We are BBVA Bancomer Foundation

Our Programs  |  Our Team  |  Accountability  |  Appendix
Data Highlights

$431.6 (1) million invested in our programs and initiatives

30,356 scholarship students
81,540 direct beneficiaries

2,223 BBVA Bancomer volunteers
26,227 hours invested in volunteer work
137,538 indirect beneficiaries

(1) The total sum of our investment in education and social development (MXN $383,335,416.70), social management (MXN $7,105,726.50), cultural support (MXN $18,324,631), strategic partnerships and finance (MXN $21,538,703.20), and systems (MXN $1,340,570.80).
In 2017, BBVA Bancomer Foundation underwent a year of consolidation as a sustainable, high-impact project for Mexican society in the areas of education, entrepreneurship and culture. We are pleased to share with you this report on our achievements in this period. This Annual Report of BBVA Bancomer Foundation had prepared in accordance with the new standards issued by the Global Reporting Initiative (GRI).

One of the biggest challenges for BBVA Bancomer Foundation last year was transforming and expanding our "Por los que se quedan" ("For those left behind") scholarship program toward a comprehensive model of support for young students through scholarships and mentoring from their junior high school years through college. We are convinced that we are laying the foundations for greater social mobility by helping talented kids, who are high academic achievers, have limited resources and come from emigration-intense municipalities to stay in school.

We at BBVA Bancomer Foundation are proud of this consolidation of cultural and entrepreneurship initiatives as a platform for support, collaboration and exposure, because it has opened up a close dialogue between society, artists, entrepreneurs and art as a whole.

2017 has clearly been a year of daunting challenges and valuable lessons for all Mexicans, particularly following the earthquakes that caused widespread damage in six states of the country. In the wake of these events, BBVA Bancomer Foundation joined forces with millions of Mexicans to work as a single team, initially supporting thousands of families with basic supplies, and later channeling the efforts of Grupo BBVA and BBVA Bancomer through a joint contribution of MXN $180 million in seed capital to promote a joint effort by all sectors of society to restore infrastruc-

“2017 has been a year of challenges and opportunities for BBVA Bancomer Foundation to provide comprehensive support to talented young people, helping them complete junior high, high school and college.”
We are BBVA Bancomer Foundation

Sincerely,
Sofía Ize Ludlow
Director, BBVA Bancomer Foundation

Sincerely,
Sofía Ize Ludlow
Director, BBVA Bancomer Foundation

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In order to sustain and re-equip damaged schools, for the good of children and youth.

Aware of our commitment to society, we at BBVA Bancomer Foundation reiterate our pledge to the United Nations Sustainable Development Goals and Global Compact. These guidelines inspire our initiative and our daily work in which we try to contribute to the best of our abilities to improve quality of life for all Mexicans.

Finally, speaking for myself as well as the entire Foundation team, I want to express our thanks to the Board of Directors for its leadership, support and assistance; to donors for the trust that gives material support to our cause; to our partners for their commitment to our initiatives; and to our mentors for advising and sharing their know-how and experience with our scholarship recipients.

I reiterate my most sincere gratitude and admiration to the entire team that makes up BBVA Bancomer Foundation because, once again, together we made up a united team with Mexico.

“We have made ourselves into a sustainable foundation that positively impacts Mexican society.”
Our Purpose

BBVA Bancomer Foundation supports education, culture and entrepreneurship through programs that empower individual development. Education is fundamental for social mobility, and a means for young students enrolled in our “Por los que se quedan” scholarship program to make a better life for themselves.

Through cultural programs, we promote and support artistic expression in multiple forms, introducing art to a wider social audience; in entrepreneurship, we empower Mexican talent and skills through our support of groundbreaking initiatives.

Our direct beneficiaries receive economic or in-kind support from BBVA Bancomer Foundation through its Education, Entrepreneurship and Culture. Indirect beneficiaries are those who are impacted by and benefited from BBVA Bancomer Foundation’s support, without formally receiving that support.

In the case of our scholarship programs, the direct beneficiaries are students selected to receive the economic support, and the indirect beneficiaries are the students’ families.

BBVA Bancomer Foundation is committed to the development of the person; that is the reason we promote and support education, entrepreneurship and culture.
Corporate Governance

Our Board of Directors—the highest governance body of BBVA Bancomer Foundation— is made up of nineteen members; thirteen internal and six externals. Board member positions are honorary, voluntary and strictly personal; every board member is selected on the basis of his or her merits and professional achievements. The Board’s performance is evaluated through the results of the programs carried out by BBVA Bancomer Foundation. Through the Foundation’s webpage, stakeholders can send recommendations or requests to be channeled to the Board.

Internal Board Members

- Luis Robles Miaja, Chairman
- Eduardo Osuna Osuna, Chairman
- José Fernando Pío Díaz Castañares, Secretary
- Alfredo Aguirre Cárdenas, Secretary Pro Tem
- Luis Ignacio De La Luz Dávalos, Member
- Hugo Daniel Nájera Alva, Member
- Óscar Coppel Tirado, Member
- Fernando Eguiluz Lozano, Member
- Adrián Otero Rosiles, Member
- Adolfo Albo Márquez, Member
- Carlos Serrano Herrera, Member
- Mauricio Pallares Coello, Member
- Jorge Terrazas Madariaga, Member
- Claudio X González Guajardo, Member
- Alicia Lebrija Hirschfeld, Member
- Ma. Eugenia Ramírez España, Member
- Martha Smith, Member
- Miguel Székely Pardo, Member
- Jorge Tapia del Barrio, Statutory Auditor

External Board Members
Code of Conduct

GRI 102-11, 102-16

Every action taken by the Foundation is consistent with the BBVA Bancomer Code of Conduct, which upholds a culture of legality. The Code establishes our zero-tolerance policy toward any type of corruption or bribery, and our commitment to respect for human rights.
Structure of BBVA Bancomer Foundation

*Structure of BBVA Bancomer Foundation as of November 2017.*
In order to learn about our main stakeholders’ opinions and expectations, in 2017 we focused our efforts on validating the material aspects identified through dialogue in 2016. Based on approximately 3,500 online surveys applied to five stakeholder groups, we determined the relevance of the material aspects and identified areas of opportunities where BBVA Bancomer Foundation could improve its performance.

As a result of these dialogues, we identified progress in beneficiaries’ pride and sense of belonging in the programs, as well as a higher degree of employee satisfaction about taking part in our initiatives; at the same time beneficiaries show a stronger conviction in the impact they believe the programs will have on improving their quality of life.

One of the challenges BBVA Bancomer Foundation faces is to communicate more closely with its stakeholders and generate greater exposure for its programs, in order to fine-tune their focus and positively impact their development.
Main Results

The following are the main findings of our dialogue with stakeholders, as well as the progress made against the results reflected in our 2016 Annual Report.

Recommendation level to participate in BBVA Bancomer Foundation’s programs

- Donors: 85%
- Employees: 95%
- Partners: 100%
- Godparents/Mentors: 100%
- Education Beneficiaries: 97%
- Entrepreneurship Beneficiaries: 97%
- Culture Beneficiaries: 100%
- Migration: 89%
Donors

96% of our donors feel that their donations and the work of BBVA Bancomer Foundation contribute greatly to keeping kids in school.

92% of donors considered the process of donating to be “easy.”

Cause to which they donated

- “Por los que se quedan” scholarship program: 15%
- Natural disaster aid (2017 earthquakes): 85%

How would you rate your experience with the donation process?

- Easy: 92%
- Average: 4%
- Complicated: 4%
Employees

100% of employees felt proud that the institution where they work pursues social action through BBVA Bancomer Foundation and they can be a part of it.

96% of employees believe their donation and the work of BBVA Bancomer Foundation contributes greatly to keeping kids in school.

