



We are an inspiring community

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Letter from our Director

GRI 102-10, 102-14, 102-15

In 2019, we supported
talented young people
from more than 1,000
municipalities
across the country



We achieved great things and results in 2019 through the efforts and commitment of many people and the implementation of major initiatives of which we are very proud.

This year, we launched a national digital invitation for our scholarship program - BBVA Chavos que Inspiran (Inspiring kids) - for the first time. Through this new invitation, we increased our reach, receiving more than 160 thousand applications from more than 1,900 municipalities across the country, opening up new opportunities for many more talented young people.

As a result of this great effort, we selected 5,000 new scholarship recipients from 1,068 municipalities, extending the coverage of our program to 43% of the country. In total, we are supporting 35,467 high school, university preparation and university students in generation 2019-2020.

The trajectory, preparation and growth of our university scholarship recipients is of paramount importance as they strive every day to transform Mexico. This is demonstrated by more than half of them being enrolled in a top 50 university in the country.

The comprehensive vision of our scholarship program is critical to us as a Foundation. We have therefore refocused our Mentoring Program to support our scholarship recipients during their first and fourth years. For the generation 2019-2020, we now have 2,326 BBVA employees to guide our scholarship recipients at the most important moments in their educational journeys, the transition to university and entry to the labor market.

Through our partnerships with public and private foundations and universities, we have enhanced our scholarship program, opening up new opportunities to train more Chavos que Inspiran (Inspiring

kids). In 2019, we developed 18 strategic alliances with the leading educational institutions in the country.

We invested more than 350 million pesos with our partners in our school reconstruction project to refurbish schools to make them safer and better equipped. Over 16,000 students from six states now have better educational spaces and facilities as we have completed the reconstruction of 25 schools damaged by the 2017 earthquakes.

As an organization, we work as a team to make an impact on Mexico's growth and well-being by promoting volunteering and investment that contributes to the country. During this year, more than 2,346 of the bank's employees, including members of all of our Directorates-General, joined our "One Team" volunteering project, dedicating more than 14,000 volunteer hours to supporting educational communities.

2019 was a year of great achievement in the promotion of culture. Through our programs we supported 111 artistic and cultural projects, and 3 exhibitions, bringing culture closer to more than 312 thousand people all over the country. We also published the book Territories by Mexican photographer Santiago Arau, with a unique and impressive tour of his work and our landscapes and realities.

I would like to say a special thanks to the BBVA Foundation Board of Trustees, for its great leadership and support in facilitating these achievements and driving our work. I would also like to thank our donors for their trust; the BBVA Foundation team for their ongoing work and efforts; our partners for their commitment to the initiatives we are developing together and our mentors and volunteers for devoting their time and knowledge to this great and inspiring community.

We have increased our reach to more than 1,000 municipalities throughout the country, opening up new opportunities for many more young people.

I am proud to be able to present this Annual Report, which reflects the work and effort of everyone involved in these projects. I invite you to read it and become part of a community that is working for Mexico.

Regards,

Sofía Ize Ludlow
BBVA Foundation Director

About this report

GRI 102-46 and 102-49

Our report has been
compiled in accordance
with the GRI's
comprehensive option



Tenth annual report, which has been prepared in accordance with the **Global Reporting Initiative (GRI) methodology**.

It is a pleasure for our Foundation to present its tenth annual report, which has been prepared in accordance with the Global Reporting Initiative (GRI) methodology. The report details the economic, social and environmental results of the BBVA Foundation's operations.

We are committed to continuous improvement, so, for the third year, our Report has been prepared in accordance with the GRI Standards, meeting the requirements of the comprehensive option of this methodology for the first time. The report includes information on all the material aspects deriving from the study we carried out in 2019 complying with the GRI principles for defining its content and quality.

The annual report is available for consultation on the BBVA Foundation website*.

"I'm really grateful, because they saw capabilities in us that could improve Mexico."

Gabriela



Standards used in drawing up the report





GRI 102-54

Global Reporting Initiative

This Annual Report was drawn up under the Global Reporting Initiative (GRI) reporting framework. This report has been compiled in accordance with the GRI's comprehensive option.

The 2019 Annual Report was prepared in accordance with the following GRI reporting principles:

Content principles

-  Stakeholder inclusiveness
-  Sustainability context
-  Materiality
-  Completeness

[See the glossary definitions.](#)

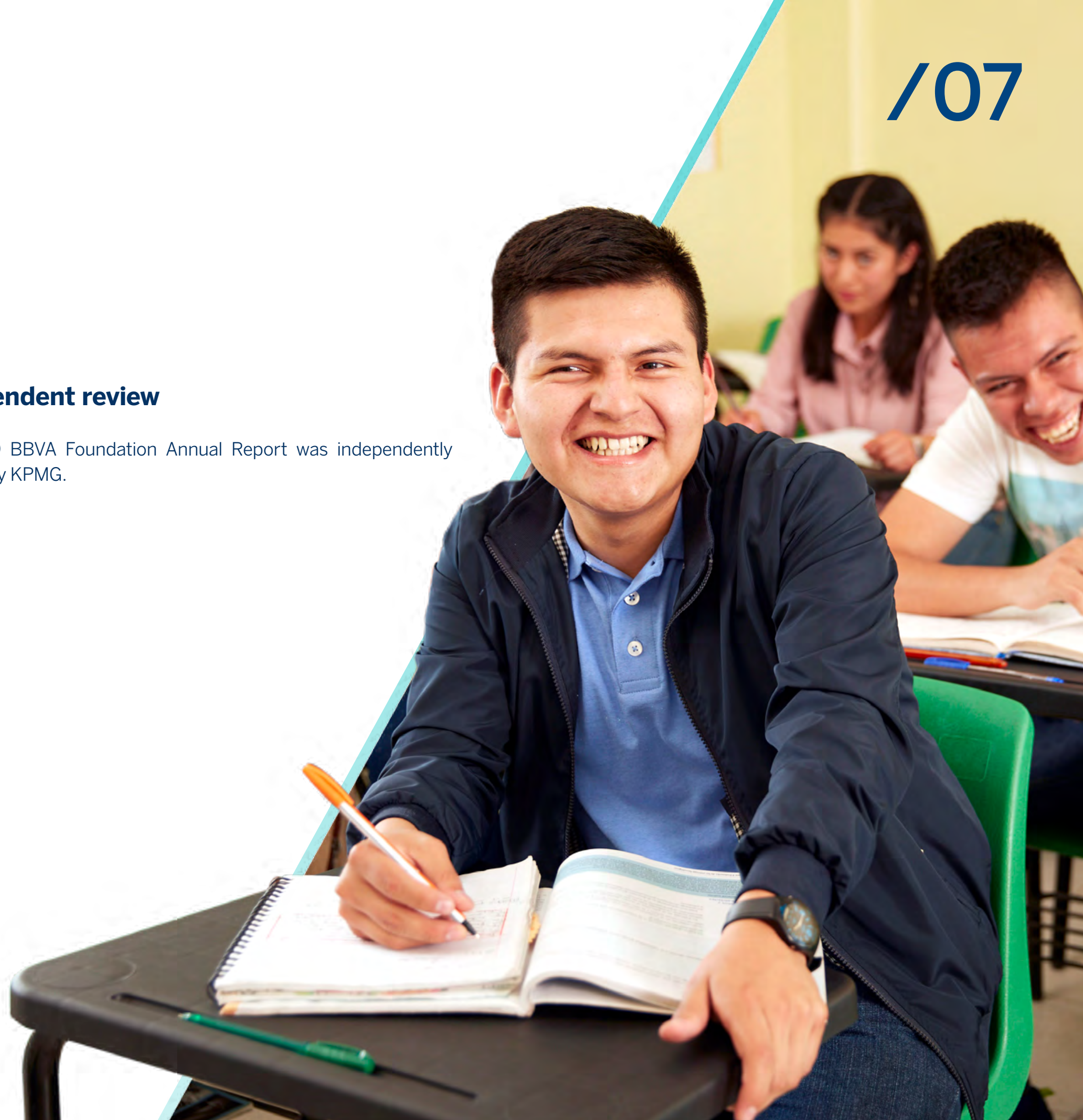
Quality principles

Our 2019 Annual Report follows these quality principles, in accordance with the provisions of the GRI sustainability reporting guidelines:

-  Accuracy
-  Balance
-  Quality
-  Comparability
-  Reliability
-  Timeliness

Independent review

The 2019 BBVA Foundation Annual Report was independently audited by KPMG.



Stakeholders and materiality

GRI: 102-40, 102-42, 102-43, 102-44, 102-47 and NGO5

In 2019 we decided to update our **2018 materiality study**.

Materiality

It was essential for us to understand the BBVA Foundation's sustainability strategy and model before we could enhance it. Therefore, in 2019 we decided to update our 2018 materiality study, the results of which allowed us to refine our strategy in this area.

This study was performed by an independent expert who helped us identify our sustainability risks and opportunities.













Find out more details about our materiality assessments.



This year we approached three of our stakeholder groups, using one-to-one interviews to identify the most relevant topics.

We draw on 129 mentors, 28 employees and 24 partners in the BBVA Foundation whose vision and comments helped us reinforce our materiality.

















Top 10 relevant issues

| BBVA 2019 RELEVANT ISSUES | | GRI STANDARD CONTENT |
|---|--|--------------------------------|
|  | Impact on local communities | GRI 413 |
|  | Strategic allocation of resources | GRI 201 |
|  | Institutional partnerships | GRI 102-13 |
|  | Monitoring and evaluation of programs | NGO1 and NGO3 |
|  | Communication and transparency | GRI 201 GRI 203 |
|  | Sources of income | NGO8 |
|  | Innovation | NA |
|  | Ethical fundraising and accountability | Management Approach GRI NGO |
|  | Digitalization | NA |
|  | Corporate governance | GRI 102-18 to 102-24 |





Our stakeholders

| | STAKEHOLDER | | DIALOG CHANNEL | AREAS RESPONSIBLE |
|---|----------------------------|---|---|--|
|  | Management |  | Presentations by the Board , Annual Report | BBVA Foundation |
|  | Beneficiaries |  | Email, Bank's social media, the BBVA Foundation website, guidelines in digital media, mass means of communication, public cultural activities and TVs at branches | Cultural promotion, External Communication, Marketing |
|  | Partners |  | Progress reports Email Face-to-face and telephone interviews | Cultural promotion, External Communication, Marketing |
|  | Employees |  | Para Mi, Somos BBVA, Totems, TVs in canteens, TV in kitchens, video wall, TVs in branches (employees' working hours), BBVA media center | Cultural promotion, Internal and External Communication, Talent & Culture, Marketing |
|  | Suppliers |  | Email | Cultural promotion, the BBVA Foundation Finance and Administration, Purchasing |
|  | Regulators and authorities |  | Email , drive Official websites Public services offices | BBVA Foundation Administration and Finance |
|  | Donors |  | Website Press Social media Email Telephone Materiality survey Annual report | BBVA Foundation Strategic Alliances and Procurement |
|  | Society |  | The Bank's social media , the BBVA Foundation website , guidelines in digital media , mass communications media , public activities | Cultural promotion, External Communication and Marketing |

Frequency

 Daily  Weekly  Regular

Generating Value

GRI content: 102-2, 102-5, 102-6, 102-7, 102-16 and 102-45

**We supported over
69,000 direct
beneficiaries in 2019**



2019 achievements

/12

The impact of our work in 2019 is a constant effort that generates tangible and measurable results. **This makes us proud to report our main achievements.**



BBVA Foundation

+ 69 thousand
direct beneficiaries

+ 542 thousand
indirect beneficiaries

+ 1,100 million
pesos collected

+ 60
strategic partners



Scholarship program

35,467
scholarship recipients

2,326
mentors

97%
Net Promoter Score

+ 313 thousand
scholarships since 2002



School reconstruction*

25 schools
rebuilt

16,125
students benefited

+ 350 million
pesos invested

43,538
indirect beneficiaries

* The school reconstruction program was completed in the first few months of 2020, so this report includes global year-end figures including schools delivered in 2018, 2019 and 2020.



