



Summary

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- **02** How do we do Responsible Banking?
- **03** BBVA's impact on society

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Sector norms: main exclusions
TCFD recommendations road map





What do we mean by Responsible Banking at BBVA?

Responsible banking policy, a driver to deliver our purpose every day

Our purpose

To bring the age of opportunity to everyone

Aligned with our vision of the future

Helping customers to achieve their life goals

Be more than a bank, be an engine of opportunities

Having a true impact on people's lives and business

Our six strategic priorities



Drive digital sales

New business models

Unrivaled efficiency

Optimal capital allocation

A first class workforce

Mission of our responsible banking policy

To manage the responsibility that comes from the impact of BBVA's activities on people & society

Holistic approach to responsible banking

Return adjusted to principles

Integrity

Prudence

Transparency

With a multistakeholder approach



And with the whole bank involved

- Business Units & Support Areas are integrating it in their operational models
- Responsible Business function working mainly as a second line to challenge and give support to all areas

Balanced relationships with our customers based on transparency, clarity & responsibility

Drive digital

Sustainable finance to halt global climate change & attain the UN Sustainable Development Goals

New business

Responsible practices with employees, suppliers and other stakeholders

Unrivaled (2)

A first class workforce **Community investment** to promote social change and create opportunities for all

customer experience

Governance and Accountability

Responsible business function reports directly to the Board of Directors



Approval and monitoring of the CSR policy and responsible business plan

Report to plenary & to the Executive Committee



Integrated in CEO decision-making

Global Leadership Team oversight

Local Leadership



Responsible Business co-dependency: Customer Solutions & Communications

Global & local teams (140 people)

Main sustainability indexes in which BBVA is present

Dow Jones
Sustainability Indices
In Collaboration with RobecoSAM











International standards with BBVA's active participation



































How do we do Responsible Banking?

TCR relationships with our customers (transparen Responsible practices clear & responsible)

TCR relationships

Systematically ensure that BBVA's interactions with customers are transparent, clear and responsible to help them to make better financial decisions and build trust

Transparent

Include all relevant information for the customer in a balanced way

Clear

Make it easy to understand (language and structure)

Responsible

Take into account customer interests in the S/M/L term



In all BBVA customer journeys, regardless of the channel, the customer needs to feel that we are a TCR bank. Consistency is key to positioning our brand as a transparent brand

What are we doing?

TCR in key Customer Content (maintenance and adaptation to new formats)

TCR advertising

TCR product summary pages & commercial protocols

TCR sale scripts for call centers

TCR contracts

TCR complaints management

TCR embedded in new digital solutions

TCR experts globally & locally actively participate in the design of solutions with high impact in customers (mobile app, E2E digital sales processes, payments processes, digital onboarding, public web...)

TCR Training

11.0000 people trained either in person or on-line

ROI for TCR relationships

Growth

- Higher customer recommendation (NPS, Net TCR Score)
- Higher non-customer consideration
- More digital sales

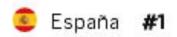
Return on Capital

- · Less complaints
- More efficient commercial dialog
- Higher employee pride of belonging and motivation

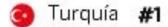
Risk Management

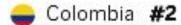
- · Lower risk of fines
- Lower reputational risk
- Lower operational costs for unfair commercial practices
- · Anticipating regulation

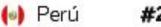
NET TCR SCORE (2018)

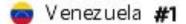


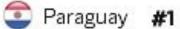


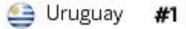












Financial Education & Capability Building

Financial education for society

- 2 million children. youth, adult and SME's benefited in 2018
- **€7.5 million** invested in 2018
- Local initiatives development in all countries where BBVA operates

Financial capabilities into customer solutions

Financial Health (Spain &

Mexico)



Public Web (Mexico, Colombia



Advocacy & Promotion of financial education

- **Alliances**
- Investigation
- **Knowledge spaces**





www.bbvaedufin.com

Customer relationships KPIs

Net Promoting Score (NPS) 2018



External Reputation Pulse RepTrak 2018

Reputation among customers

Country	Position relative to peer group
Spain	1 st (°)
EEUU	1st
México	1 st (*)
Turkey	3 rd (*)
Argentina	124
Colombia	2 ^{rst} (*)
Perú	1st
Venezuela	2 ^{red}
Paraguay	1 st (*)

Source: Rep trak (Reputation Institute)

(*) tie with other entities

Peer Group: Spain: Santander, CaixaBank, Bankia, Bankinter, ING, Sabadell; EEUU: Regions, Wells Fargo, Chase, Chase, Citibank, Capital One, Bank of América; Mexico: Banamex, Banorte, Santander, HSBC, Scotiabank; Argentina: Galicia, Santander, HSBC; Colombia: Bancolombia, Banco de Bogotá, Davivienda; Perú: Banco de Credito, Interbank, Scotiabank; Venezuela: Banesco, Mercantil, Banco de Venezuela; Paraguay: Continental, Itaú; Turkey: Is Bankasi, Ziraat, Yapi Kredi, Akbank.