How much does your donation and the work of BBVA Bancomer Foundation help avoid school dropout?

- A great deal: 96%
- A little: 3%
- Some: 1%
98% of employees considered the process of donating to be “easy.”

How would you rate your experience with the donation process?
Partners

In the view of our partners, educational impact is the central goal on which BBVA Bancomer Foundation should focus its efforts (average 9.7%).

100% of partners said that they would be very likely to recommend being an employee or partner of BBVA Bancomer Foundation, because of its level of service, quality, experience and the follow-up it provides to its programs, in addition to its genuine concern and commitment to improving social welfare.

The main reasons partners give for their involvement in BBVA Bancomer Foundation's programs are:

- Social commitment: 67%
- Contribution to the country's development: 17%
- Strategic partnerships: 16%
Mentors and godparents

The main reasons given by mentors for their participation in BBVA Bancomer Foundation’s educational support programs are:

- Social commitment: 31%
- Contribution to the country’s development: 38%
- Personal motives: 11%
- Others: 20%

96% of mentors believe that their participation as godparents or mentors contributed greatly to keeping kids in school.

How much do you think your involvement as a mentor helps keep kids in school?

- A great deal: 96%
- Some: 4%
- A little: 0%
94% of mentors surveyed said they were very satisfied with the impact of their participation as godparents/mentors on the development of the students assigned to them.

How satisfied are you with the impact your participation as a mentor had on your students’ development?

- Unsatisfied: 1%
- Somewhat satisfied: 5%
- Highly satisfied: 94%
Education beneficiaries

99.5% of beneficiaries surveyed said they felt very proud to have been included in BBVA Bancomer Foundation’s scholarship program.

92% of beneficiaries surveyed felt that the assistance they received from their godparents/mentors was excellent.

How would you rate the assistance you received from your godparent/mentor?

- Excellent: 92%
- Terrible: 3%
- Average: 5%

Survey data from beneficiaries.
Among scholarship recipients assigned a godparent/mentor, 77% believe these volunteers had made a significant difference in their academic trajectory.

How much difference in your academic trajectory did having a godparent/mentor make?

- No difference: 8%
- Some difference: 15%
- A significant difference: 77%
Entrepreneurship

43% of beneficiaries surveyed had completed junior high.

99% of beneficiaries believe that participating in activities at the Educational Centers and INEA Community Plazas facilitate people’s access to education in Mexico.

How satisfied were you with the quality of activities offered at the Education Centers and Community Plazas?

- 96%
- 3%
- 1%
Culture

100% of cultural beneficiaries surveyed felt very proud at having been selected to receive support from BBVA Bancomer Foundation.

99% of Culture beneficiaries believed that BBVA Bancomer Foundation took their opinion into account to improve the program they received support from.

96% of Culture beneficiaries believed BBVA Bancomer Foundation’s updates on its economic and social progress were important.

How important were BBVA Bancomer Foundation’s updates on economy and social issues?

- Very important: 96%
- Moderately important: 4%
Migration

87% of beneficiaries in Migration Studies surveyed found the support they received from BBVA Bancomer Foundation to be highly useful in the creation of research that could support strategy planning and key decisions for Mexico.

How much impact do publications on migration issues have?

- 81% A great deal
- 9% Some
- 10% A little
The aspects BBVA Bancomer Foundation identified as relevant were evaluated by stakeholders. Based on the relevance they assigned to each issue in quantitative terms, and the impact of each issue on BBVA Bancomer Foundation, material aspects were identified to bolster the Foundation’s strategy. These are shown on the following matrix:

1. Closer ties with beneficiaries
2. Communication with beneficiaries
3. Continuing studies
4. Program exposure
5. Increasing beneficiary coverage
6. Increase in program funding
7. Building awareness of BBVA Bancomer Foundation’s impact
8. Post-program follow-up
9. Partnerships with other institutions
Our Programs

We are BBVA Bancomer Foundation

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Education and Social Development

GRI 102-6, 203-2, 413-1
Firmly convinced of the importance of promoting formal education as an agent of change and social mobility, we provide assistance to children and youth in their junior high, high school and college studies.

+ MXN $383.3 million invested in educational support

- 30,356 student beneficiaries
- 26,080 hours of volunteer time
- 2,223 mentors supported junior high, high school and college students
- 121,424 indirect beneficiaries

Present in 22 states and 167 municipalities
"Por los que se quedan"
(For those Left Behind)

This program was created to provide monthly economic stipends to academically committed, underprivileged junior high students from emigration-intense communities in order to support and encourage them to stay in school. This directly supports financial inclusion, because our scholarship recipients receive their support through a bank account. Each student is assigned a godparent, who is a volunteer employee from one of BBVA Bancomer’s branches, and who provides advice and follow-up with the student throughout their academic career, encouraging them to continue their studies and supporting their professional and personal growth.
In an alliance with the Secretaría de Educación Pública (Ministry of Public Education), we work to ensure junior high school students gain access to and remain in high school through an economic support. Grant recipients in their third year of high school are assigned a mentor—a BBVA Bancomer employee volunteer—who guides and motivates students in selecting a course of study and applying for admission to college.

**Becas Adelante**
(Adelante Scholarships)

- 9,856 scholarship recipients
- 222 mentors
- 9,273 hours of volunteer time invested
We provide continuing support and encouragement to young students completing their undergraduate degree, helping those who have achieved excellent academic results to continue working toward a college degree. Students receive a stipend as well as the advice and support of a mentor, who is a BBVA Bancomer employee volunteer. The idea is for mentors to motivate youth to achieve their fullest potential and academic success, so they can have more job opportunities in the future and improve their quality of life.

637 scholarship recipients
79 mentors
957 hours of volunteer time invested
Olimpiada del Conocimiento Infantil
(Children's Knowledge Olympics)

In partnership with the Secretaría de Educación Pública, we recognize academic excellence by offering a monthly stipend to young people who scored highest in the Olimpiada del Conocimiento Infantil for junior high students. We also offer them the assistance of a godparent – an employee volunteer from BBVA Bancomer branches – who motivate them throughout their time in school.

BBVA Bancomer Foundation also offers scholarships to fifty students with the best grade point averages in each graduating class, to continue with their high school education.

3,061 scholarship recipients
1,177 mentors
1,020 hours of volunteer time invested
Valores de Futuro
(Future Values)

Through the “Valores de Futuro” program – an initiative developed by BBVA Bancomer as part of its “Adelante con tu futuro” (Go further with your future) financial education program—, with the involvement of its corporate volunteer corps, we help to incorporate the wise use of money into every student’s education, and promote values like responsibility, prudence and solidarity. With this, BBVA Bancomer employees support financial education for junior high students who have received scholarship aid under the program “Por los que se quedan.”

1,083 scholarship recipients
69 participating volunteers
828 hours of volunteer time invested
Entrepreneurship

GRI 102-6, 203-2, 413-1

+ MXN $7.1 million
invested in entrepreneurship programs

20,679
direct beneficiaries
Centro Educativo y Productivo
Magdalena Contreras
(Magdalena Contreras Educational and Productive Center)

In a partnership with Fundación Cada-vieco, INEA and FONABEC, in 2010 we opened the Magdalena Contreras Center with the idea of contributing to beneficiaries’ personal and professional development. We give programs, courses, and educational and cultural workshops –focused on having a positive social impact on the community– to children, youth and adults who want to continue their studies or take part in cultural activities.

2,637 direct beneficiaries in 2017
+14,000 beneficiaries since 2010
Plazas Comunitarias INEA
(INEA Community Plazas)

We partnered with the Instituto Nacional para la Educación de los Adultos (INEA) for the purpose of improving social mobility in Mexico by promoting education. We give basic literary courses as well as elementary and junior high school courses in our community plazas for all people interested in learning to read, write or complete their basic education.