2019 achievements



Cultural promotion

111 artists
supported

+ 312 thousand
attendees

+ 15 million
pesos invested

3 "Paralelismos Plásticos"
exhibitions



One Team volunteering

2,346
volunteers

14,076 hours
of volunteer work

6,838 direct
beneficiaries

16,411
indirect beneficiaries



Second-level donations

13
organizations
supported

+ 7 thousand
direct beneficiaries

+ 29 thousand
indirect beneficiaries

+ 20 million
pesos invested



Vision and mission



Mission

To raise and channel funds to support social, educational and cultural outreach programs that offer people opportunities for sustainable growth, helping create a more equitable and fairer society in Mexico.



Vision

To be the leading organization in corporate social responsibility through educational and cultural programs that foster the full development of society.



Goals

- To offer opportunities to communities with limited resources, enabling them to improve the quality of life of their members through education and fostering their personal and family development.
- To promote the formal education of Mexico's children and young people, particularly those with talent who are facing socioeconomic barriers but striving for academic excellence.
- To promote environmental education to preserve the environment.
- To foster creative and cultural outreach in Mexico by promoting and performing artistic and cultural activities.
- To foster cultural and artistic activities in Mexico by promoting creative development.
- To support families affected by natural disasters.
- To foster corporate volunteering.
- To design a fundraising strategy that guarantees the continuity of the BBVA Foundation's programs.

To be the leading
organization in
corporate social
responsibility.

Global Compact and Sustainable Development Goals

The BBVA Foundation is part of the Global Compact. This United Nations initiative promotes compliance with Ten Principles relating to human and employment rights, the environment and the fight against corruption in an organization's strategy, to promote the achievement of sustainable development goals (SDGs).

Membership of the Compact is voluntary. Entities that subscribe to it undertake to defend and spread its Principles, reporting their progress in implementing them in their activities. This aims to achieve a sustainable and inclusive global economy.

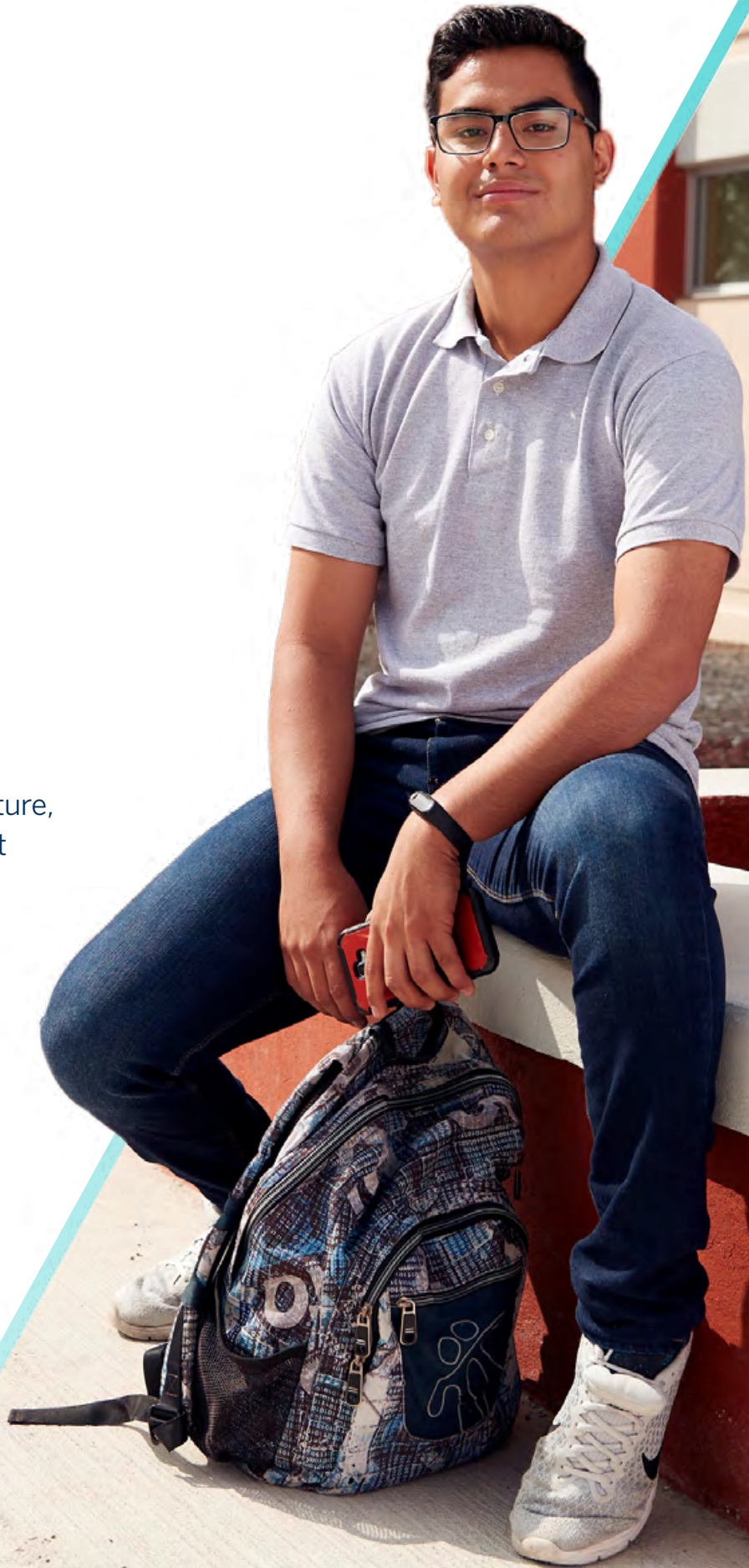
We have also identified our contribution to achieving the Sustainable Development Goals to help the Bank and Mexican society meet these goals and their objectives.

The following programs are particularly important for the SDGs:

The BBVA Foundation is part of the Global Compact.

BBVA Foundation

We support the respect and promotion of human rights and peace and stability in Mexico, through our work culture, structure, partnerships with other organizations and initiatives to benefit Mexican society.



We foster creative
and cultural
outreach in Mexico
by promoting
and performing
artistic and cultural
activities.

Education

The overall objective of our Scholarship Program is to promote the right to education, through financial and educational support to strengthen the educational permanence and continuity of talented children and young people who are socially vulnerable.



Cultural promotion

Through grants to artists, partnerships with various institutions and integration of innovation programs in this area that seek to promote and foster culture in Mexico.



Support in the event of natural disasters

Support for people and communities affected by natural disasters, delivering safer and better-equipped schools, with investment that will last over the years, thus maximizing the returns for each campus.

Supplies for families in communities that have suffered natural disasters, supporting the rapid return to normal family life.



The success of our programs

*GRI: 102-2, 102-4, 102-6, 103-1, 103-2, 103-3, 203-1, 203-2, 413-1, NGO1,
NGO3, NGO4, Innovation and Digitalization*

The sum
of all
our efforts



BBVA Scholarship Program for Chavos que Inspiran (Inspiring kids)

SDGs to which we contribute:



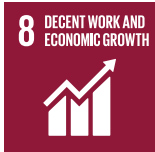
End poverty in all its forms everywhere.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Achieve gender equality and empower all women and girls.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Reduce inequality within and among countries.

"I saw a video of **Anahuac University** and I said, 'I'd like that.' I never imagined I would be going to study at a university like this a year later."

Itzel

We are promoting academic excellence and social mobility

while fostering the creation of a community of agents for change committed to Mexico and its community.

At BBVA Foundation Mexico we are convinced that young people are the key to the development of the country and social well-being. This is why we promote education by supporting talented young people with social and economic issues so that they can develop all of their talent and can continue their high school, pre-university and university studies through our BBVA Scholarship program for Chavos que inspiran (Inspiring kids). This means we are promoting academic excellence and social mobility while fostering the creation of a community of agents for change committed to Mexico and its community.

Our program offers a comprehensive support scheme through our Path to Success, which provides our scholarship beneficiaries with comprehensive support through extracurricular activities, mentoring, university partnerships, development of professional skills and employment opportunities, to enhance their training and development. Students can access Our Path to Success and financial support based on their performance and school level, as follows:



Seeing the development and training of our scholarship beneficiaries inspires us to continue working to grow and continuously improve the program.



University

- Monthly \$3,500 to \$4,500 financial scholarship (12 months per year).
- Mentoring by trained BBVA Group mentors.
- Extracurricular training courses.
- Insurance for larger medical expenses.
- Online English courses.



Pre-university

- Monthly \$2,000 to \$3,000 financial scholarship (10 months per year).
- Support from the BBVA Foundation network.
- Extracurricular training courses.
- Links with the best universities in the country through our university partnership program.



High school

- Monthly \$1,000 financial scholarship (10 months per year).
- Support from the BBVA Foundation network.
- Extracurricular training courses.

Invitation to apply

Every year we invite students who are finishing their primary education and about to enter the first year of high school.

The Foundation's great tools and team have enabled us to innovate in the process of inviting and selecting talented young people.

In 2019 we enhanced our way of selecting applicants to sharpen our focus on young people with limited resources but excellent talent profiles.

We understand that digitization is a growing trend worldwide. This year, backed by a larger BBVA budget and with the support of Tecnológico de Monterrey, we developed our scholarship program by enhancing the digitization of the application process. This draws on technological tools that took over two years to develop, enabling us to streamline and systematize the selection of talented young people from all over the country.