An inflection point on the relevance of environmental & social issues in our business

Global agenda

Sustainable Development Goals 2030 (SDGs)

























Paris Agreement



Investors



1,750 Institutional investors

USD 70 TRILLION

Assets under management

Market

USD 12 TRILLION

Annual market linked to SDGs in 2030^{1}

USD 5-7 TRILLION

Expected annual investment till 2030, 70% in emerging markets¹

Consumers

Growing sustainability consciousness

Competitors

Starting to develop advanced strategies

Regulators & supervisors

Recommendations on climate change



Action Plan from European Commission on sustainable finance

Network of Central Banks & Supervisors for Greening the Financial System

Technology

Big data

Blockchain

Artificial Intelligence

Internet of things

New Realities

Pledge 2025

BBVA strategy on climate change and sustainable development



To finance

We will help to create the **scale of capital mobilization** to halt global climate change & attain the UN Sustainable Development Goals



- Green finance
- Sustainable infrastructure and agribusiness
- Financial inclusion & entrepreneurship



To manage

We will manage our environmental & social risks to minimize potential negative direct & indirect impacts



68% co EMISSIONS REDUCTION

- Transparency in carbon-related exposure
- Progressively alignment with Paris Agreement
- Sector norms in mining, energy, agribusiness & infrastructure



To engage

We will engage with all our stakeholders to collectively promote the contribution of financial industry to sustainable development



- TCFD recommendations implementation on 2020
- Financial education
- Promotion of Responsible Banking standards within the industry

A €100 Billion mobilization between 2018-2025

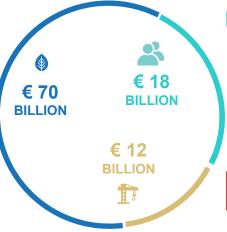






Transition to a low carbon economy

- Green lending to companies & institutions
- Green bonds intermediated as bookrunner
- Energy efficiency, water & waste management & solutions for SMEs & individuals
- Green investment funds & equity



Financial inclusion & entrepreneurship

- Lending to underserved
- Lending to vulnerable microentrepreneurs
- Lending to women entrepreneurs
- New digital business
- Impact investment







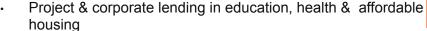








Infrastructures & agribusiness







- Social bonds intermediated as bookrunner
- Social investment funds & equity
- Agribusiness lending under sustainability criteria





To finance To manage To engage

Sustainable financing

Current figures on sustainable finance

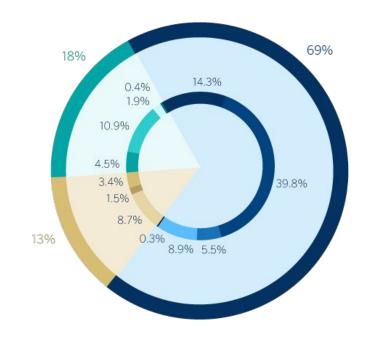
December 2018

Financial inclusion and entrepreneurship

- Financial inclusion
- Loans to vulnerable entrepreneurs
- Loans to female entrepreneurs
- Impact investing

Sustainable infrastructures and agribusiness

- Social corporate financing
- Social infrastructure project finance
- Social bonds



Green financing

- Certified green loans
- Corporate green financing
- Green project finance
- Green bonds
- Green retail solutions

Sustainable bonds

Sustainable bonds intermediated

€ 7.1 BILLION

€1.5 BILLION as bookrunner

Eurozone's largest green bond issued







Transition to low carbon economy

Infrastructure & agribusiness

1st green loan in the energy Most active sector in favor of Iberdrola

bank in green (€500M) loans market

1st syndicated green loan 1st green project finance loan

€1,684M green certified loans

Green corporate financing

€4.3 bn in green sectors according to the GBP

Financing sustainable projects

€645M financing in renewable energy projects

SDG transactional product framework

Social corporate financing

€1 bn in social sectors according to the SBP

Sustainable infrastructure

€177M in project finance

Affordable housing:

- 76.538 clients refinanced in light of payment difficulties
- 2.500 houses for social rent

Financial inclusion & entrepreneurship

Financial inclusion segment

- 8.4 million customers in Mexico. South America
- Low-cost digital channels and easy-to-use products
- 6 year commitment of \$11,000 million for low income communities in US



5 Countries

>2 million customers

515 branches

>8,100 employees



United Nations grants consultative status

Sustainable finance

All are based on the BBVA's

publicly launched on May which

follows the ICMA1 Green Bond

Principles (GBP), Social Bond

Sustainable Bond Guidelines

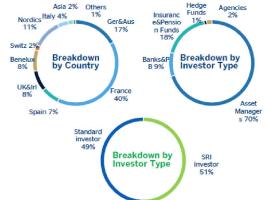
SDGs Bond Framework





Inaugural BBVA € 1 Bn 7-year Green Bond **Senior-Non Preferred**

- This is the largest financial Green Bond in the Eurozone and the first Green Bond for a Spanish bank
- Books closed with a final amount of c.€ 3 Bn (pre-rec), setting the spread at MS+ 80 bps. This means zero new issue premium
- High quality and granularity of the books, with 230 orders



Gender Bond issued by Garanti Bank

\$75 Mn 6-year Social Bond purchased by IFC. 6-year. Proceeds will be lent to small business owned by women

Green Bond issued by BBVA Bancomer

\$168 Mn 3-year senior unsecured Green Bond (3.500 mdp) becoming the first Mexican financial corporate to enter the green bond market

Green Eligible Categories

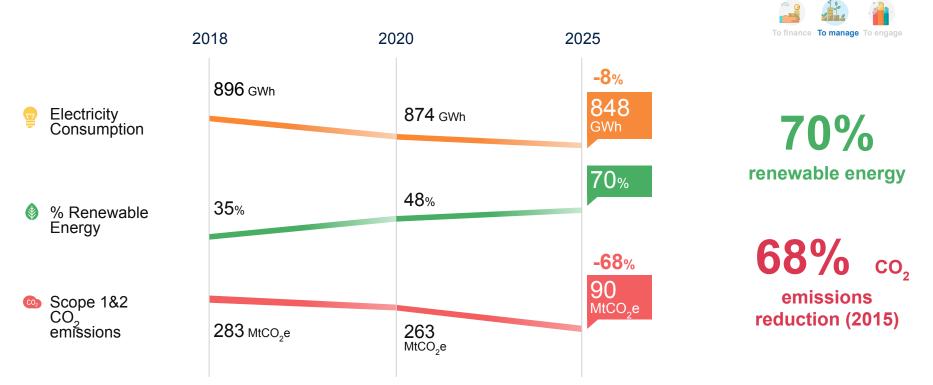
Principles (SBP) and

- Energy Efficiency
- Sustainable Transport
- Water
- Waste Management
- Renewable Energy

Social Categories

- Healthcare
- **Education**
- SME financing and microfinancing
- Affordable housing

Environmental direct impacts targets 2025



Transparency in carbon-related assets



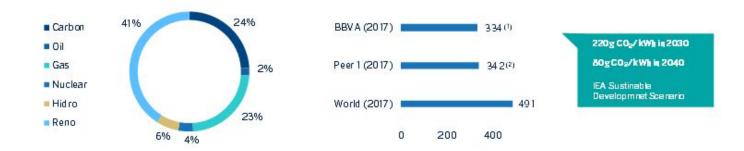
Carbon-related assets exposure

December 2018

	Utilities	Oil&Gas	Carbon Mining	Total
Corporate financing	7.074	14,343	243	21,660
Project financing	269	1,393	0	1,662
Structured trade finance	336	1,157	0	1,493
Equity	0	6,5	0	6.5
Total exposure to fossil fuels	7,679	16,894	243	24,815
% of total assets				3.67%

Mix in power generation for clients in utilities

December 2017





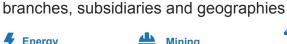




To address industry-specific sustainable issues and provide clear guidance on the procedures that must **Purpose** be followed during customer management and transactions in these sectors

> **Integrating new Human Rights** commitment

Integrating new environmental commitment



Mining Energy



Corporate & Investment Banking activities carried out by all BBVA Group institutions, businesses lines,

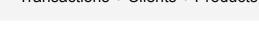






Scope

Transactions + Clients + Products







How we did it? **Economic assessment** S Based on international standards **Benchmark analysis**

Escalation & exceptions

Exemptions will only take place exceptionally and shall only be approved by the CIB Leadership Committee.