7 community plazas

4,050 direct beneficiaries
Centros Educativos y Productivos
Fundación BBVA Bancomer
Incubadoras Sociales ITESM
(BBVA Bancomer Foundation Educational and Productive Centers-ITESM Social Incubators)

In alliance with the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), we seek to promote social and economic progress in the communities where we operate, so we support children, youth and enterprising adults looking to start a company or continue their professional development. At these Centers, we create models of social incubators and educational development, where beneficiaries receive information and support resources, as well as online and one-on-one advice and assistance from ITESM teachers and students.

13 centers
12 states of Mexico
13,992 direct beneficiaries
Culture

GRI 102-6, 203-2, 413-1

Invested in cultural support programs

Launch of

Bi Project

+ MXN $18.3 million
Proyecto Bi
(Bi Project)

After 18 years, we transformed the Bancomer Scholarship for Support of the Arts into “Proyecto Bi,” for the purpose of personally assisting and advising beneficiaries and creating a platform for artistic exchange and collaboration in Mexico, to support the production and dissemination of various art initiatives.

15 initiatives benefited in its 1st year
4 film festivals
4 art shows
2 publishing projects
2 training programs
3 independent spaces
Programa BBVA Bancomer MACG (MACG Program)

We encourage the professionalization of visual arts in Mexico through a unique training program. Over the course of 18 months, we provide support and one-on-one follow-up to a group of up to ten artists under 35 years, selected by an international jury, and we offer them the support and assistance of a guest curator, in addition to advice from specialists, inter-disciplinary workshops, foreign residencies, research travel, equipment and inter-institutional management. The program concludes with an exhibit of the selected artists’ work at the Carrillo Gil Art Museum (MACG) in Mexico City, as well as in other cultural centers around the country.

10 visual artists supported

The 5th edition concluded with an exhibit entitled “Modos de ver” (Ways of seeing).
University Short Film Competition
Hazlo en cortometraje
(Do it in a Short Film)

We joined forces with Fundación Cinépolis to organize a competition to encourage the talent of university students who seek solution to pressing contemporary social issues through film. Winners are given the opportunity to work on post-production of their short films and attend specialized workshops alongside film industry experts.

251 short films received
169 participating universities
33 winners
Publications

In keeping with our commitment to promote culture, we promote works that display the cultural wealth of Mexico and the world. Every book brings together the talent and experience of publishing professionals: authors, academics, researchers, photographers, artists and designers, among others. The books are sold by BBVA Bancomer Foundation and all the proceeds are invested in our programs.

10,000 copies printed of the book *Los Mexicanos: 2,500 años de retrato* (Mexicans; 2,500 years of portraiture)

Launch of an online micro-site containing an interactive version of the multimedia work “Torre BBVA Bancomer” (BBVA Bancomer Tower)
http://www.librotorre.com/TorreBancomer/

Publications sold in 83 EDUCAL bookshops across the country and on the BBVA Bancomer Foundation’s website at:
https://publicaciones.fundacionbbvabancomer.org/index.aspx
Migration

GRI 413: 103-1, 103-2, 103-3
GRI 413-1

Migrants are one of the world’s most vulnerable groups. There are close to 13 million Mexican migrants around the world, almost all of them in the United States, and half of which are undocumented. BBVA Bancomer Foundation is committed to researching and analyzing their problems with integration and quality of life in the countries where they reside, and the impact of the distance and separation from the families who stay in Mexico.
Migration Research

For almost a decade, BBVA Bancomer Foundation –together with BBVA Research– has been conducting research and studies in order to build knowledge about the phenomenon of migration and wage remittances, as well their repercussions on society and economy.

Regular publications:
- “Situación Migración México” journal
- News flashes and Observatories on issues of migration and remittances

The 2017 Mexico Migration and Remittance Yearbook, published jointly with the Consejo Nacional de Población (CONAPO) brings together key statistics regarding migratory movements in Mexico and the world.

This Yearbook is considered one of the most important reference sources for migration research in the country.
We redoubled our commitment to education and leveraged on our experience with branch remodeling to launch a massive school reconstruction effort after the devastating earthquakes of September 2017.
BBVA Bancomer Foundation is firmly committed to supporting people who are affected by natural disasters. To this end, in 2017 we provided assistance to those whose homes were damaged or lost in the September earthquakes, by donating packages of basic supplies. Furthermore, in order to contribute immediately to helping rebuild the educational infrastructure in affected states, Grupo Financiero BBVA Bancomer and Grupo BBVA made a joint contribution of MXN $180 million to rebuild and restore physical and technological equipment in schools that suffered damage. This contribution served as seed capital for other social groups and agents to take action. The fund has received donations from board members, clients, companies, other foundations, and the public at large.
Our team is made up of two hundred and eleven leaders who every day prove their commitment to creating opportunities for promoting social mobility in Mexico.
Workforce by gender

- 2015: 50 Men, 192 Women
- 2016: 51 Men, 163 Women
- 2017: 53 Men, 158 Women

*In 2017, all our employees were permanent and full time.

Workforce by age

- 2015:
  - <25 years: 36 Men, 182 Women
- 2016:
  - <25 years: 32 Men, 176 Women
- 2017:
  - <25 years: 22 Men, 185 Women
  - 25-45 years: 6 Men, 183 Women
  - >45 years: 4 Men, 22 Women
Training and development

GRI 404: 103-1, 103-2, 103-3

In order to encourage professionalization of our team, Grupo BBVA Bancomer –through its BBVA Campus– gives its employees access to training courses, both in classroom settings and online.

In addition, to ensure our employees’ personal goals are aligned with those of BBVA Bancomer Foundation, and to improve the performance of everyone who works for us, employees receive an annual evaluation. Their compensation is based on the responsibilities of their position, their professional development and their meeting of established goals.

Fifty-seven cultural activities were held for employees and their families, promoting togetherness and an appropriate balance between work and family life.

<table>
<thead>
<tr>
<th>Employee training</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employees trained</td>
<td>211</td>
<td>214</td>
<td>210</td>
</tr>
<tr>
<td>Number of hours of training</td>
<td>8,395.30</td>
<td>5,747</td>
<td>4,425.7</td>
</tr>
<tr>
<td>Average hours of training per employee</td>
<td>39.79</td>
<td>28.86</td>
<td>21.00</td>
</tr>
</tbody>
</table>

Scope: BBVA Bancomer Foundation
Diversity and gender equity

Based on the diversity strategy of Grupo Financiero BBVA Bancomer, whose goal is to ensure equal opportunities for men and women, BBVA Bancomer Foundation rejects any form of discrimination, whether by gender, race, or any other characteristic. We also encourage social and professional inclusion of people with disabilities, to improve their quality of life.

<table>
<thead>
<tr>
<th>Level</th>
<th>Title</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive</td>
<td>Director</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sub-director</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Advisor</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Consultant</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Operating</td>
<td>Regional coordinator</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Economist</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>State supervisor</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Community promoter</td>
<td>32</td>
<td>133</td>
</tr>
</tbody>
</table>
At BBVA Bancomer Foundation, we express our commitment to stakeholders by adopting a culture of transparency and accountability, providing them with clear, precise and reliable information regarding our programs’ performance.