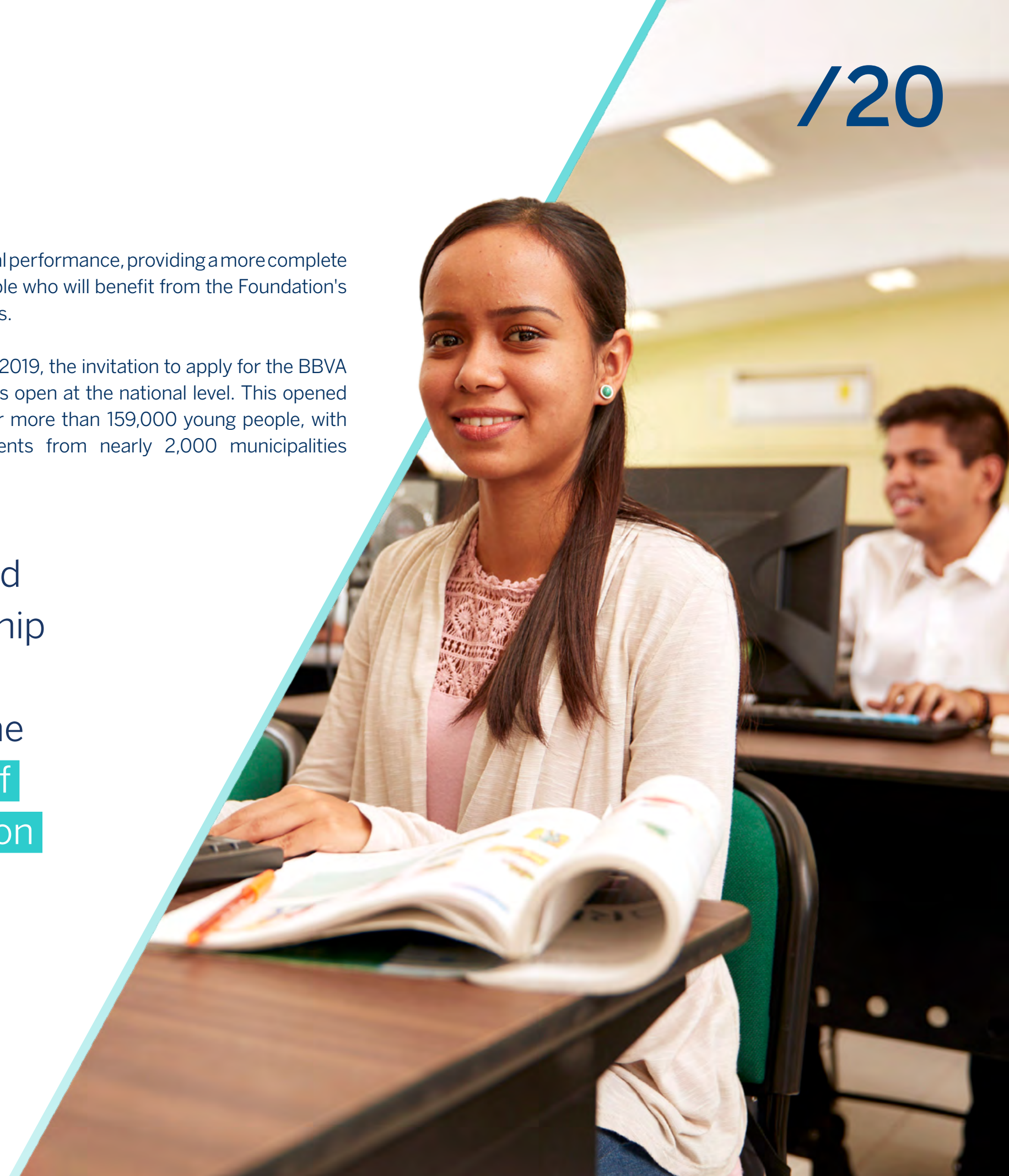
We assessed our young applicants in two areas. The first involved appraising their social and economic situation, through basic information about their home life to identify their social and economic vulnerability profile in terms of income and social deficiencies. In this case, the benchmark we use is the multidimensional poverty measurement methodology for Mexico developed by the National Evaluation of Social Development Policy Council, the public body responsible for measuring poverty in the country.

The second component focused on measuring the talent profile of the applicants. In previous years, young people were selected through their grades, needing a minimum grade-point average of 8 on leaving primary education. This year, the young applicants took five talent tests. These tests measured their verbal abilities, mathematical thinking, psychological capital, commitment to

schooling and educational performance, providing a more complete profile of the young people who will benefit from the Foundation's scholarships for ten years.

We are proud that, from 2019, the invitation to apply for the BBVA Foundation scholarship is open at the national level. This opened up new opportunities for more than 159,000 young people, with applications from students from nearly 2,000 municipalities across the country.

We developed
our scholarship
program by
enhancing the
digitization of
the application
process.



Our results

Our results motivate us to continue working for the growth of Mexico and the training of our young people. The 2019-2020 scholarship program is supporting 35,467 young students in high school, pre-university and university education, 21% more than last year and reaching more than 1,000 municipalities in the country.

In terms of employment, a survey of the first 19 scholarship beneficiaries to graduate from university found that 92% of those who got their first job are working in an official company, with responsibilities and rewards commensurate with their profession. In this first job, the young people are, on average, receiving 11,000 pesos per month. This is 53% higher than the income of the households they come from, and 76% higher than young people of the same age. This is making them grow and giving them the foundations to create a positive impact on their community and the country.

The 2019-2020
scholarship program
is supporting **35,467**
young students in high
school, pre-university
and university
education.

Mentoring

During the year, our mentoring focused on supporting young university students, as it has been found that there is higher risk of students dropping out during their first year at college, while in their fourth year the issue is the transition to the world of work.

Our goal with this program is to foster continuity of education by supporting young people to complete their studies and develop skills for the world of work, so they have the tools needed to handle the public and social challenges they face and have a positive impact on the country's growth. This is why we added 2,326 of our employees to share their experience and knowledge with our university scholarship beneficiaries in 2019.

Mentors receive online training in providing focused, high quality mentoring tailored to the objectives and scope of the program, through a course developed with the Directorate General of Talent and Culture.

TOWARDS 2020

The BBVA Foundation is continuously striving to improve our BBVA Scholarship program for Chavos que inspiran (Inspiring kids) and increase its reach to promote education. Our goal for 2020 is to add to 6,000 new high school scholarship beneficiaries, 1,000 of whom will be the winners of the Children's Knowledge Olympiad, awarding 40,000 BBVA scholarship to high school, pre-university and university students for the 2019-2020 academic year.

We are also focusing on keeping our university scholarship program growing. Last year we only had 1700 university scholarship beneficiaries, but this year the number increased to 4273 university scholarships. Our aim is to be supporting 25,000 university students by 2023.

Support in the event of natural disasters

Reconstruction of affected state schools in the six states that suffered the greatest impact: CDMX, Chiapas, State of Mexico, Morelos, Oaxaca and Puebla.



SCHOOL RECONSTRUCTION

BBVA Foundation is one of the leading institutions in promoting quality education for thousands of children and young people in Mexico. In response to the September 2017 earthquakes, the Foundation has devoted physical and economic resources to the reconstruction and rehabilitation of affected schools.

The project aimed to allocate physical and economic resources for the rehabilitation or reconstruction of affected state schools in the six states that suffered the greatest impact: CDMX, Chiapas, State of Mexico, Morelos, Oaxaca and Puebla.

OUR RESULTS

Significant results of our efforts in the project in 2018, 2019 and 2020:

1. Beneficiaries:


16,125
students



43,538
indirect beneficiaries


880
staff in schools*

* Teachers and administrative staff.

2. Infrastructure results:


47,843 m²
built and
refurbished


25
campuses/schools
(infrastructure)


38
shifts
("schools")


397
classrooms





3. Partnerships developed:



We doubled the seed capital (180 million pesos):
358 million pesos (donations + interest as of August 22)



181
 directors participated in the project



12
 foundations and organizations

4. Description:



Regional reach:
six states

Mexico City, State of Mexico, Puebla, Morelos, Oaxaca and Chiapas



Educational levels:

kindergarten (2), primary (18), secondary (4) and university prep + normal (1)

Food parcels

The objective of our humanitarian food-aid program is to support people in emergency situations during natural disasters and in extraordinary or hazardous situations.

In coordination with the National Defense Secretariat (SEDENA) and the Televisa Foundation, food parcels are available to respond rapidly to emergencies, such as the declaration of a DNIII-category national emergency.

The collaboration with the Televisa Foundation aims to hold a stock of food parcels to guarantee provision of the basic items a family needs. The support from SEDENA involves storage, distribution and delivery logistics, when required.

In 2019, 1,300 food parcels were stored, of which 540 were delivered to SEDENA employees.

BBVA Foundation also has food parcels that can be given to employees in emergency situations during natural disasters. Delivering this aid involves several areas: BBVA Foundation, Business Continuity, Talent and Culture, Corporate Security and DAR.

The objective of our humanitarian food-aid program is to support people in emergency situations during natural disasters and in extraordinary or hazardous situations.





One Team volunteering

The goal of corporate volunteering is to provide an opportunity for employees to contribute their time and energy to socially-useful work, focusing on education. This increases their sense of belonging and puts our values into practice.

Our volunteering activities focus on BBVA Foundation's main objective: education. In 2019, activities took place in public schools rebuilt after the 2017 earthquakes to improve the quality of the spaces used by students and teachers in their day-to-day activities.

Volunteering is to provide an opportunity for employees to contribute their time and energy to socially-useful work, focusing on education.

2,346 employees,
contributing
more than 14,000
volunteer hours,
slightly more than
three times higher
than in 2018.

Nine corporate
volunteering
days were held
in 2019.