Exemption requests must be clearly justified and supported by all decision-making tiers

A set of norms that are best practices within the industry that will be

annually updated







Methodologies & standards development

1_Climate Change
Scenarios and Financial
Impact
(Pilot exercise in 2018)

- Methodology developed by UNEP FI, 16 Banks and supported by Oliver Wyman & Acclimatise, aligned with TCFD recommendations
- BBVA's scope: Transition Risks for Energy, Utilities & Transportation sectors;
 Physical Risks for real state credit portfolio in Mexico

2_Credit Portfolio
alignment to Paris
Agreement
(Pilot exercise in 2019)

- PACTA Methodology developed by 2Degree Investing Initiative
- Analysis at Portfolio level, focusing on most sensitive sectors & 5 years forward looking
- Public (Katowice) commitment together with 4 Banks (ING, BNP, SocGen, Standard Chartered)

Responsible practices

Community investment

Engagement with all stakeholders and commitment with the main global initiatives



































Representing European banking at the Global Steering Committee of United Nations forum for financial institutions. Chair of the Sustainable Finance Working Group at the European Banking Federation































































ALIGNMENT

Align our business strategy with society's goals as expressed in the SDGs, Paris Climate Agreement and other frameworks



IMPACT

Continuously increase our positive impacts while reducing our negative impacts



CLIENTS & CUSTOMERS

Work responsibly with our clients and customers to create shared prosperity for current and future generationsother frameworks



STAKEHOLDERS

Consult, engage and partner with relevant stakeholders to achieve



GOVERNANCE & TARGET SETTING

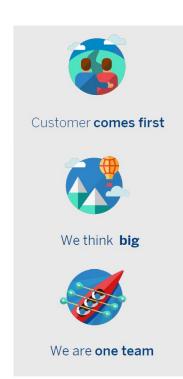
Implement commitments through effective governance and setting targets for our most significant impacts



Commit to transparency and accountability for our positive and negative impacts, and our contribution to society's goals

Our people, a first-class workforce

Our values



Transformation journey

- Zero tolerance against low quality
- New ways of working: Agile, collaborative tools
- New headquarters
- Collaborative culture, entrepreneurship ('trial - error')
- Leaner structures

Ethical conduct

Code of Conduct updated and approved by the Board on 2015

Includes commitments to the prevention of corruption in the Group in its relations with suppliers, anti bribery policies, acceptance of gifts, events management, prevention of money laundering and commitments regarding politically exposed persons





Compensation

management

Variable remuneration linked to the Group's strategic objectives (financial and non-financial)

Values & behaviours as KPI for all employees

Responsible Banking Synthetic Index as KPI for Group Executive Chairman

Global **Diversity Plan**

Main responsible practices related to people

48% of women in management positions

Employee ratio 54% women / 46% men

Diversity Charter and UN Women's Empowerment Principles signatory

Training

€49.5 million investment

47 hours of training per employee

88% employees trained

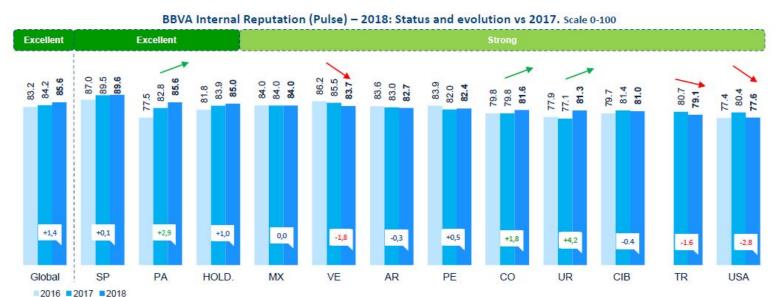
Global Corporate Volunteering Plan

>8,000 BBVA volunteers

1st Global Week of Service

Internal Emotional Reputation KPIs

BBVA shows an excellent RepTrak® Pulse score globally. Uruguay and Paraguay portray highest growth while USA, Turkey and Venezuela decrease.