<table>
<thead>
<tr>
<th>Strategic area</th>
<th>Total contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social development</td>
<td>$403,092,676.20</td>
</tr>
<tr>
<td>Social management</td>
<td>$11,811,316.00</td>
</tr>
<tr>
<td>Cultural promotion</td>
<td>$18,590,044.10</td>
</tr>
<tr>
<td>Strategic partnerships and finance</td>
<td>$12,087,721.00</td>
</tr>
<tr>
<td>Systems</td>
<td>$4,174,640.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$449,756,397.30</strong></td>
</tr>
</tbody>
</table>

Includes monetary contributions and administrative costs. Scope: BBVA Bancomer Foundation
Fundraising
GRI 201-1, 201-4, NGO8

Last year, with the support of Grupo Financiero BBVA Bancomer, we received more than MXN $680 million in contributions for carrying out the Foundation’s work. Our donors, board members, employees, and clients all played a fundamental role, because it is thanks to them that we were able to create opportunities for a wide group of beneficiaries in 2017.

We have an extensive range of channels that we make available to donors, by which they can join in supporting BBVA Bancomer Foundation’s causes, and together contribute to the development of this country. These include:

- **B+Educa Fund.** This is a very low-risk mutual fund for investors, in which a percentage of the clients’ returns are donated to the “Por los que se quedan” scholarship program.

- **ATM donations.** Through our automatic teller machines, users are invited to donate to the “Por los que se quedan” program, and can download their tax-deductible receipt from the BBVA Bancomer webpage at: www.facturafundacionbancomer.com.

- **Bancomer.com.** Bank clients can easily donate to the “Por los que se quedan” program using online banking.

- **Online donations.** Any individual or corporation can make a donation through our webpage at: www.fundacionbbvabancomer.org.

- **Branches.** Executives in our retail banking network invite clients to donate, through one-time or recurrent charges to their credit or debit cards.

- **Puntos Bancomer.** Our clients can donate their loyalty points through online donations or directly at their bank branches.
**MXN $681,263,222.80 total raised in 2017 through donor contributions.**

<table>
<thead>
<tr>
<th>Donors</th>
<th>Amount raised in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grupo Financiero BBVA Bancomer</td>
<td>$338,235,605.00</td>
</tr>
<tr>
<td>B+Educa Mutual Fund</td>
<td>$246,938,643.60</td>
</tr>
<tr>
<td>Agreements[^3]</td>
<td>$49,220,000.00</td>
</tr>
<tr>
<td>ATMs</td>
<td>$13,348,570.10</td>
</tr>
<tr>
<td>Board Members[^4]</td>
<td>$3,461,800.00</td>
</tr>
<tr>
<td>BBVA Bancomer Race</td>
<td>$2,652,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$681,263,222.80</strong></td>
</tr>
</tbody>
</table>

[^3]: SEP Puebla state government + Olimpiada del Conocimiento Infantil and “Por los que se quedan” (SEP).
[^4]: Includes donations by BBVA Bancomer Board members through transfers, automatic bill pay, Web-transfer and POS terminals.
[^5]: Includes donations through: vending machines, branches, payroll, natural disasters (general public), emoluments, online donations, book sales, Christmas sales and Bécalos scholarship program.
One of our main strengths is the capacity to create solid synergies with other charitable institutions that specialize in specific causes. Through them we can expand the impact of our social programs. Our partners in 2017 were:

- Consejo Nacional de Fomento Educativo (CONAFE)
- EDUCAL
- Equiscosa
- FONABEC
- Fondo Nacional para la Cultura y las Artes (FONCA)
- Fundación Cadavieco
- Fundación Cinépolis
- Fundación Educar UNO
- Fundación Televisa
- Instituto Nacional para la Educación de los Adultos (INEA)
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
- Instituto Tecnológico Autónomo de México (ITAM)
- Instituto Nacional de Bellas Artes (INBA)
- Monte de Piedad
- Museo de Arte Carrillo Gil
- New art lab
- Secretaría de Educación Pública
- Puebla’s Secretaría de Educación Pública
- Secretaría de la Defensa Nacional
- Fideicomiso de Mancera
- Universidad Iberoamericana (IBERO)
- Universidad Popular Autónoma de Puebla (UPAEP)
- Tec Milenio

In 2017 we continued to work in partnership with various institutions to contribute to Mexico’s progress and improve quality of life for more people. These included:

- Colmex (Fondo Patrimonial en Beneficio del Colegio de México, A.C.)
- Fundación Universidad Veracruzana
- Quálitas
- Bécalos (Santander)
- Fundación Quiera
- Ser, A.C.
- SEPYA
Adding to this list are partners that worked with BBVA Bancomer Foundation on our initiative to rebuild schools damaged in the September 2017 earthquakes:

- Asociación Nacional de Concesionarios del Grupo de Volkswagen, A.C.
- Fundación Telefónica
- Gasolinerías La Gas
- Liverpool
- Original Group
- Velas Resorts México

**Beneficiaries of the strategic partnerships in which we participated in 2017**

3,424 direct

8,251 indirect
Communication

We continued our “Chavos que inspiran” (Kids who inspire) campaign in 2017, sharing the experiences and thoughts of young scholarship recipients from BBVA Bancomer Foundation about the impact migration has had on their lives and how they have managed to get ahead and support Mexico.

“En México combatimos la migración con la educación”
Regina, promedio 9.6

Conócela aquí

“Debemos quedarnos en México para construir una nueva civilización: la del cambio”
Edgar
Promedio 9.7

Chavos que inspiran.

Comparte y forma parte de este cambio en:
#chavosqueinspiran fundacionbbvabancorner.org
Thank you!

Employees of BBVA Bancomer Foundation

Adriana Campista Vargas
Adriana Elizabeth Tristan Gomez
Adriana Guadalupe Sanchez Jimenez
Aided Zarate Garrido
Alejandra Perez Cruz
Alejandro Corral Corral
Alejandro Correa Correa
Alejandro Flores Perez
Alfredo Marquez Marquez
Alma Cecilia Vargas Chavez
Alma Lucenia Mercado Alcaraz
Ana Bertha Estrada Ruvalcaba
Ana Daniela Alcaraz Gutierrez
Ana Gabriela Vazquez Salgado
Ana Isabel Renteria Almaraz

Elizabeth Castañeda Quezada
Elizabeth Gonzalez Quintero
Elizabeth Romero Garcia
Eloisa Villegas Frias
Elsa Ayala Ramos
Elvira Rosa Quezada
Emmanuel Flores Hernandez
Erika Mauro Luna
Evelyn Santiago Rodriguez
Felipe De Jesus Anaya Gomez
Felix Rodrigo De Luna Flores
Fernanda Miguel Catalán
Flor Beatriz Olguin Petrearc
Francisco Bernabe Salcedo Mendez
Gabriela Rodriguez Rodriguez

Juan Alberto Hernandez Chavez
Juan Cruz Diaz
Juan Jose Li Ng
Juan Pablo Garcia Choy
Julio Cesar Saldaña Perez
Karen Adlyn Flores Magaña
Karen Marisol Martinez Acosta
Karina Marisol Jara Herrera
Katia Yaneth De Jesús Mena Calvario
Kenia Elizabeth Calderon Martinez
Leonardo Tolentino
Leonides Guadalupe Hortelano Perez
Lilia Alejandrina Mendoza Mendoza
Linda Sagrario Perez De Leon
Lizbeth Flores Jasso

Miriam De Jesús Lopez Ramirez
Monica Lara Hernandez
Monserrat Puebla Jassen
Nallely Carmina Gamez Galvan
Nancy Ruiz Mota
Nidia Gonzalez Hernandez
Niraceli Lara Hernandez
Nora Elena Quezada Romero
Norma Patricia Fajardo Ubaldino
Paola Cervantes Ramirez Samperio
Paola Chavez Vazquez
Paola Ivonne Estrada Junco
Paola Karina Vázquez Nava
Patricia Romero Vargas
Perla Alicia Parra Gutiérrez