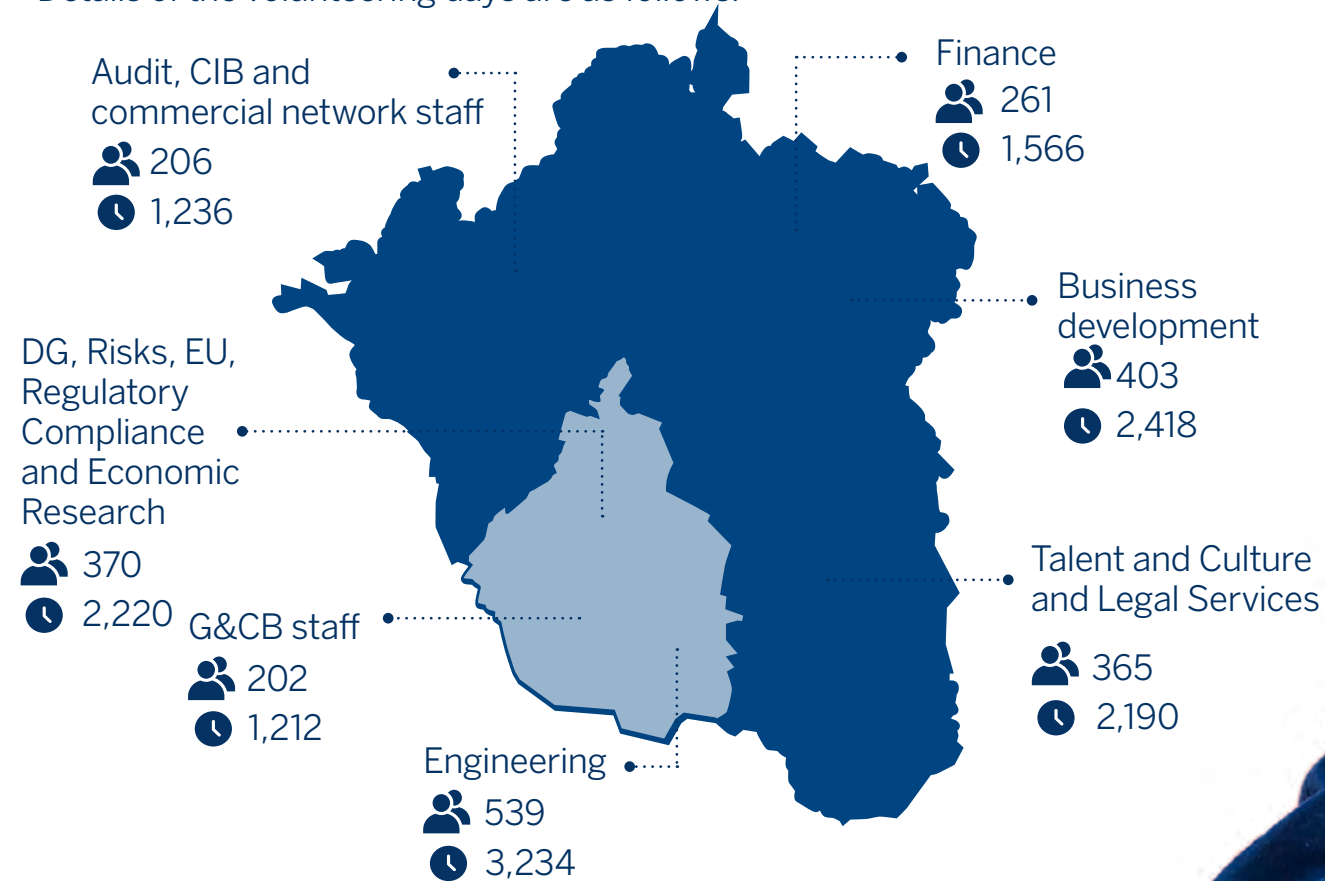
 Volunteers
 Volunteer hours

OUR RESULTS

Nine corporate volunteering days were held in 2019. Employees from all of BBVA Mexico's general divisions were involved, under the One Team volunteering slogan. These volunteering days involved 2,346 employees, contributing more than 14,000 volunteer hours, slightly more than three times higher than in 2018.

As a result of these volunteering days, the school community now has pleasanter and better conditioned spaces that promote creativity and healthy coexistence. Our volunteer community generates feelings of teamwork, solidarity and giving-back to society.

Details of the volunteering days are as follows:



Note. The beneficiary schools of the One Team volunteering days in 2019 were: Ricardo García Zamudio, Albino Corzo, Leonismo Internacional, Guadalupe Mayol and September 30 in Mexico City; and Homer, Estic 56, Sor Juana, and Normal 4 in the State of Mexico.



This year, we invested more than 16 million pesos, **27% more than in 2018.**

Cultural promotion

Cultural expressions reflect the multiculturalism that is our hallmark. They are the products of human creation passed on from one generation to the next. We have always considered our involvement to be essential for creating a legacy that generates identity and pride.

Our Cultural Outreach area is responsible for protecting, recognizing and promoting cultural heritage, and fostering outstanding domestic and international talent in any field of the arts.

This year, we invested more than 16 million pesos, 27% more than in 2018.

We support a range of initiatives across the cultural spectrum - from the plastic and visual to digital arts. Our aim is to have an impact on the largest number of talented artists possible in the country's main centers. This would be impossible without the help of our strategic partners, who help boost our actions to benefit artists.

Our cultural outreach programs focus on three areas:



National public invitations to apply for cultural support

- Bi project



Training programs:

- BBVA - MACG (Carrillo Gil art gallery) program
- BBVA - CCD (Center for Digital Culture) Immersion Laboratory
- "Hazlo en Cortometraje" (Do it in a short film)



Artistic and editorial heritage

- BBVA Mexico art collection
- Editorial fund



Bi project*

This program aims to stand out as an exchange and collaboration platform supporting the production and promotion of outstanding art and cultural initiatives with a proven track record in Mexico. The program has a unique management model for our country, through 360-degree connection and promotional work that fosters interconnection among beneficiaries to share their experiences. The beneficiary initiatives include a series of activities for BBVA employees, such as guided tours of museums, workshops, talks, theater events and concerts.

The program began in 2017 to provide personal support for beneficiaries and impact more far-reaching initiatives, awarding amounts of half a million and one million pesos.

In 2019, 12 initiatives were supported through a network of 39 partners and 43 projects with a presence across the country. In the three years so far, we have brought culture closer to 641,913 people.

The second round had 520 applicants and 237,794 indirect beneficiaries; these projects are now completed.

Every year, at the close of the application period, a selection committee comprising three invited specialists and two members of the BBVA Foundation selects between 10 and 20 outstanding initiatives, on the Bi project's online platform. The initiatives selected are published on the BBVA Foundation's website.

In 2019, 12 initiatives were supported through a network of 39 partners and 43 projects with a presence across the country. In the three years so far, we have brought culture closer to 641,913 people.



BBVA - MACG (Carrillo Gil art gallery) program*

The BBVA-MACG Program is an interdisciplinary initiative supporting the development, production and exhibition of projects by young artists.

This training program aims to open up areas of reflection and critique in the arts, and to encourage the professional development of new generations of artists, through discussion with peers and specialists in a range of areas.

The program also seeks to stimulate dialogue and exchanges between artists and social agents, with particular interests in the way that this interaction materializes in artistic works capable of triggering new interaction with the public.

The training scholarship includes seminars, workshops, gatherings, specialty courses, curatorial consulting, residencies and study trips. These activities enhance the creation and completion of projects through inter-institutional administration, technical advice, acquisition of equipment and materials, labeling of the work and its display and exhibition at the Carrillo Gil art gallery, with publication of a catalog.

Applications are invited digitally at the national level, every two years. Following a review by a specialist jury, up to 40 artists are pre-selected for interviews at the Carrillo Gil art gallery.

Our strategic partner in this program is the National Institute of Fine Arts and Literature, through the Carrillo Gil art gallery, which shares the BBVA Foundation's vocation of promoting young artists in Mexico. This partnership has been in place for 12 years, with:

- 6 biennial rounds
- 60 scholarships for artists
- 8 curators
- 27 jurors (visual artists, curators, art critics and academics)
- 94 specialists and advisors in events and seminars

From the second edition of the program, in 2011, the exhibitions have moved around venues within Mexico. The exhibition travels around cities in the country, accompanied by parallel activities led by specialists and the participating artists.

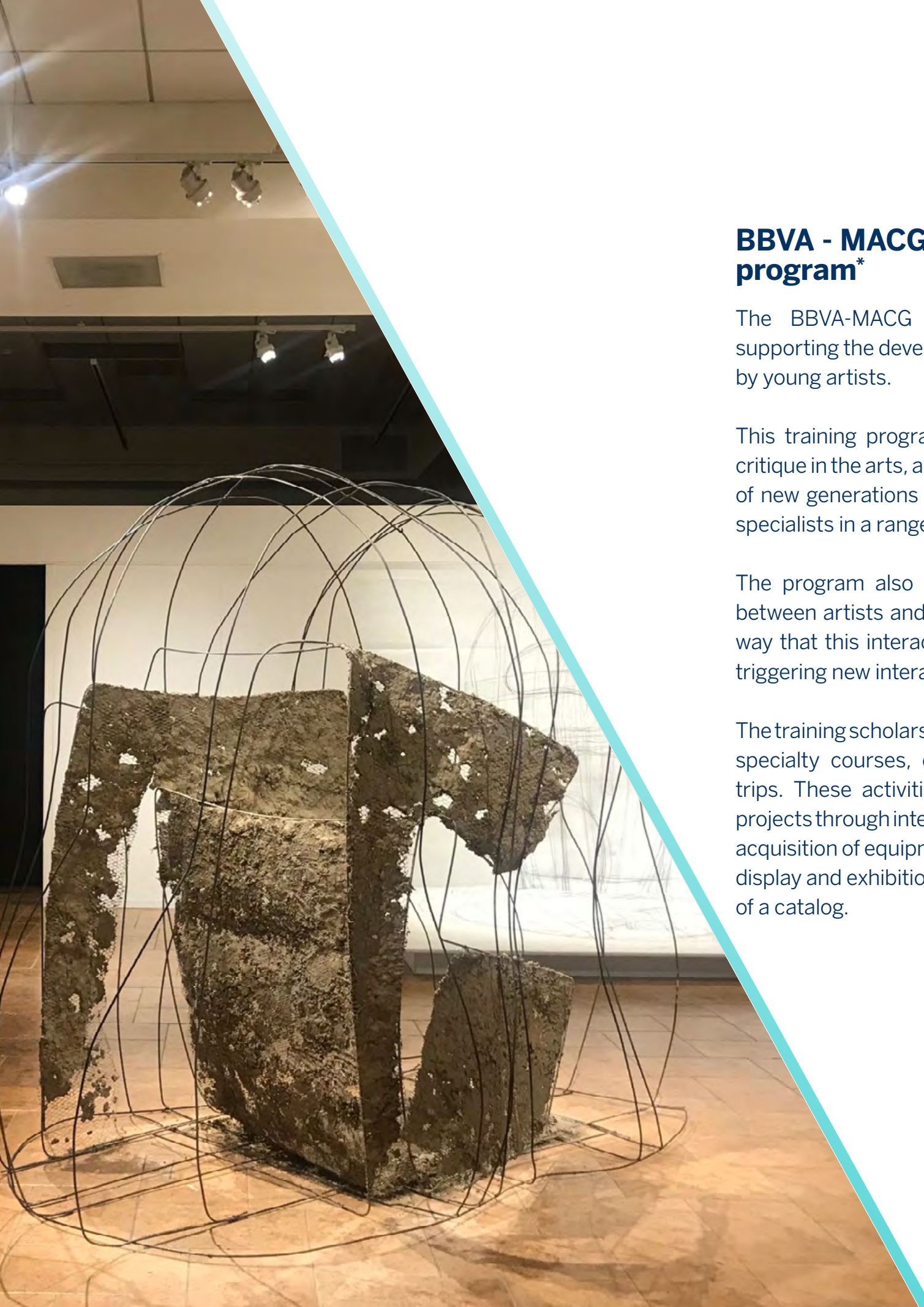
In 2019, the second tour of "Modos de ver (Ways to See)" was presented at the Museum of the Desert, in the city of Saltillo, Coahuila.

"MODOS DE VER (WAYS TO SEE)" (5TH EDITION) Museum of the Desert

- 5,764 visitors
- 3 workshops by the selected artists



* <https://www.fundacionbbva.mx/programabbva-macg/>



Participation of 6,955 young people, with 2,529 registrations and 676 short films from 22 countries.