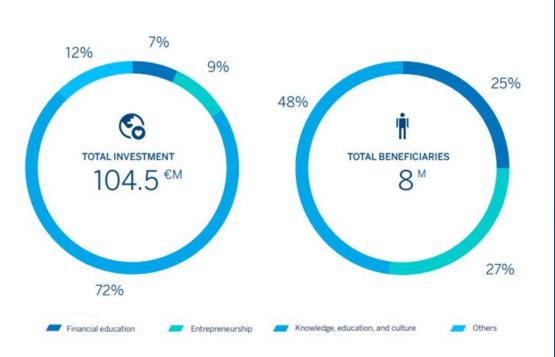
Evolution 2017-2018. Numbers in green-significant increase; numbers in blue stability

Excellent

Note: Statistically significant differences from +/-1,5 NA- Not available: The survey for these countries stopped in 2018

Community investment

Community investment, €104,5 M and 8 M people benefited in 2018





Community investment

Education

Access to education for children, youth and adults





Initiatives to improve educational quality



The Teachers **Academy Foundation**.



Projects to develop the 21st century key competences as sources of opportunity





Aprendemos juntos

(1) See slide 15 for information on financial education for society

Entrepreneurship

Global initiatives

Momentum



Open Talent



Local initiatives

Developed in countries where BBVA is present



Science & Culture

BBVA RESEARCH



Fundación **BBVA**

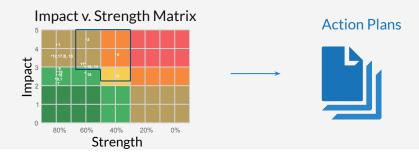
focuses its activity on the generation of knowledge through science & culture. .

- Grants for cultural creators
- Collaboration with reference entities (museums, theaters, others)
- Prizes
- Local initiatives fostered by countries where BBVA is present

Other relevant issues: Reputational Risk Management Model

Results

By Country and Consolidated



Process

Identification of risks, risk factors and their Assurance Providers

Impact assessment

Assessment of risk factors 'strength

Local and Global Review & Approval Local and Global Agreement on action plans

Governance & Accountability

- Reputational risk appetite + ICAAP (integrated in Global Risk Management)
- Reputational Risk Working Group (integrated in Corporate Assurance Framework) Internal Control, Responsible Business, Compliance & Comms
- Reputational Risk specialist Responsible business function

Other relevant issues: Customer Privacy & Data Security

Operational and technological risk management

- New Engineering Risk & Corporate Assurance unit
- Focus on adapting the levels of information protection to the new challenges arising from the Group's digital strategy
- BBVA CERT: new center of BBVA Group's cybersecurity and fraud strategy.
- Cyber Trust Program: continuous cybersecurity monitoring and improvement plan

Data protection risk management

- Risks identification and assessment
- Consistent set of policies and procedures
- Definition of a whole range of mitigation measures/ actions focused on mitigating identified risks
- Definition and tracking of indicators such as consumers claims/complaints, security incidents/breaches or independent review processes, including a causal analysis
- Reputational risk assessment





BBVA's impact on society

BBVA's impact on society

Contribution to development - customer support

€111,527M

in homes financed

3,5 million

SMEs, micro-enterprises and self-employed workers supported

Creating wealth

€9,752M

contribution through paid and accrued taxes

€4,786M

paid in salaries and wages

€1,667M

of remuneration in cash to shareholders

Contributions to society

€104,5 M

investment in social programs

8 M

people benefited from social programs





For further information:

https://shareholdersandinvestors.bbva.com/



ANNEXES

Sector norms: main exclusions

TCFD recommendations road map

Sector norms: general exclusions

BBVA will not provide financial services to projects or clients whose core business is linked to any of the following activities or environmental and social impacts:

- Companies that have shown credible and clear evidence (based on court rulings or relevant controversies), of
 material breaches regarding applicable laws and regulations, or taking part in human rights abuses regardless of
 the country.
- Activities that involve child or forced labor as defined in ILO conventions.
- Projects that entail the resettlement or violation of rights of indigenous peoples, without their free, prior and informed consent (FPIC)
- Projects located or in the vicinity of UNESCO World Heritage sites, List of Ramsar wetlands, Alliance for Zero
 Extinction sites and Category I-IV areas of the International Union for the Conservation of Nature.
- Businesses with headquarters based in countries subject to EU, US or UN sanctions

Sector norms: main exclusions



Mining

- New coal mines and coal mine expansions.
- New projects on Mountaintop Removal (MTR) extraction methods
- Asbestos extraction projects
- Major coal producers using MTR mining in more than 10% of their activity
- Clients with a significant portion of their activity consisting in the extraction of coal (more than 35%) used to generate electricity that lack a diversification strategy

4

Energy

- New nuclear power plants
- Construction of new and expansion of existing coal power plants
- Exploration and production of oil and gas in the Artic
- Tar sand exploration, production and transport
- Simple hull oil tankers
- Significant coal-based power generation (more than 35%) without a diversification strategy

Sector norms: main exclusions



Agribusiness

- Illegal logging
- The burning of natural ecosystems to clear land for the development of agricultural projects
- Projects for production of first-generation biofuel
- Use of substances prohibited by the Stockholm Convention
- Non-certified Palm oil operations or not in the process of obtaining certification by the Roundtable on Sustainable Palm Oil (RSPO)
- Clients engaging in blast and cyanide fishing
- Clients using driftnets in excess of 2.5km
- Clients trading and manufacturing angora wool
- Clients with animal testing not related to health research
- Clients with direct participation in the trade of shark fins, commercial whale hunting, illegal, undeclared and unregulated fishing



Infrastructure

- Dams failing to comply with WCD Framework
- Facilities failing to comply with the Hong Kong Ship Recycling Convention
- Clients that cannot furnish the health and safety records of their workers and/or areas of influence
- Clients that cannot disclose or provide information about their performance in connection with the use of water, waste and greenhouse gas emissions

TCFD recommendations Implementation road map 2018/2019 (1/2)

including a 2°C or lower scenario

February 2019

	Area	Recommendations	Done	Plan 2019
	GOVERNANCE	Describe the board's oversight of climate-related risks and opportunities	 Included in the CSR Policy approved by the Board od Directors Board of Directors' oversight (3 times in 2018) 	 Reporting to the Board of Directors and to the Board Executive Committee Progressive inclusion in Board Risk Committee agenda
		Describe management's role assessing and managing climate-related risks and opportunities	 Plans & norms approved and oversighted by the CEO Global Leadership Team & Sustainable Finance Working Group as forums to help decision-making Responsible Business as specialist function coordinating implementation & monitoring 	 Reporting to the Global Leadership Team meeting Sustainability KPI to be included in variable compensation scheme for executive board members
	STRATEGY	Describe the climate-related risks and opportunities the organization has identified over the short, medium and long term	 Quantify credit exposure to carbon-related assets & mix energy generation in utilities First climate risks (transition & physical) defined 	 Update risks and opportunities definition that are material for BBVA
		Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy and financial planning	 Pledge 2025. Strategy on climate change and sustainable development Product portfolio defined at CIB Dashboard for climate finance in 2018 	 Climate issues in strategic planning Retail business opportunities
		Describe the resilience of the organization's strategy, taking into consideration different scenarios ,	 Climate scenarios: participation in pilot group with UNEP FI Joint the initiative to develop methodologies to assess the alignment of lending portfolios to the Paris Ag. 	 Second climate scenario exercise Pilot PACTA methodology in most intensive sectors

TCFD recommendations Implementation road map 2018/2019 (2/2)

February 2019

Area		Recommendations	Oone	F	Plan 2019
RISK MANAGE	RISK MANAGEMENT	Describe the organization's processes for identifying and assessing climate-related risks	Sustainable Finance Working Group ov climate-related risks identification Research unit & Public Affairs unit upd trends	_	Process formalization
		Describe the organization's processes for managing climate-related risks	New sector norms approved by the Equator Principles implemented Due diligence processes in clients, t products implementation		Update sector norms & conclude implementation Inclusion in key industry frameworks
		Describe how processes for identifying, assessing & managing these risks are integrated into the organization's overall risk management			Integration as emerging risk Road map definition to fully integration
	METRICS & FARGETS	Disclose the metrics used to assess climate-related risks and opportunities in line with its strategy and risk management process	Quantify credit exposure to carbon- & mix energy generation in utilities Dashboard for climate finance in 20		Definition of key sector metrics to assess Paris alignment
		Disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions	Emissions reported Scope 1, Scope Committed with Science Based Targ		
		Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets	Performance reporting in 2018 again mobilize €100 Billion 2018-2025. Reenergy 70% and 68% reduction in demissions. 100% renewable energy	enewable irect GHG	Enhance granularity of climate finance targets at country & product level Define targets on climate pathways at the most relevant sectors