Thank you!
Ana Karen Leon Ochoa
Ana Maria Del Carmen Hernandez Reveles
Ana Maria Hernandez Sanchez
Anabel Rodriguez Franco
Analleli Yajaira Laris Ruvalcaba
Anayeli Peralta Gomez
Andrea Dolores Corona Sanchez
Andrea Velazquez Garcia
Antonio Soto Olguin
Azucena Morales Martinez
Beatriz Adriana Amezquita Mejia
Beatriz Calderón Durán
Bertha Castillo Felipe
Blanca Esthela Muñoz Mendiola
Brenda Gutierrez Garcia
Brenda Guzmán Cervantes
Brenda Monserrat Salazar Andrade
Camilo Francisco Martinez Romero
Carmen Idania Rubio Mendiñivil
Carol Selene Lecou Murcia
Gabriela Velázquez Robinson
Georgina Villanueva Ruiz
Gladis Ramirez Garcia
Gladys Lucero Saucedo De Leon
Grecia Paulina Gonzalez Herrera
Guadalupe Guillen Lopez
Gustavo Alfredo Enciso Guzman
Hortensia Ramirez Avila
Hugo Enrique Perez Martinez
Humberto Cajeme Rey Vazquez
Idania Dimas Gonzalez
Isabel Daza Garces
Ismael Distancia Quintero
Itzel Adriana Ramirez Plaza
Itzel Guadalupe Huchin Manriquez
Ivan Ramirez Martinez
Jaime Francisco Marken Iturralde
Janett Aceves Navarro
Jannel Lara Moctezuma
Jazmin Garcia Bartolo
Lizbeth Lujano Duran
Lizbeth Nava Zepeda
Lorena Resendiz Fajardo
Lourdes Elizabeth Hernandez Gonzalez
Lucero Yazmin Hernandez Andrade
Luis Alberto Betancourt Perez
Luis Alberto Nava Gonzalez
Luis Jairo Reyes Venancio
Luz Maria Lopez Guevara
Marco Geovanny Mayorga Mora
Margarita Guardado Garcia
Maria Concepcion Paez Muñoz
Maria Del Carmen Iñiguez Domínguez
Maria Del Rosario Gomez Rizo
Maria Del Rosario Rebollar Aguirre
Maria Elena Becerra Cuevas
Maria Estela Ortiz Aparicio
Maria Esther Betancourt Gallegos
Maria Esther Garcia Jimenez
Maria Fernanda Montes De Oca Barrientos
Perla Virginia Perales Alvarado
Priscila Fernat Sanchez
Rafael Gaytan Chavez
Raul Rodriguez Duñez
Rebeca Torres Ramirez
Ricardo Calderon Vilchis
Ricardo Vicencio Guzmán
Rosa Ileana Cervantes Quevedo
Rosa Nelly Hernandez Ramirez
Rosina Jimenez Lopez
Ruth Mireya Olague Orizaga
Samantha Duran Chavez
Samuel Zarate Flores
Sandra Guadalupe Mata Ambriz
Sandra Luz Sanchez Altamirano
Sandra Marisol Garcia Lembo
Sergio Gerardo Solis Garcia
Sofía Ize Ludlow
Susana Fabiola Gonzalez Valencia
Susana Martinez Cruz
Cinthia Sanchez Muros
Clara Raquel Maldonado Reyes
Claudia Garcia Ramos
Cristina Anahi Oliva Valadez
Cristina Godinez Donjuan
Daisy Julia Jimenez Beristain
Dania Ramirez Martinez
Daniel Flores Angeles
Dariela Martinez Viera
David Cervantes Arenillas
Diana Lucero Ramirez Suarez
Dianna Zamora Ceceñas
Diego Flores Carpanta
Dominga Gabriela Trujillo De La Cruz
Dulce Alejandra Romero Vanegas
Dulce Jazmin Dario Carbajal
Dulce Laura Vidal Peralta
Dulce Maria Olvera Vazquez
Edgar Villaseca Godinez
Jazmin Goroztieta Delgado
Jazmin Lopez Rangel
Jeannette Monserrat Jimenez Vazquez
Jessica Lizeth Rodriguez Cortes
Jessica Mabel Bahena Vazquez
Jesus Adrian Cabrera Gonzalez
Jesus Avila Reynoso
Jesus Gastelum Lage
Jesus Mauricio Salinas Jimenez
Jesus Samuel Fernandez Gutierrez
Jocelin Perez Moreno
Joel Montaño Lopez
Jorge Alejandro Barrios Gonzalez
Jorge Erick Sanchez Contreras
Jose Armin Vazquez Perez
Jose Daniel Marizcal Rios
Jose De Jesus Rodriguez Ramirez
Jose Luis Lopez Zamudio
Jose Rogelio Salvador Magaña
Maria Guadalupe Rincon Vergara
Maria Guadalupe Roa Rios
Maria Isabel Rodriguez Vidrio
Maria Justina Mayer Medrano
Maria Karina Melchor Rodriguez
Maria Soledad Bautista Lopez
Maria Teresa Cruz Jimenez
Maricruz Casas Rodriguez
Mario Galvan Garcia
Marisela Guerra Cuellar
Marissa Perez Puga
Marta Jimenez Cortes
Marta Patricia Torres Sanchez
Martha Margarita Vaca Silva
Mayolo Garcia Suarez
Mayra Guadalupe Hernandez Escobar
Miguel Alberto Alejandro Jimenez
Miguel Angel Trujano Alanis
Miriam Angelica Alejandre Aviles
Tania Estefania Silva Neyra
Thalia Arely Gutierrez Santiago
Ursia Manuel Alejandro Lopez Favela
Verania Sillas Lopez
Verónica Araceli Vargas Valadez
Veronica Denisse Badillo Arenas
Verónica García Alba
Veronica Herrera Villalbazo
Verónica Vázquez Vargas
Vianney Sandoval Flores
Victor Jesus Mendoza Garcia
Virginia Gonzalez Nava
Viridiana Cabrera Arellano
Viridiana Del Refugio Vital Quiróz
Viridiana Yazmin Espinoza Velez
Yatzely Hernandez Pastor
Yedith Mijangos Hernandez
About this report

Thanks to the support of our donors, volunteers and partners, in 2017 we continued to help tens of thousands of people directly and indirectly through our social action initiatives.

This report presents information on our organization during the period from January 1 to December 31, 2017. The report was prepared for the first time in accordance with the Core Option of the GRI Standards and complies with the principles for determining the content and quality of the report established in those standards. It also includes indicators from the GRI Non-Governmental Organizations (NGO) Industry Supplement.

As part of the process of continuous improvement inherent to our operations, in this report we addressed, to the extent possible, the alternatives for action suggested by the independent expert hired to verify the 2016 Annual Report of BBVA Bancomer Foundation, which are identified with the icon.

This report covers only the actions and achievements of Fundación BBVA Bancomer, A.C. and is independent of the reports presented by Grupo Financiero BBVA Bancomer, S.A. de C.V. and those of its affiliates.
Accordingly, in this exercise we improved the processes of managing and checking information corresponding to the material issues of BBVA Bancomer Foundation and engaged in closer communication with our stakeholders through a dialogue to learn their opinions on those issues.