"Hazlo en Cortometraje" (Do it in a short film)*

"Hazlo en Cortometraje" (Do it in a short film) is a platform dedicated to promoting and shaping creation through cinema. We held the 12th edition in 2019, with our partner, Fundación Cinépolis.

An international invitation was issued to recognize the talent of young filmmakers presenting work that responds to the social challenges of our time.

Since its launch in 2008, "Hazlo en Cortometraje" (Do it in a short film) has received 2,814 short films, with the participation of 13,482 young people expressing their vision, proposals and concerns through film productions. The objective is to provide a space for potential filmmakers and raise awareness among the new generations of the importance of communicating topical issues.

The annual invitation for the twelfth edition of "Hazlo en Cortometraje" (Do it in a short film) was issued digitally to an

international audience. The application period ran from May through September 2019, with the participation of 6,955 young people, with 2,529 registrations and 676 short films from 22 countries. Following a review by a specialist jury consisting of the filmmakers Emilio Portes, Jos Eduardo Giordano and Jorge Malpica, six short films were selected at a meeting on October 1, 2019.

These six short films were selected as they reflected the objectives of "Hazlo en Cortometraje" (Do it in a short film), under the following criteria:

- Originality
- Topics that address the challenges of our time
- Technical proficiency
- Aesthetic value
- Cinematographic language





BBVA Immersion Laboratory - CCD*

This residency program aiming to develop immersive technologies (augmented, virtual and mixed reality) is unique in Mexico. Each year, four guest artists work with four expert mentors in new technologies. The results are presented at the Immersive Festival, with international guests, at the end of each edition. A strategy was initiated in 2018 to promote the work through national tours, visiting Guadalajara, Monterrey and Tlaxcala.

This program has a direct impact on the 360-degree activities of our strategic ally the Center for Digital Culture, which is dedicated to closing the digital divide in Mexico. The CCD is dedicated to production, training, communication and reflection on the new cultural, social and economic manifestations arising from the day-to-day use of digital technology.

The program featured eight projects in two editions. It was launched in December 2017 with the objective of forming part of the BBVA Group's 2017 digital innovation strategy. It also seeks to address the important areas of opportunity opened up by new technologies in the 4.0 era.

In the first year, 3,417 people attended the program's activities. This more than doubled in the second year, to 6,735, confirming the positioning and success of this venture.

Currently two beneficiaries of the BBVA-CCD Immersion Laboratory program have been invited to participate in international festivals: Anni Garza Lau was invited to the 15th Athens Digital Arts Festival (ADAF) with her work "Lo Humano Después (The human after)"; and Adrian Regnier was invited to the Tous Ecrans Festival in Geneva with his work "Terrestrial".

Malitzin Cortés's work HYPER_D was also invited to take part in the 2019 BBVA Tower PET Reduction Campaign.

This residency program aiming to develop immersive technologies (augmented, virtual and mixed reality) is unique in Mexico. Each year, four guest artists work with four expert mentors in new technologies.



* <https://www.fundacionbbva.mx/laboratorio-de-inmersion-bbva-ccd/>

In 2019, we held book launches for Reforma (Reform) and Territorios (Territories) in the BBVA Tower Auditorium.

Publications

We have been bringing the talent of professionals from the publishing, academic, artistic and cultural worlds of Mexico and abroad together for three decades. We do this through a network of alliances and collaborations with the most important publishers in Mexico.

All of the materials are available to buy on the BBVA Foundation's website and in 84 EDUCAL bookstores throughout the country. The funds raised by the sales are used for the BBVA Foundation Mexico's programs.

In 2019, we held book launches for Reforma (Reform) and Territorios (Territories) in the BBVA Tower Auditorium.



This artistic heritage consists
371 works by 167 artists.

Other cultural programs

- BBVA art collection
- Exhibitions
- Open Innovation space, talks and workshops
- Activities with employees

BBVA ART COLLECTION

This aims to disseminate and share BBVA's artistic heritage with a range of audiences through exhibitions and training activities in Mexico. This artistic heritage consists of 371 works by 167 artists.

Conservation activities include the exhibition of artworks in corporate headquarters and a conservation project for all of the works from 2018 to 2020. The exhibition "Paralelismos Plásticos en Mexico" has also been displayed since 2011. Four decades of the BBVA Mexico collection. Comprising 60 pieces by 52 artists under the curatorship of Estela Duarte and Susana Herrera, it offers a rich panorama of the development of art in Mexico, from the perspective of some of the creative forces of the twentieth century, such as Manuel Felguérez, Joy Laville, Francisco Toledo, Pedro Coronel, José Luis Cuevas and Helen Escobedo.

This exhibition has
attracted more than
125,000 visitors in 15 tours.

EXHIBITIONS

In 2019, three touring exhibitions ended, with 24,127 visitors, distributed as follows:

7,869

Francisco Cossío Museum in San Luis Potosí
Nov 29, 2018 - March 31, 2019

8,498

Former church of San Agustín in Zacatecas
April 12, 2019 to June 7, 2019

7,760

Diego Rivera art gallery in Xalapa, Veracruz
August 15, 2019 to November 17, 2019

BBVA employees and their families benefited from 43 cultural activities.

OPEN INNOVATION SPACE MEXICO

In 2018, our Cultural promotion area launched a cultural dissemination strategy in collaboration with Open Innovation Space Mexico, on floor 33 of the BBVA Tower. Several meetings were held to create a community and exchange experiences among beneficiaries, partners, employees and the public.

This disruptive, cross-cutting approach launched its first literary hackathon, in partnership with the Universidad Nacional Autónoma de México (UNAM) as part of the New Creativity meeting on artificial intelligence, during the "ALEPH" art and science festival. Twenty young programmers took part in collaborative software development to create a story using digital tools, working non-stop for 48 hours, with 30 attendees.

Our initiatives have brought 5,370 BBVA families closer to art this year.

ACTIVITIES WITH EMPLOYEES

Our initiatives have brought 5,370 BBVA families closer to art this year.

BBVA employees and their families benefited from 43 cultural activities, some held in Mexico's leading museums and others in the company's own facilities.

These included two jazz master classes led by Eugenio Elías, artistic director of the NY Jazz All Stars Cycle, a Bi project beneficiary, including a concert in the BBVA Tower Auditorium accompanied by the pianist Alex Mercado and his trio.

Since 2018, our Cultural Promotion area has been pursuing a cultural dissemination strategy in collaboration with BBVA Open Space Mexico, on floor 33 of the BBVA Tower. In 2019, we offered BBVA employees and their families a range of new experiences, with experts in the cultural sector, as part of our monthly "Meet the artists in Mexico" program. This was in addition to a meeting of the artists from the sixth edition of the BBVA-MACG Program and three meetings of Bi project beneficiaries.

We held 15 guided tours of exhibitions, 3 exhibition openings, 7 concerts, 3 workshops, 7 talks, 2 master classes, 2 cultural walks and 4 theater events.



Monitoring all our programs and feedback from beneficiaries, improving our programs every day and setting ourselves apart from other foundations.

Strengthening and management of programs

Enhancing the training and capabilities of our Chavos que inspiran (Inspiring kids) encourages us to improve our offer for our beneficiaries by adapting to international trends in all our impact programs.

This involves constantly monitoring all our programs and feedback from beneficiaries, improving our programs every day and setting ourselves apart from other foundations.

Feedback and complaint mechanisms for the programs

GRI: NGO2

The feedback and complaint mechanism for our programs is a dynamic process involving our employees and our beneficiaries.

This process seeks to identify areas for improvement and opportunities for our programs to achieve greater impact in the community.

In addition to our feedback and complaints email address, every program has a functional email for ongoing communication with all stakeholders. These are:

|  PROGRAM |  EMAIL |
|---|---|
| Chavos que inspiran (Inspiring kids) scholarships | becasfundacionbbva.mx@bbva.com |
| Mentoring program | mentores.mx@bbva.com |
| Cultural promotion | fomentocultural.mx@bbva.com |
| General Foundation | fundacion.bbvabancomer@bbva.com |



Monitoring and assessment

GRI: 103-1, 103-2, 103-3, NGO1 and NGO3

EXPERIENCIA ÚNICA (UNIQUE EXPERIENCE)

In 2019, our Unique Experience model continued its mission of fostering a vision focused on our beneficiaries, through the BBVA Foundation's principles.

This model allows us to develop a management model for approving processes, creating tools and reinforcing project monitoring.


The benefits generated by this model since its implementation in 2018 are reflected inside and outside our Foundation:

- Improved internal management.
- Standardized service for beneficiaries and tutors.
- Standardized service for mentors.
- We determine beneficiaries' satisfaction through recommendation indices.

In 2019, we certified the Unique Experience Model for our state supervisors and community promoters, through the Unique Experience Directorate General. This resulted in 100% of our employees obtaining silver certification, the highest possible as this was the first formal assessment of the operating model. This result commits us to continue working to achieve gold certification for 2020, continuing to provide the best possible care for our scholarship beneficiaries throughout the country.

In 2019, we certified the Unique Experience Model for our state supervisors and community promoters, through the Unique Experience Directorate General. This resulted in 100% of our employees obtaining silver certification.





We scored an NPS of 97.2% with participation of 34%, showing that our scholarship beneficiaries' have a very good experience with our scholarship program.

NPS

BBVA uses the Net Promoter Score (NPS) to measure the satisfaction of our customers with the services they receive. We adapt this methodology for our scholarship program to assess the satisfaction of our scholarship beneficiaries with the BBVA Foundation. In December 2019, more than 15,159 of our scholarship beneficiaries were asked to rate their experience of the scholarship program, on a scale from 1 to 10, through the Unique Experience Directorate General.

We scored an NPS of 97.2% with participation of 34%, showing that our scholarship beneficiaries' have a very good experience with our scholarship program.

We obtained the results of two evaluations showing the positive effects of our scholarship program in 2019.

IMPACT ASSESSMENTS

A key part of our scholarship program involves measuring the results and effects for the young people we support, through impact assessments by external institutions. We obtained the results of two evaluations showing the positive effects of our scholarship program in 2019.

Comparing our scholarship beneficiaries with very similar young people who were **not on our program**, using rigorous statistical analysis, the first of these showed that:

- Scholarship beneficiaries who have a scholarship throughout high school are 10% more likely to complete their baccalaureate.
- The longer they have a high school scholarship, the higher their chances of completing the baccalaureate.
- Scholarship beneficiaries who have a scholarship throughout high school are more likely to have the best results, in communication, language and in math.

