Source: BBVA ERD

Source: BBVA ERD
Financial Sector: Strength built through better regulation

**Capital Ratio, Commercial Banks (%)**

**Delinquency Rate, Commercial Banks**
Delinquency loans / Portfolio, %

**Lending, Commercial Banks**
(million pesos)

*Source: Banco de México*

*Source: CNBV*
BBVA Bancomer is the leader of the Mexican banking system.

### Market Share (%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Bancomer</th>
<th>2nd largest competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Loans</td>
<td>26.5%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Mortgages</td>
<td>28.0%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Commercial</td>
<td>21.4%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Consumer</td>
<td>29.7%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Deposits</td>
<td>25.5%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Mutual Funds</td>
<td>21.6%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Pension Funds</td>
<td>18.2%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Insurance</td>
<td>40.6%</td>
<td>21.4%</td>
</tr>
</tbody>
</table>

Source: CNBV, SHF, CONSAR, AMIS y AMIB. Figures as of December 2009

(1) Gross Loans
(2) Includes Sofoles, excludes securitizations
With presence in all Mexican States

Leader in deposits 2009

Municipalities 566

# 1 in 27 States

# 2 in 5 States
With the widest network to cater its customers

<table>
<thead>
<tr>
<th>Customers (million)</th>
<th>No. Branches</th>
<th>No. Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.9</td>
<td>16.3</td>
<td>1,653</td>
</tr>
<tr>
<td>2003</td>
<td>1T10</td>
<td>2003</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,796</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1T10</td>
</tr>
<tr>
<td>25,230</td>
<td>26,566</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>1T10</td>
<td></td>
</tr>
</tbody>
</table>
BBVA Bancomer: Outstanding track record in a difficult environment

<table>
<thead>
<tr>
<th></th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2005 - 07</td>
</tr>
<tr>
<td>GDP</td>
<td>+4.1%</td>
</tr>
<tr>
<td>Total loans</td>
<td>+28%</td>
</tr>
<tr>
<td>Loans to individuals</td>
<td>+39%</td>
</tr>
<tr>
<td>Loans to SMEs &amp; Businesses</td>
<td>+48%</td>
</tr>
<tr>
<td>Total Deposits</td>
<td>+5%</td>
</tr>
<tr>
<td>Mutual Funds</td>
<td>+32%</td>
</tr>
<tr>
<td>Net profit</td>
<td>+37%</td>
</tr>
<tr>
<td>Fundamentals (1T10)</td>
<td></td>
</tr>
<tr>
<td>Efficiency ratio</td>
<td>34.8%</td>
</tr>
<tr>
<td>Coverage ratio</td>
<td>131%</td>
</tr>
<tr>
<td>Risk Premium</td>
<td>5.23%</td>
</tr>
<tr>
<td>Market share growth:</td>
<td></td>
</tr>
<tr>
<td>Total loans</td>
<td>+246bp</td>
</tr>
<tr>
<td>Demand deposits</td>
<td>+83bp</td>
</tr>
</tbody>
</table>
Despite the crisis, BBVA Bancomer had an adequate performance...

<table>
<thead>
<tr>
<th>EARNINGS</th>
<th>FUNDAMENTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>Efficiency</td>
</tr>
<tr>
<td>€4,838 m</td>
<td>31.9%</td>
</tr>
<tr>
<td>+3.4%</td>
<td>ROE</td>
</tr>
<tr>
<td></td>
<td>19.4%</td>
</tr>
<tr>
<td>Net Margin</td>
<td>NPA ratio</td>
</tr>
<tr>
<td>€3,297 m</td>
<td>4.3%</td>
</tr>
<tr>
<td>+5.4%</td>
<td>Coverage</td>
</tr>
<tr>
<td></td>
<td>130%</td>
</tr>
<tr>
<td>Net attributable</td>
<td>Cost of risk</td>
</tr>
<tr>
<td>profit</td>
<td>5.39%</td>
</tr>
<tr>
<td>€1,350 m</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Maintaining the leader position in market share and quality ratios in 2009

Market Share: Demand deposits
- 1Q10/4Q09 +84 bp
- 1Q10/4Q09 +21 bp

Market Share: Commercial loans
- 1Q10/4Q09 +24 bp
- 1Q10/4Q09 +53 bp

Risk Premium
- quarterly changes in bp

Bancomer: 1Q10 4.03%
- Peer 1: 5.81%
- Peer 2: 6.37%
- Peer 3: 7.67%

* Peers in local accounting standards
Opportunities
Bancomer has been working in initiatives to enhance long term productivity

Transformation Plan (2008-2010)

- **Productivity**: +15% in productivity business network
- **Efficiency**: Efficiency Ratio: 31.9%; -130 bp
- **Customer insight**: Customer knowledge
- **New technology platforms**: Higher collection intelligence

**Focused on a better service for our customers**

- Higher sales in branches
- More efficient processes
- New products for new market niches
And today, we are designing a new Plan to achieve higher growth.

**PLAN**

Positioning for future GROWTH (2010-2012)

1. Bancarisation
2. Distribution
3. Cross-selling

Growth in key market segments supported on a strong risk platform.
# Bancarisation:
## Lower financial penetration than Brazil and Chile

<table>
<thead>
<tr>
<th>Country</th>
<th>Deposits(^1)</th>
<th>Retail Loans(^2)</th>
<th>Commercial Loans(^3)</th>
<th>Asset Management (^4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>14%</td>
<td>6%</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>Brazil</td>
<td>33</td>
<td>16</td>
<td>20</td>
<td>76</td>
</tr>
<tr>
<td>Chile</td>
<td>69</td>
<td>28</td>
<td>51</td>
<td>92</td>
</tr>
<tr>
<td>South Korea</td>
<td>86</td>
<td>65</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td>Poland</td>
<td>45</td>
<td>27</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Spain</td>
<td>84</td>
<td>80</td>
<td>90</td>
<td>29</td>
</tr>
<tr>
<td>UK</td>
<td>93</td>
<td>100</td>
<td>47</td>
<td>162</td>
</tr>
<tr>
<td>USA</td>
<td>54</td>
<td>97</td>
<td>14</td>
<td>177</td>
</tr>
</tbody>
</table>

1. Retail Payments + Retail Deposits + PyMES and Corporate payments and deposits
2. Personal loans, credit cards, automobile, mortgages
3. Trade Finance for corporates and PyMES, Factoring, structured loans, syndicated loans, direct financing to PyMES and corporates, specialized products for PyMES
4. Retail mutual funds, pension and other institutional funds

Source: BBVA Bancomer, McKinsey Global Banking Profit Pools
Bancarisation: 30 million to be bancarised

Million people between 15 and 65 years

Bank penetration%

HNW 0.4

Affluent 1.3

Mass Affluent 12.9

Mass Middle Market 34.1

Mass Low Income 21.2

*Annual Income in thousand € per household.

Young people that need access to financial services
Mortgage Market: Household creation determines potential demand for mortgages

Household creation (cumulative data and flows)

New Households
Number of Households (cumulative)

Firm government support

600,000 new homes each year

New households = potential demand for mortgages
Potential credit demand: 6.1 million houses

Housing Deficit (million)

- Houses in poor conditions (no access to public services): 2.5
- Houses in bad conditions (Necessary improvement): 1.1
- Without House: 0.7
- Deficit: 4.3

New homes (projects)

Source: BBVA Bancomer: Economic Research, CONAPO, SOFTEC
Bancomer: best positioned to take advantage of the Mortgage Market opportunities

Market share in New Mortgage Portfolio
Private Sector (%, February 2010)

y-o-y market share growth: +252bp
Micro, small and medium-sized enterprises: low financial penetration

Financing come mainly from suppliers

Commercial financing, 2009 %

- Suppliers: 59%
- Other: 18%
- Banks: 24%

# enterprises: 3.8 Million
100% = MXN 3.6 billion

Uses of credit %

- Working Capital: 66%
- Investment: 23%
- Liabilities: 7%
- External Trade: 5%

Microcompanies: 67% financing from suppliers
Micro, small and medium-sized enterprises: low financial penetration

Market Size

<table>
<thead>
<tr>
<th>Economic Units (1)</th>
<th>Small and Medium-Sized</th>
<th>Formal Micro</th>
<th>Informal Micro</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Sales: 40–100 MXN M)</td>
<td>(Sales: 12–4 MXN M)</td>
<td>(Sales: 12–4)</td>
</tr>
<tr>
<td></td>
<td>0.02 Million</td>
<td>1.21 Million</td>
<td>3.62 Million</td>
</tr>
</tbody>
</table>

Bancomer’s Specialized Business Model

Direct Credit

Channel

<table>
<thead>
<tr>
<th>Business Centers</th>
<th>Network</th>
</tr>
</thead>
</table>

Bancos

Tarjeta Negocios

Micro-enterprises:
40% of employment
15% of GDP

Tarjeta Micro-negocios

Working capital from MX$180 th

CC from MX$20 th to MX$180 th

Leveraged on NAFIN guarantees
## Distribution: Poor access to financial services

### Physical Access to Financial Services
Points per 100,000 inhabitants, 2008

<table>
<thead>
<tr>
<th>Category</th>
<th>Mexico</th>
<th>Chile</th>
<th>Brazil</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>40</td>
<td>450</td>
<td>1,471</td>
<td>3,523</td>
</tr>
<tr>
<td>Correspondents</td>
<td>14</td>
<td>15</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>ATMs</td>
<td>10</td>
<td>61</td>
<td>ND</td>
<td>157</td>
</tr>
</tbody>
</table>

- **Correspondents**: Minimum for Brazil, maximum for Spain.
- **ATMs**: Minimum for Mexico, maximum for Spain.
- **Network**: Minimum for Mexico, maximum for Spain.
- **POS**: Minimum for Mexico, maximum for Spain.
Distribution: Bancomer’s Approach

Servicing: transaction migration to low-cost channels

- ATMs
- Cash-recycling (Correspondents)
- Cashpoints (branches)
- Bank Correspondents

# Transactions (million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tellers</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>862</td>
<td>34%</td>
</tr>
<tr>
<td>2009</td>
<td>1,421</td>
<td>24%</td>
</tr>
<tr>
<td>2012e</td>
<td>1,700</td>
<td>18%</td>
</tr>
</tbody>
</table>

- Bank Express
- Bancomer Express
Distribution: Bancomer’s Initiatives

Electronic payments

New means of payment

Network Expansion:

Bank correspondents: 12,000 points

ATMs: >3,000

Branches: 100-200 new branches

POS: >60,000
Cross-selling: Bancomer has the largest customer base and huge opportunities to cross-selling

2009 – 15.7 M Customers

Total customers (million)

2003

2009

8.9 + 6.8 M

15.7

“Relationship” banking
Corporate
Large Bus. & Gov
Medium Size Bus.
Ultra & High Net
Mass Affluent (Preferente)

“Easy” banking
Small & Micro Business
Bkng Payrolls
Standard Bkng
Private Labels Walmart Credit Card

“Express” banking
Social Payments
Micro Payments
Pre-Pay cards

“Low Cost” service
Correspondent
Mobile banking
Express card (debit & prepay)
Cross-selling: Bancomer has the largest customer base and huge opportunities to cross-selling

Segment

Banking

Affluent

Micro and Small Co.

SMEs

Bancomer’s Initiatives

Increase financial services in low-penetration states

High end customers, not being catered: 800 th clients

CREDIT for Micro & Small Companies

Investment Banking Products to SMEs
Concluding Remarks
Mexico is a strong country and offers unique opportunities

BBVA Bancomer has been resilient to the global crisis

BBVA Bancomer has huge opportunities to grow in the Mexican market

BBVA Bancomer continues to strengthen its fundamentals and is prepared to address the significant growth