The samples used to conduct this dialogue were the following:

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donors</td>
<td>26</td>
</tr>
<tr>
<td>Employees</td>
<td>335</td>
</tr>
<tr>
<td>Partners</td>
<td>6</td>
</tr>
<tr>
<td><strong>Mentors</strong></td>
<td></td>
</tr>
<tr>
<td>Junior high godparents</td>
<td>254</td>
</tr>
<tr>
<td>High school mentors</td>
<td>90</td>
</tr>
<tr>
<td>College mentors</td>
<td>41</td>
</tr>
<tr>
<td><strong>Entrepreneurship Beneficiaries</strong></td>
<td></td>
</tr>
<tr>
<td>Beneficiaries of Educational and Productive Centers-ITESM Social Incubators</td>
<td>374</td>
</tr>
<tr>
<td>Beneficiaries of Magdalena Contreras Educational and Productive Center</td>
<td>335</td>
</tr>
<tr>
<td>Beneficiaries of INEA Community Plazas</td>
<td>360</td>
</tr>
<tr>
<td><strong>Education Beneficiaries</strong></td>
<td></td>
</tr>
<tr>
<td>Junior high Beneficiaries</td>
<td>376</td>
</tr>
<tr>
<td>High school Beneficiaries</td>
<td>370</td>
</tr>
<tr>
<td>College Beneficiaries</td>
<td>240</td>
</tr>
<tr>
<td>Olimpiada del Conocimiento Infantil Beneficiaries</td>
<td>341</td>
</tr>
<tr>
<td>Generación Bicentenario Beneficiaries</td>
<td>268</td>
</tr>
<tr>
<td>Culture Beneficiaries</td>
<td>26</td>
</tr>
<tr>
<td>Migration Beneficiaries</td>
<td>53</td>
</tr>
</tbody>
</table>
The following are the material aspects resulting from the exercise, and their correlation with GRI Standard issues:

<table>
<thead>
<tr>
<th>Material aspect</th>
<th>GRI Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program exposure</td>
<td>GRI 417: Marketing and labeling</td>
</tr>
<tr>
<td>Closer ties with beneficiaries</td>
<td>GRI 102: General Disclosures &gt; Stakeholder engagement</td>
</tr>
<tr>
<td></td>
<td>GRI 413: Local communities</td>
</tr>
<tr>
<td></td>
<td>GRI 418: Customer privacy</td>
</tr>
<tr>
<td>Continuation of studies</td>
<td>GRI 203: Indirect economic impacts</td>
</tr>
<tr>
<td></td>
<td>GRI 413: Local communities</td>
</tr>
<tr>
<td>Communication with beneficiaries</td>
<td>GRI 102: General Disclosures &gt; Stakeholder engagement</td>
</tr>
<tr>
<td></td>
<td>GRI 413: Local communities</td>
</tr>
<tr>
<td>Increase program resources</td>
<td>GRI 201: Economic performance</td>
</tr>
<tr>
<td></td>
<td>GRI 203: Indirect economic impacts</td>
</tr>
<tr>
<td></td>
<td>GRI 205: Anti-corruption</td>
</tr>
<tr>
<td>Broaden program coverage</td>
<td>GRI 203: Indirect economic impacts</td>
</tr>
<tr>
<td>Post-program follow-up</td>
<td>GRI 102: General Disclosures &gt; Stakeholder engagement</td>
</tr>
<tr>
<td></td>
<td>GRI 203: Indirect economic impacts</td>
</tr>
<tr>
<td></td>
<td>GRI 413: Local communities</td>
</tr>
<tr>
<td>Wider awareness of BBVA Bancomer Foundation’s impact</td>
<td>GRI 102: General Disclosures &gt; Strategy</td>
</tr>
<tr>
<td></td>
<td>GRI 417: Marketing and labeling</td>
</tr>
<tr>
<td>Partnerships with other institutions</td>
<td>GRI 102: General Disclosures &gt; Organizational profile</td>
</tr>
</tbody>
</table>

7 The material aspects presented are those whose impact on BBVA Bancomer Foundation is medium-high and whose level of importance for stakeholders is medium-high.
### 2017 Accomplishments and 2018 Goals

<table>
<thead>
<tr>
<th>Area</th>
<th>2017 Goal Area (SMART)</th>
<th>2017 Progress</th>
<th>KPMG</th>
<th>New 2018 goal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seek our other institutions that need school furniture and can accept tax-deductible donations. Inventory of school furniture: 980 items. Deadline: December 31, 2017.</td>
<td>Documentation complete. Delivery date to be determined.</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>Area</td>
<td>2017 Goal Area (SMART)</td>
<td>2017 Progress</td>
<td>KPMG</td>
<td>New 2018 goal</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Communication and Brand</td>
<td>Position BBVA Bancomer Foundation through the communication and publicity campaign &quot;Chavos que inspiran,&quot; metrics provided by Advertising area.</td>
<td>Strengthened positioning of BBVA Bancomer Foundation by fine-tuning &quot;Chavos que inspiran&quot; campaign in digital media (BBVA Bancomer website and social networks). Since the September earthquakes, however, communication efforts shifted to supporting affected families, while supporting kids by rebuilding their schools.</td>
<td>Position BBVA Bancomer Foundation through the &quot;Chavos que inspiran&quot; communication and publicity campaign for 2018; metrics provided by Advertising area.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Increase webpage metrics vs. 2016: (visits and views)</th>
<th>2017 metrics were:</th>
<th>Increase webpage metrics vs. 2017: (visits and views)</th>
<th>Visits: +10%</th>
<th>Views: +10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits: +10%</td>
<td>579,151 visits at year-end</td>
<td></td>
<td>Visits: +10%</td>
<td>Views: +10%</td>
</tr>
<tr>
<td>Views: +10%</td>
<td>424,972 views at year-end</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area</td>
<td>2017 Goal Area (SMART)</td>
<td>2017 Progress</td>
<td>KPMG</td>
<td>New 2018 goal</td>
</tr>
<tr>
<td>------</td>
<td>------------------------</td>
<td>---------------</td>
<td>------</td>
<td>---------------</td>
</tr>
<tr>
<td>Social Development</td>
<td>Grant 6,376 new scholarships for junior high freshmen in &quot;Por los que se quedan&quot; (PLQSQ, for its Spanish name) scholarship program in the class of 2016-2019.</td>
<td>6,376 scholarships granted to junior high freshmen in the PLQSQ program class of 2017.</td>
<td>✔️</td>
<td>Grant 15,550 scholarships in the PLQSQ program for the 2018-2019 school year.</td>
</tr>
<tr>
<td>Social Development</td>
<td>Keep more than 15,000 PLQSQ scholarship recipients in school through grants for 2016-2017 and 2017-2018 school years.</td>
<td>16,802 scholarship recipients from 2015, 2016 and 2017 still in school at year-end.</td>
<td>✔️</td>
<td>NA</td>
</tr>
<tr>
<td>Social Development</td>
<td>Grant 1,000 new scholarships for junior high students in Olimpiada del Conocimiento Infantil (OCI, for its Spanish name) for 2017-2018 school year.</td>
<td>1,000 new OCI scholarships granted for 2017-2018 school year.</td>
<td>✔️</td>
<td>Grant 3,120 OCI scholarships for 2018-2019 school year.</td>
</tr>
<tr>
<td>Social Development</td>
<td>Grant 4,000 new PLQSQ scholarship grants for students in first year of high school in year 2017-2018.</td>
<td>4,000 first-year high school PLQSQ grant recipients for 2017-2018 school year still in school at end of year.</td>
<td>✔️</td>
<td>Grant 11,900 PLQSQ scholarships for school year 2018-2019.</td>
</tr>
<tr>
<td>Area</td>
<td>2017 Goal Area (SMART)</td>
<td>2017 Progress</td>
<td>KPMG</td>
<td>New 2018 goal</td>
</tr>
<tr>
<td>------</td>
<td>------------------------</td>
<td>---------------</td>
<td>------</td>
<td>---------------</td>
</tr>
<tr>
<td>Social Development</td>
<td>Keep 10,500 PLQSQ recipients for school year 2017-2018 in school.</td>
<td>9,861 grant recipients from 2015, 2016 and 2017 still in school for 2017-2018 school year.</td>
<td>⬤</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td>Design balanced scorecard for Education and Social Development for follow-up on the area’s strategic projects.</td>
<td>Balanced scorecard integrated into BBVA Bancomer Foundation’s Scholarship Control System (FSCS), to measure performance of Community Promoters and thus assign bonuses.</td>
<td>¥</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grant 1,737 Adelante con tu Universidad PLQSQ grants for 2018-2019 academic year.</td>
<td></td>
<td>Execute PLQSQ program focus strategy.</td>
</tr>
<tr>
<td>Area</td>
<td>2017 Goal Area (SMART)</td>
<td>2017 Progress</td>
<td>KPMG</td>
<td>New 2018 goal</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------------------------------------------------------------------------</td>
<td>----------------------------------------</td>
<td>-------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Entrepreneur-ship</td>
<td>Keep number of ITESM student tutors in range of 1,500-2,000 for BBVA Bancomer Educational and Productive Centers - Social Incubators by December 31, 2017.</td>
<td>1,855 student-tutors in the Productive Centers.</td>
<td>✔</td>
<td>Keep number of ITESM student tutors in range of 1,500-2,000 for BBVA Bancomer Educational and Productive Centers - Social Incubators by December 31, 2018.</td>
</tr>
<tr>
<td></td>
<td>Benefit 1,050 people through courses and workshops at Magdalena Contreras Educational and Productive Center.</td>
<td>2,637 people benefited.</td>
<td>✔</td>
<td>Benefit 3,000 people through courses and workshops at Magdalena Contreras Educational and Productive Center by December 31, 2018.</td>
</tr>
<tr>
<td></td>
<td>Benefit between 14,000 and 16,000 people in BBVA Bancomer Educational and Productive Centers - Social Incubators by December 31, 2017.</td>
<td>13,992 beneficiaries.</td>
<td>!</td>
<td>Benefit 12,800 people in BBVA Bancomer Educational and Productive Centers - Social Incubators by December 31, 2018.</td>
</tr>
<tr>
<td></td>
<td>Benefit 800 people in four INEA-BBVA Bancomer Foundation Community Plazas in areas of basic literacy, elementary and junior high school education.</td>
<td>1,258 people benefited in areas of basic literacy, elementary and junior high school education.</td>
<td>✔</td>
<td>Benefit 4,050 people in the ten INEA-BBVA Bancomer Foundation Community Plazas in areas of basic literacy, elementary and junior high school education by December 31, 2018.</td>
</tr>
<tr>
<td>Area</td>
<td>2017 Goal Area (SMART)</td>
<td>2017 Progress</td>
<td>KPMG</td>
<td>New 2018 goal</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
<td>------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Cultural promotion</td>
<td>Create a community in Google+ to publish art-related content and introduce 200 employees to BBVA Bancomer Foundation’s cultural mission.</td>
<td>Art community created on Google+; 400 employees currently participating.</td>
<td>✔</td>
<td>Launch call for entries in sixth national BBVA Bancomer-MACG program and development of biannual initiative.</td>
</tr>
<tr>
<td></td>
<td>Publish a book on the 2,500-year history of portraiture in Mexico in an edition of 10,000 copies.</td>
<td>Publication of 10,000 copies of “Mexicans: 2,500 years of portraiture” on time.</td>
<td>✔</td>
<td>Publish a book on Mexico City’s Paseo de la Reforma Avenue, in an edition of 10,000 copies.</td>
</tr>
<tr>
<td></td>
<td>Conceptualize and hold two meetings and one seminar for grant recipients in BBVA Bancomer - MACG program, with participation of advisors and specialists who can help with their training and projects.</td>
<td>Four meetings and two seminars held with grant recipients and advisors.</td>
<td>✔</td>
<td>Introduce a program with virtual, augmented and mixed realities in cooperation with the BBVA Bancomer Immer-sion Lab Digital Cultural Center (DCC).</td>
</tr>
</tbody>
</table>
The 2017 Annual Report of BBVA Bancomer Foundation has been assured by an independent auditor, KPMG Cárdenas Dosal, S.C., the scope of which is specified in the Independent Auditor’s Report.