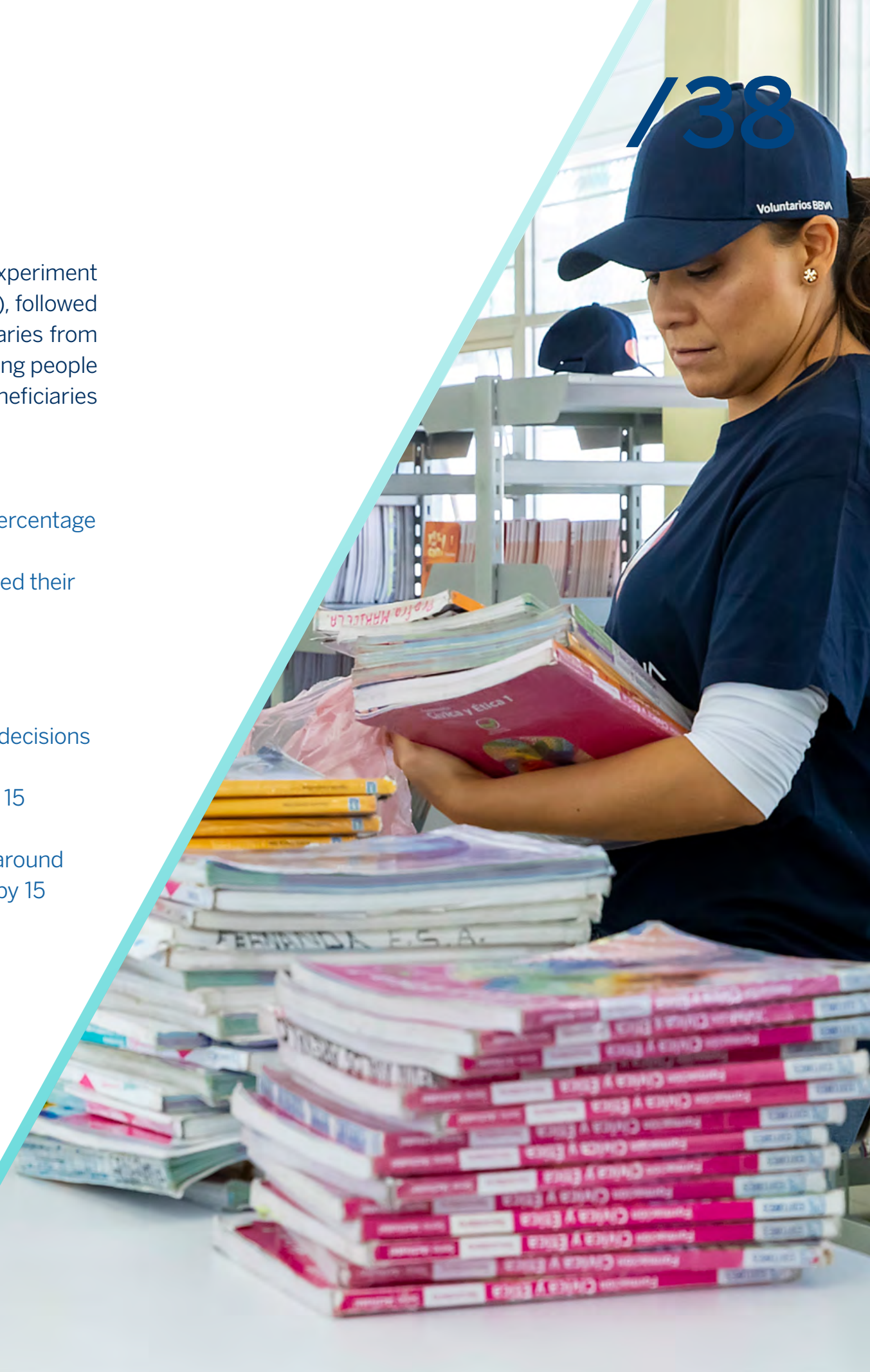
The second evaluation, based on a randomized control experiment (the most rigorous methodology for measuring impacts), followed our high school and pre-university scholarship beneficiaries from 2016 to 2019. This showed that, compared to similar young people who were not part of our program, our scholarship beneficiaries achieved the following results:

In education:

- Our high school scholarship beneficiaries had a 4 percentage point higher school completion rate.
- Our pre-university scholarship beneficiaries improved their university entrance rate by 7 percentage points.

In socio-economic terms:

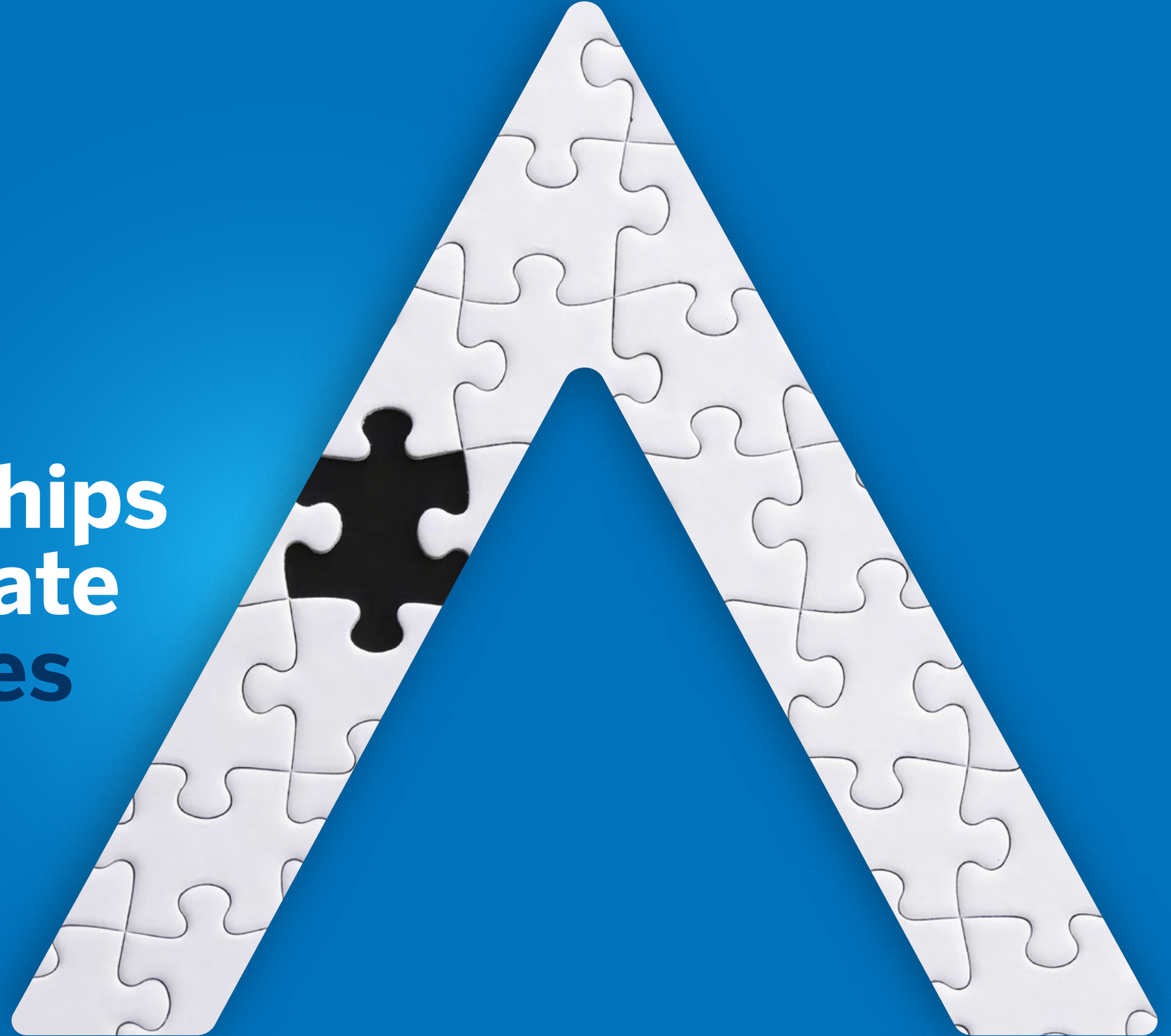
- Our high school scholarship beneficiaries:
 - Improved their attitude to savings and financial decisions by 23 percentage points.
 - Improved their perception of gender equality by 15 percentage points.
 - Improved their attitudes and behavior to those around them and their commitment to the community by 15 percentage points.
- Our pre-university scholarship beneficiaries:
 - Improved their financial autonomy in emotional and functional terms by 8.5 percentage points.
 - Improved their educational expectations by 8 percentage points.
 - Improved their social-emotional skills by 7.8 percentage points.
 - Changed their perception of the social benefits of migration by 10 percentage points.



Partnerships that generate value

GRI: 103-1, 103-2, 103-3, 102-6, 102-12, 102-13 and NGO6

**Partnerships
to create
opportunities**



SDGs to which we contribute:



Revitalizing the world alliance
for sustainable development

Working as a team with strategic partners enables us to enhance our social programs, aligning our organization's knowledge and experience with external best practices to increase our impact and become a source of innovation for the social sector.

We create strategic alliances for the preparation and implementation of comprehensive processes designed to achieve our program objectives.

We currently have four types of strategic partners who help us promote projects at the national level. These partners are:

- a) Cultural outreach partners:** museums, theaters, art galleries and exhibition spaces focused on promoting culture as a means of social change, supporting inclusion, diversity and national and international talent.
- b) Scholarship program partners:** schools, universities and other institutions that drive our programs to ensure academic excellence and increase their coverage.

"I've always
wanted to create
a better world
and education is
the best way to
do that."

Leonardo

- c) Partners in the second-level donation program:** we generate synergies with institutions dedicated and committed to formal education in Mexico, to multiply their impacts, contribute to Mexico progress and improve quality of life.
- d) School reconstruction project partners:** those who worked with us to get the schools in the program up and running in 2019.



Our results

In 2019 we built and continued strong partnerships with public and private institutions to promote the impact of our programs. We worked with the following partners:

Cultural outreach partners

- 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 Nacional de Bellas Artes (INBA)
- Nacional Monte de Piedad
- Carrillo Gil art gallery
- New Art Lab
- Department of Public Education
- Department of Public Education of Puebla
- National Defense Department
- The Mancera Trust



Scholarship program partners

- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
- Instituto Tecnológico Autónomo de México (ITAM)
- Universidad Iberoamericana (IBERO)
- Escuela Libre de Derecho
- Universidad Panamericana
- Instituto Tecnológico y de Estudios Superiores de Occidente
- Universidad Nacional Autónoma de México
- Universidad Autónoma de Baja California
- Instituto Politécnico Nacional
- Universidad de Sonora
- Benemérita Universidad Autónoma de Puebla (BUAP)
- Universidad Autónoma de Nuevo León
- Colegio de México
- Universidad Autónoma Metropolitana
- Universidad Veracruzana
- Universidad Agraria Autónoma Antonio Narro
- Universidad Autónoma del Estado de México
- Universidad Autónoma Chapingo



We create partnerships to contribute to Mexico's progress and improve quality of life.

Second-level donation program partners

- Instituto SEPYA, A.C.
- Fundación Colmex (Fondo Patrimonial en Beneficio del Colegio de México, A.C.)
- Fundación Universidad Veracruzana
- Fundación Cedros, A.C.
- Superación, Excelencia, Resultados (Ser), A.C.
- Fundación Quiera
- Valle Bibb Fundación, A.C.
- La Alegría de los niños, I.A.P.
- Fundación Televisa / Bécalos
- Apac, IAPC association for people with cerebral palsy
- Impulso Universitario
- Fundación Becar, I.A.P.
- SEDENA volunteers



School reconstruction project partners

We would like to thank the following partners for helping us get the schools in our school reconstruction program up and running in 2019:

- Accenture
- Asociación Nacional de Concesionarios del Grupo Volkswagen, A.C.
- Celler del Can Roca
- Combugas
- Regional board members
- Employees and customers of Velas Resorts
- Fomento Social Banamex
- Fundación Kaluz
- Fundación Monte de Piedad
- Fundación Palace
- Fundación Telefónica
- Fundación Televisa
- Fundación Vidal Rodríguez Gtz. y Sucesores, A.C.
- Gasolineras la Gas
- Gentera
- Holcim
- BBVA MX League
- Monte de Piedad
- UNICEF

AUTHORITIES:

- INIFED (and its regional offices)
- SEP
- Mexico City Federal Educational Authority
- State education secretariats

Our
Foundation

**We support and foster
projects with high
social impact**



SDGs to which we contribute



Achieve gender equality and empower all women and girls.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Promote fair, peaceful and inclusive societies.

"Education is the best thing that's ever happened to me."

Felipe de Jesús

At BBVA Foundation we manage our human talent so that our employees are satisfied with their functions and professional development, capitalizing on their experience and knowledge to generate value in other areas of the organization and achieve success in our programs. Our main objective is for our employees to be committed, capable and happy, with the highest ethical standards.

Our Foundation has a robust structure, formed by the Board of Trustees and employees, supported by our processes and procedures, ensuring monitoring of the progress of our programs and resources under ethical and transparency principles.



Corporate governance

GRI: 102-18, 102-19, 102-20, 102-21, 102-22, 102-23, 102-24, 102-25, 102-26, 102-29, 102-31, 102-32

Commitment to corporate governance and transparency is a key element in the BBVA Foundation. We therefore regularly review our corporate governance system, keeping it up-to-date and incorporating generally recognized, international recommendations and best practices.

Our corporate governance system promotes integrity, ethical functioning, and sound management and decision-making with a focus on sustainability.

OUR GOVERNANCE SYSTEM APPROACH:



Suitable composition and structuring of governing bodies.



Clear distribution of duties.



Solid decision-making process and a robust communication model.



System for monitoring, overseeing and controlling management.

Commitment to corporate governance and transparency is a key element in the BBVA Foundation.



Governance structure

The General Assembly is the most senior body of the BBVA Foundation and is composed of its members. According to the bylaws, the General Assembly may accept new members by majority vote.

The BBVA Foundation is run through a Board of Trustees, with 19 trustees, of whom 11 are internal, 5 are independent and 3 are non-member civil servants. They guarantee and promote proper decision-making to safeguard the interests of the BBVA Foundation so that the latter may achieve the objectives of supporting education and culture in Mexico.

The BBVA Foundation
is run through a
Board of Trustees.

Contributing
to the gender
diversity pursued
by the BBVA
Foundation, 16%
of the members
of our Board
of Trustees are
female.

COMPOSITION OF THE BOARD OF TRUSTEES Board of Trustees of Fundación BBVA Bancomer, A.C.

Jaime Serra Puche
GROUP EXECUTIVE CHAIRMAN

Luis Ignacio de la Luz Dávalos
MEMBER

Hugo Daniel Nájera Alva
MEMBER

Carlos Serrano Herrera
MEMBER

Jorge José Terrazas Madariaga
MEMBER

Mauricio Pallares Coello
MEMBER

María Eugenia Ramírez España
MEMBER

Miguel Székely Pardo
MEMBER

Eduardo Osuna Osuna
GROUP EXECUTIVE CHAIRMAN

Oscar Enrique Coppel Tirado
MEMBER

Gabriel Alejandro Ramírez Landa
MEMBER

Pablo Alberto Martín Almaraz
MEMBER

Guillermo Estrada Attolini
MEMBER

Martha Smith
MEMBER

Alicia Lebrija Hirschfeld
MEMBER

Claudio Xavier González Guajardo
MEMBER

NON-MEMBER EMPLOYEES

Don Eugenio Bernal Caso
SECRETARY

Don Jorge Tapia Del Barrio
AUDITOR

Don José Arturo Sedas Valencia
DEPUTY SECRETARY



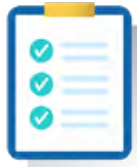
Board member profiles

All of the members of the BBVA Foundation's Board of Trustees are professionals with extensive knowledge and experience in the sector, being best placed to steer the Foundation towards our objectives.

The members of our Board of Trustees are constantly being trained, enabling decision-making to benefit the Foundation's structure, in line with global trends.

[See the profile of the members of our Board of Trustees](#)

The General Assembly appoints the members of the Board of Trustees. According to the bylaws, positions as members of the Board of Trustees will always be honorary, free and personal.



Specific committee

The Foundation has a specific committee to address requests for second-level donations, which approves, monitors and applies our resources.

This committee evaluates all requests for donations under the BBVA Foundation's donations and partnerships regulations.

Our specific committee conducts due diligence on the beneficiaries and ensures that the Foundation's partnerships and second-level donations involve serious institutions and generate a social impact on educational issues, and that the funds donated are used for the planned purposes.

All of the members of the BBVA Foundation's Board of Trustees are professionals with extensive knowledge and experience in the sector, **being best placed to steer the Foundation towards our objectives.**



Conflicts of interest

The Board of Trustees has approved the BBVA Foundation's adherence to BBVA's Code of Conduct, which seeks to regulate any conflicts of interest.



Dynamics of the Board of Trustees

Our Board of Trustees met regularly in 2019, with four sessions during the year.

These meetings assess the performance of the Foundation, its fundraising and allocation of funding, and progress with its programs.



Consultation process with stakeholders and governing bodies

The participation and involvement of stakeholders in the programs is of vital importance; as such, the areas can communicate with our stakeholders through various channels. Significant issues can be reported to the Board.



Channels for communication with stakeholders



Analysis and collection of results



Presentation and accountability to the Board of Trustees

BBVA Foundation structure

| DISCIPLINES | | | | | FRONT | |
|---------------------|-----------------------------|---|--------------------------------|---|-------------------------------------|-----------------------|
| Education programs | Assessment and Intelligence | Cultural promotion | Administration and finance | Corporate Responsibility and Reputation | Strategic alliances and procurement | Foundation network |
| Loyalty | | Cultural programs | Financial administration | Investment in the community | Procurement and campaigns | Regional coordination |
| Training | | Artistic heritage and exhibition programs | Administrative coordination | Stakeholder relations | Donations | State supervisor |
| Program management | | Publishing and institutional ties | Budget and supplier management | | | Community promoter |
| Platform management | | | | | | |

- ▲ Discipline
- ▲ Process
- ▲ Front

BBVA Foundation has adopted the Agile methodology to enhance the Unique Experience for its beneficiaries, respond to new challenges and maintain the leadership that sets it apart.

BBVA Foundation has adopted the Agile methodology to enhance the Unique Experience for its beneficiaries, respond to new challenges and maintain the leadership that sets it apart. This methodology allows teams to work and organize themselves by identifying milestones on the path to achieving their objectives. Not only does this allow us to develop new and high quality ideas and services tailored to the needs of our beneficiaries, whose priorities are changing ever-more rapidly, but it has also been adopted across all areas of the Foundation, making us more agile and results-oriented in our daily activities.

Faced with these changes within the Foundation, the operating discipline has been separated out and a specific area has been created to coordinate the Foundation's strategy. These changes have resulted in the Foundation setting up its Unique Experience Directorate General.

At the end of 2019, our workforce had **243** employees, of whom 75% were women, with 83% of the team being between 25 and 45 years of age.

Our employees

GRI: 102-7, 102-8

Our talent is the main strength of our Foundation. We therefore carry out actions to improve working conditions and the working climate by aligning objectives through communication by senior management and employee recognition.

In order to have a well prepared and committed team of employees, we design development and training programs that provide training options to improve the key management skills we have defined as essential for our organizational performance.

We provide employment opportunities regardless of nationality, gender, religion, race, economic status or sexual orientation.



Workforce

GRI: 401-1 and 405-1

At the end of 2019, our workforce had 243 employees, of whom 75% were women, with 83% of the team being between 25 and 45 years of age.*

EMPLOYEE PROFILE

WORKFORCE BY GENDER

|  | |  | |
|---|-----|---|--------|
| 2017 | | TOTAL 2017 | 2017 |
| 75% | 158 | 211 | 53 25% |
| 2018 | | TOTAL 2018 | 2018 |
| 71% | 175 | 247 | 72 29% |
| 2019 | | TOTAL 2019 | 2019 |
| 75% | 182 | 243 | 61 25% |

WORKFORCE BY AGE

| < 25 | | 25-45 | | > 45 | | |
|------|-----|-------|-----|------|----|------------|
| 2017 | | | | | | TOTAL 2017 |
| 22 | 10% | 185 | 88% | 4 | 2% | 211 |
| 2018 | | | | | | TOTAL 2018 |
| 30 | 12% | 211 | 85% | 6 | 3% | 247 |
| 2019 | | | | | | TOTAL 2019 |
| 33 | 14% | 202 | 83% | 8 | 3% | 243 |



* Employee annexes.





Training

GRI: 404-1, 404-2

Training plays a key role in the success of our tasks and projects, as it is how our employees acquire the knowledge, tools, skills and attitudes to interact with our beneficiaries and offer them the best possible service.

In a constantly-changing environment, continuous learning is an opportunity to stay in touch with our environment, and develop and innovate the Foundation's processes.

We are proud that all of our employees received some form of training in 2019.

Our employee training aims to generate a culture of continuous, strategic and personalized learning for everyone. The BBVA Foundation has classroom and online courses that help us train leaders to generate a unique experience among our stakeholders.

Our employee training
aims to generate a
culture of continuous,
strategic and
personalized learning
for everyone.

TRAINING HOURS

| TRAINING | 2018 | 2019 |
|----------------------------|-----------------|---------------|
| Face-to-face training | 541.00 | 1,851 |
| eCampus training | 7,356.28 | 9,076 |
| Total | 7,897.28 | 10,927 |
| Total eCampus courses | 10,703 | 3,788 |
| Average hours per employee | 33 | 45 |

HOURS OF TRAINING BY CATEGORY

| CATEGORY | 2019 |
|-------------|-------|
| Culture | 2,607 |
| Digital | 1,382 |
| Engineering | 663 |
| Finance | 19 |
| Languages | 15 |
| Legal | 2,945 |
| Risks | 9 |
| Trading | 359 |
| Skills | 2,944 |

TRAINING IN DIFFERENT SUBJECTS



Values

 250
 2,591

Human rights

 175
 204

Anti-money
laundering
(AML)

 208
 2,293

Information
security

 128
 130.03

 Employees who have received training

 Training hours



Donations

In 2019, we raised a total of **MXP 1,111 million.**

Fundraising

103-1, 103-2, 103-3, NGO8, NGO10, 102-7, 201-4 and 417-1

It is essential that we develop a fundraising strategy to help us identify our needs, choose the best strategy and plan.

Our activities for procuring funds are the mainstay of the Foundation's development. Our strategy is developed from the planning stage to ensure the continuity of our programs.

In 2019, BBVA doubled its donation to the Foundation, to expand our horizons and reach places and populations that were previously impossible.

| DONORS | FUNDS RAISED 2019 (MILLIONS OF PESOS) |
|---------------------------------|--|
| Funds donated by the Bank | 540 |
| Funds raised from other sources | 571 |
| Total funds | 1,111 |

The funds raised in 2019 were 18.6% higher than in 2018.

This demonstrates the Foundation's commitment to Mexico and the trust of our donors in us.

COMMUNICATION AND TRANSPARENCY WITH OUR DONORS

Our fundraising campaigns apply strict clear and transparent communication with all donors, in line with the principles of transparent, clear and responsible (TCR) communication followed by the Bank and in compliance with our donations policy. During the donation process, the donor chooses the amount and we share the privacy notice, the frequency of the donations and the steps to obtain the tax-deductible receipt.

ACCOUNTABILITY

We have a range of channels for our donors to ensure adequate accountability and transparency: a welcome and thank-you message when they donate, the annual report and ad hoc letters from beneficiaries.

For all the contributions, regardless of the amount, we issue a receipt of donation, to ensure transparency and accountability vis-à-vis our donors.



Any doubts or clarification on donations and receipts:
donativos.fundacion@bbva.com

In 2019, BBVA
**doubled its donation
to the Foundation.**



We allocated
\$858 million pesos
to our lines of action.

Process for allocating resources

GRI content: 103-1, 103-2, 103-3 201-1 and NGO7

Under the Fundraising and Administration Division, we monitor the process of allocating resources. Our financial statements are audited every year by an independent expert. Internally, we have strict controls in place and the results are presented and reviewed regularly by the BBVA Foundation Board.

In 2019, we allocated \$858 million pesos to our lines of action, through the involvement of our employees, investors, partners, customers and other donors.

| LINE OF ACTION | MILLIONS OF MEXICAN PESOS |
|--------------------|---------------------------|
| Cultural promotion | 15 |
| Other foundations | 34 |
| Donations in kind | 162 |
| Scholarships | 554 |
| Expenses* | 93 |
| Total | 858 |

* Includes: non-deductible operating and administration expenses, and bank fees and commissions.

SECOND-LEVEL DONATIONS

We make second-level donations to various authorized organizations as part of our support for bodies that generate positive impacts and with which we generate synergies through involvement in formal education.

We follow the rules governing donations by the BBVA Foundation in this process. Our aim is to provide prompt attention to requests for donations and analyze the applicant's situation and background. A range of processes is involved in their approval, such as prior reviews, accountability reports and validation by committees.

The recipient organizations in 2019 were:

- Instituto SEPYA, A.C.
- Fundación Colmex (Fondo Patrimonial en Beneficio del Colegio de México, A.C.)
- Fundación Universidad Veracruzana
- Fundación Cedros, A.C.
- Superación, Excelencia, Resultados (Ser), A.C.
- Fundación Quiera
- Valle Bibb Fundación, A.C.
- La Alegría de los niños, I.A.P.
- Fundación Televisa / Bécalos
- Apac, IAPC association for people with cerebral palsy
- Impulso Universitario
- Fundación Becar, I.A.P.
- SEDENA volunteers

Ethics

Ethics and integrity

GRI: 102-16, 102-17, 102-33 and NGO9

One of our goals is to help create a culture of workplace integrity. Acting ethically, we foster a culture of integrity that motivates employees to act ethically. This helps employees lead a full life and society to live better.

BBVA Foundation promotes activities that foster integrity, and applies ethical codes, rules and regulations in all its activities and programs.

Our business ethics and integrity program goes beyond compliance with national standards and regulations, fostering a culture of integrity within the organization.

We incorporate ethical behavior into our daily activities. This is a fundamental pillar for the proper functioning of our Foundation.

ETHICAL BEHAVIOR AND CODE OF CONDUCT

Approved by the Board of Directors in 2015, BBVA's Code of Conduct is a guide for behavior to uphold the highest standards of honesty and integrity. It establishes strict standards of ethical behavior for all employees, as a way of understanding and performing their duties.

Our Code of Conduct is based on four key ethical pillars:

1. Respect for personal dignity and rights
2. Respect for personal equality and diversity
3. Strict compliance with legal requirements
4. Professional objectivity

ETHICAL FUNDRAISING

DMA SSNGO

Fundraising activities help ensure the financial independence of our organization and continuity in support of our programs.

Anti-money laundering (AML) is one of the priority actions in our commitment to programs and systems relating to managing our reputation and regulatory compliance.

We comply with the federal law for the prevention and identification of transactions with funds of illegal origin, following complementary rules to do so. The AML area must enforce the aforementioned legislation and the internal processes established to ensure that donations do not come from illicit sources.

Depending on the value of the donation in measurement and update units (UMA)¹, this control consists of establishing appropriate measures to guarantee the integrity of the donation, such as identifying the type of donor and the specific documentation needed.

WHISTLEBLOWING CHANNELS

Our whistleblowing channels are a vital part of our compliance system. This is structured through various channels, which, together, create an effective means of reporting any breaches of the Code of Conduct that employees, beneficiaries, suppliers or co-workers may notice in their duties.

Channels



Email:

canaldenuncia.mexico.mx@bbva.com



Telephone:

(55) 5621-4188 or 800-001-0011



Global email:

canaldenuncia@bbva.com




Global telephone number:

(34) 9153 77222

Our whistleblowing channels are a vital part of **our compliance system.**

¹ The measurement and update unit (UMA) is the economic reference in pesos for determining the payment amount of the obligations and assumptions provided for in federal law, regulations of federal entities and the legal provisions deriving from these <https://www.inegi.org.mx/temas/uma/>

A young man with short dark hair, wearing an orange zip-up jacket over a white t-shirt and dark pants, is sitting on a grassy lawn. He is smiling at the camera. A closed orange laptop is on the grass in front of him. The background shows a modern building and trees under a clear sky.

We are committed
to combating
corruption in all its
forms, complying with
prevailing legislation in
all our areas of action.

Anti-corruption

GRI: 205-1, 205-2, 205-3

We are committed to combating corruption in all its forms, complying with prevailing legislation in all our areas of action.

Our Anti-Corruption Policy details the commitments and principles that should guide our action. We also actively promote compliance with the BBVA Group Code of Conduct, which all employees must understand. This Code contains a section on guidelines related to fraud and transparency.

We have mechanisms in place to prevent, detect and investigate corruption.

When analyzing potential corruption, we investigate and report at the appropriate levels for suitable disciplinary measures and the actions needed to correct internal control problems.

ANTI-CORRUPTION PROGRAM

We have a committee, regulations and processes to regulate second-level donations, mitigating risks related to corruption. All employees have received the Anti-corruption Policy, in accordance with the #Hazlocorrecto (#Dotherightthing) institutional campaign.

Suppliers and responsible purchasing

GRI: 102-9

We comply with BBVA's policies and its approval process for suppliers, through which we seek greater transparency and standardization.

BBVA Foundation employees

FOUNDATION HEAD

- Ize Ludlow, Sofía

ADMINISTRATION AND FINANCE

- Vázquez Nava, Paola Karina
- Avendano Quiroz, Luis Erik
- Guzmán Cervantes, Brenda
- Vicencio Guzmán, Ricardo

STRATEGIC ALLIANCES AND PROCUREMENT

- Arias Chavira, Alejandra Maleba
- Calderón Vilchis, Ricardo
- Miguel Catalán, Fernanda

ASSESSMENT AND INTELLIGENCE

- Bonilla Yarzabal, Luis Fabián

CULTURAL PROMOTION

- Velázquez Robinson, Gabriela
- Cervantes Ramírez Samperio, Paola
- Guardado García, Margarita María
- Ortiz Aparicio, María Estela

RESPONSIBLE BUSINESS

- Acosta Pedregal, Irma Beatriz
- Bribiesca Tenorio, José Francisco
- California Plascencia, Ana Laura

EDUCATIONAL PROGRAMS

- Coulomb Herrasti, Daniel René Raymond
- Flores Ángeles, Daniel
- González Herrera, Grecia Paulina
- Lara Moctezuma, Jannel
- Sánchez Eguiza, Gabriela
- Villaseca Godínez, Edgar

FOUNDATION NETWORK

- Pérez Martínez De Pinillos, Roberto
- Aceves Navarro, Janett
- Aguilar Lee, Gilberto
- Alatorre Orozco, Lorena
- Alcaraz Gutiérrez, Ana Daniela
- Alexandre Avilés, Miriam Angelica
- Alejandro Jiménez, Miguel Alberto
- Amezcua Mejía, Beatriz Adriana
- Anaya Gomez, Felipe De Jesus
- Anaya Luna, Miriam Saraí
- Apodaca Con, Dulce Jazmín America
- Avila Reynoso, Jesus
- Ayala Ramos, Elsa
- Badillo Arenas, Veronica Denisse
- Bahena Vázquez, Jessica Mabel
- Bandilla Espinoza, Elia Patricia
- Barrera García, Jessica Magali
- Barriga Martínez, Miguel Ángel
- Bautista López, María Soledad
- Benítez Cardoso, Michell Guadalupe
- Betancourt Gallegos, María Esther
- Bornios Cruz, Estephanie Brigitte
- Brígido Anzures, Karla
- Cabrera López, Sarahí
- Calderón Duran, Beatriz
- Calderón Martínez, Kenia Elizabeth

- Campista Vargas, Adriana
- Candia Martínez, María Del Rocio
- Carrazco Flores, Maricela
- Carrera Serrano, Jorge Antonio
- Casas Rodríguez, Maricruz
- Castaneda Quezada, Elizabeth
- Castillo Bautista, Jonathan
- Castillo Felipe, Bertha
- Cervantes Quevedo, Rosa Ileana
- Chavez Avilés, Diana
- Chavez Gorzo, Yolanda
- Chavez Onchi, Luis
- Chavez Vázquez, Paola
- Corral Corral, Alejandro
- Correa Correa, Alejandro
- Cruz Diaz, Juan
- Cruz Jiménez, María Teresa
- Darío Carbajal, Dulce Jazmín
- Daza Garcés, Isabel
- De Luna Flores, Félix Rodrigo
- Dimas Gonzalez, Idania
- Duran Chavez, Samantha
- Espinoza Vélez, Viridiana Yazmín
- Estrada Ruvalcaba, Ana Bertha
- Fajardo Ubaldo, Norma Patricia
- Fernandez Gutiérrez, Jesus Samuel
- Flores Carpanta, Diego
- Flores Jasso, Lizbeth
- Flores Magaña, Karen Adlyn
- Flores Pérez, