

Institutional Outreach 2019

BBVA's purpose is to bring the age of opportunity to everyone. We are therefore working to create a more inclusive and sustainable society for new generations, with an eye not just to the present, but also the future.

For this reason, we primarily work on two strategically relevant areas for BBVA. On the one hand, the promotion of digitization in which data and technology help improve the financial health of our customers, who will be able to make better informed decisions. On the other, support for sustainable finance. The climate transition will require significant investment in the short term in many industries. At BBVA, we are aware of the important role banks may play in this transition providing financings and advice to our customers.

To do so, we choose to collaborate with organizations that share our vision and whose activity is aligned with our objectives, such as industry associations, employers' organizations, chambers of commerce and the most prestigious think tanks who carry out studies on regulation, finance, digital technology, sustainability, financial inclusion and financial education in countries where we have a relevant presence.

As associates and trustees of these organizations, we contributed more than €6.4 million around the world in 2019 to promote our vision of the future through their activities:

Lobbying, interest representation or similar	4,273,206 €
Local, regional or national political campaigns / organizations / candidates	0
Trade associations or tax-exempt groups (e.g. think tanks)	2,203,820 €
Other (e.g. spending related to ballot measures or referendums)	0

BBVA makes an effort to be present in the local sector organizations in those countries where we are present. The largest contributions to these organisations in 2019 were made to: the Asociación Española de Banca (€1,570,000); the Asociación de Bancos de México (€1,541,003); and the American Bankers Association (€168,833).

These collaborations are in addition to our intellectual contributions to promote the transformation of the sector, which we provide directly through the research activities and analyses of our research department (BBVA Research).

These institutional activities are always carried out with the utmost transparency, without interfering, conditioning or influencing political pluralism in the societies where we have a presence.

The resources allocated to promoting the bank's vision of digitization total more than €1.1 million. We seek to promote a regulatory framework that facilitates the digital transformation of the financial sector in equal conditions for all actors.

Meanwhile, the effort to project the bank's support for sustainable finance totals €458,113. The bank seeks a regulatory framework that encourages investments that have a positive impact on the environment and the society, aligned with the Sustainable Development Goals and the Paris Agreement.