To the readers of this Report:
We have conducted a review of the non-financial information contained in the “2017 Annual Report” of FUNDACIÓN BBVA BANCOMER, for the period January 1 to December 31, 2017 (hereinafter “the Report”). The financial information disclosed in the Report is excluded from the scope of this verification.

FUNDACIÓN BBVA BANCOMER, through the “BBVA BANCOMER Foundation Management”, herein referred to as “Management”, is responsible for the preparation and presentation of the Report in accordance with the GRI Standards of the Global Reporting Initiative (GRI). FUNDACIÓN BBVA BANCOMER is also responsible for the information and statements contained therein. The determination of its objectives in relation to the selection and presentation of information over the performance in terms of sustainable development, and for the reliability and maintenance of the performance management process and control systems from which the information is obtained.

It is our responsibility to conduct a limited review and, based on the work performed, to issue an Assurance Letter which relates exclusively to the information under our scope and for the period January 1 to December 31, 2017.

Our work was carried out in accordance with the Standard: ISAE 3000, Assurance Engagement Other Than Audits or Reviews of Historical Financial Information (ISAE 3000) issued by the International Federation of Accountants (IFAC) and in accordance with the Accountability Assurance Framework AA3000 AS (2010). These standards and our verification methodologies require that we plan and perform our work in such a way that we express limited assurance about whether the Report is free from material misstatement and that it complies with the criteria requirements, including those established in the Code of Ethics for the International Auditing and Assurance Standards Board for Auditors.

The scope of the evidence-gathering procedures performed in a limited review engagement is far broader than that of an assurance engagement, and, consequently, is on the level of assurance that it provides. This Report cannot, under any circumstances, be understood as an audit report.

The information reviewed is limited to the contents identified below:

- To identify the mechanisms of communication and participation implemented by FUNDACIÓN BBVA BANCOMER, with its different stakeholders.
- To interview relevant staff on the implementation of sustainability policies and strategy.
- To interview relevant staff responsible of providing the information.
- To analyze data gathering and internal control processes related to the generation and publication of the Report.
- To review the implementation of requirements to declare that the report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards.

To identify the mechanisms of communication and participation implemented by FUNDACIÓN BBVA BANCOMER, with its different stakeholders.

To interview relevant staff on the implementation of sustainability policies and strategy.

To interview relevant staff responsible of providing the information.

To analyze data gathering and internal control processes related to the generation and publication of the Report.

To review the implementation of requirements to declare that the report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards.

Based on the procedures performed as previously described, there is no evidence that leads us to believe that the data complied in the “2017 Annual Report” of FUNDACIÓN BBVA BANCOMER, for the period of January 1 to December 31, 2017, was not obtained under reliable procedures, that the information is not presented in an adequate manner, and that there are no evidence that the Report was not prepared, in all material respects, in accordance with the Global Reporting Initiative (GRI) Standards.

As a result of our work, we have provided findings, observations and suggestions to the FUNDACIÓN BBVA BANCOMER Management that were reported through the internal management letter.

Notwithstanding these document’s conclusions, we briefly summarize the most significant findings and recommendations:

- To define criteria that will guide the management in the preparation of the financial statements, which in case of deviation, ensure alerts and clarification actions prior to definitions of the final version of the information.
- To increase the level of control in the processing of the final data and for different units and groups, through processes of recording information between the different sections and their records.
- To improve the methodology and structure of the analysis of sustainability.
- To improve the definition and information generation scheme in order to key sustainability indicators.
- To strength the definition of objectives and accountability regarding the impacts of the environment and social performance in the medium and long term.
- To strengthen the mechanisms of identifying, gathering and disclosing information to meet GRI requirements related to content and management approach.

KPMG Cárdenas Dosal, S.C.
## GRI Content Index

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<td>Paseo de la Reforma 510, Colonia Juarez, Delegación Cuauhtémoc, 06600 Mexico City, Mexico</td>
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## GRI Standard

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### Number of employees by State (2016)

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<tr>
<td>Baja California Norte</td>
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<td>Morelos</td>
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<tr>
<td>Chiapas</td>
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<td>Nayarit</td>
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<tr>
<td>Chihuahua</td>
<td>4</td>
<td>Puebla</td>
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<tr>
<td>Coahuila</td>
<td>6</td>
<td>Queretaro</td>
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<tr>
<td>Colima</td>
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<td>Durango</td>
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<td>Guanajuato</td>
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<td>Jalisco</td>
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**102-9**
BBVA Bancomer Foundation complies with the Purchasing Policies of Grupo BBVA Bancomer.

**102-10**
4-5
## GRI 102: General disclosures 2016

<table>
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<td>102-16</td>
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### 2. Strategy

102-17

Our whistleblower’s system provides channels for employees, clients and suppliers to notify us of any breach of the Code of Conduct. These channels are:

- HPD (internal system): Whistleblower Channel
- E-mail: canaldenuncia.mexico.mx@bbva.com
- Phone hotline: 55 5621-4188 or toll-free at 01-800-001-0011
- Global e-mail: canaldenuncia@bbva.com
- Global phone: (34) 91 537 7222

### 3. Ethics and integrity

102-17

- E-mail: canaldenuncia.mexico.mx@bbva.com
- Phone hotline: 55 5621-4188 or toll-free at 01-800-001-0011
- Global e-mail: canaldenuncia@bbva.com
- Global phone: (34) 91 537 7222
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<thead>
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<td><strong>5. Stakeholder engagement</strong></td>
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<td>BBVA Bancomer Foundation has no employees hired under collective bargaining agreements.</td>
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<td>102-48</td>
<td>None of the information contained in this report pertaining to this or previous years has been restated.</td>
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### GRI 200: ECONOMIC STANDARDS

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<td>103-2 4-5, 6, 43-44</td>
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<td>103-3 4-5, 6, 43-44</td>
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<td><strong>GRI 203: Indirect economic impacts 2016</strong></td>
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<td></td>
<td>203-2 3, 25-31, 32-35, 36-40</td>
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<td>8,300 direct beneficiaries and 7,863 indirect beneficiaries, from in-kind donations</td>
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## GRI Standard

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<td></td>
<td>103-2</td>
<td>Our Code of Conduct includes an Anti-corruption clause that establishes our zero tolerance approach to corruption and bribery.</td>
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<td>As of December 31, 2017, there were no reported cases of corruption.</td>
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| GRI 404: Training and education 2016 | Position and hours of training | | | |
|-----------------|--------------------------------|
| 404-1 | Sub-director ................. 103.0 |
| | Cultural and Editorial |
| | Project consultant .......... 102.5 |
| | Regional Coordinator .......... 43.8 |
| | Technical Advisor ............ 33.3 |
| | State Supervisors ............ 16.5 |
| | Administrative-Financial |
| | Consultant .................... 116.9 |
| | Community |
| | Promoters ..................... 15.4 |
| | Strategic Partnership |
| | Consultant .................... 41.9 |
| | Foundation Director .......... 93.0 |
| | Accounting Consultant ....... 26.6 |
| | Social Action Advisor ....... 95.0 |
| 404-3 | Senior Economist .......... 15.0 |
| | Strategic Partnership |
| | Advisor ..................... 116.9 |
| | Director of Cultural |
| | Promotion ................... 15.5 |
| | Consultant of Administration |
| | and Finance ................ 31.0 |
| | Consultant of Administration |
| | and Institutional |
| | Engagement ................ 46.0 |
| | Director of Strategic Partnerships and Finance .......... 60.0 |
| | Consultant of Heritage, |
| | Art and Projects ........... 163.0 |
## GRI Standard Disclosure

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<td>GRI 406: Non-discrimination 2016</td>
<td>406-1</td>
<td>As of December 31, 2017, there were no reported cases of discrimination or human rights violations or lawsuits regarding working conditions.</td>
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<td>4-5, 41-42</td>
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<tr>
<td>GRI 103: Management approach 2016</td>
<td>103-1</td>
<td>All our advertising and marketing campaigns comply with strict legal and ethical guidelines in order to present clear and accurate messages and maintain the dignity of our beneficiaries. The Advertising area of the bank supports BBVA Bancomer Foundation in ensuring the veracity of our communications, by which we build awareness in Mexican society at large about the importance of education and invite them to join in our efforts to achieve greater impact.</td>
<td></td>
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<td></td>
<td>103-2</td>
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<td>103-3</td>
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<tr>
<td>GRI 417: Marketing and labeling 2016</td>
<td>417-1</td>
<td>We are not subject to any regulations or lawsuits in this regard.</td>
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<tr>
<td></td>
<td>417-3</td>
<td>There were no reported instances of violations with advertising communication regulations.</td>
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<tr>
<td>GRI 103: Management approach 2016</td>
<td>103-1</td>
<td>We comply with the Mexican Federal Law on Protection of Personal Data Held by Third Parties, and therefore protect our beneficiaries’ and clients’ data by ensuring they are not used improperly nor exposed to loss.</td>
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<tr>
<td></td>
<td>103-2</td>
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<tr>
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<td>418-1</td>
<td>In 2017, there were no justified claims of privacy violations or leaks of client data.</td>
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<td>50, 53-54</td>
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<td>GRI 419: Socio economic compliance 2016</td>
<td>419-1</td>
<td>As of December 31, 2107, there were no fines or sanctions for breach of laws or regulations regarding relevant economic or social aspects.</td>
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## Indicators and Direct Response

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<td>10-23</td>
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<tr>
<td>NGO2</td>
<td>The channels are:</td>
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<tr>
<td></td>
<td>• HPD (internal system): Whistleblower Channel</td>
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<td></td>
</tr>
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<td>• E-mail: <a href="mailto:canaldenuncia.mexico.mx@bbva.com">canaldenuncia.mexico.mx@bbva.com</a></td>
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<td>• Phone hotline: 55 5621-4188 or toll-free at 01-800-001-0011</td>
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<td></td>
<td>• Global phone: (34) 91 537 7222</td>
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<tr>
<td>NGO3</td>
<td>10-23</td>
<td></td>
<td>✓</td>
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<tr>
<td>NGO4</td>
<td>All of our program invitations and calls for entry are designed to be inclusive and guarantee impartiality and gender equity in selecting beneficiaries.</td>
<td></td>
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<tr>
<td>NGO5</td>
<td>55</td>
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<tr>
<td>NGO6</td>
<td>10-23, 53-54</td>
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<tr>
<td>NGO7</td>
<td>50</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>NGO8</td>
<td>51-52</td>
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### Indicator

<table>
<thead>
<tr>
<th>NGO9</th>
<th>Page / Direct response</th>
<th>Omissions and explanation</th>
<th>External Assurance</th>
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<tbody>
<tr>
<td>10-23</td>
<td>The channels are:</td>
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<tr>
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<td>• HPD (internal system): Whistleblower Channel</td>
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</table>
Contribution to Sustainable Development Goals

Education and Social Development
Entrepreneurship
Migration
Natural Disaster Aid

Entrepreneurship
Migration
Natural Disaster Aid

Corporate governance
Culture
Accountability

Culture
Our team

Natural Disaster Aid

Education and Social Development
Entrepreneurship
Culture
Migration
Natural Disaster Aid

Entrepreneurship
Culture
Migration
Our team

Culture

Educational Access

Gender Equality

Climate Action

Peace, Justice, and Strong Institutions

Life on Land

Economic Growth and Decent Work

Quality Education

No Poverty
Contact

For more details about this report or the programs carried out and supported by BBVA Bancomer Foundation, visit our webpage at www.fundacionbbvabancomer.org

Or call us toll-free at 01-800-122-6689.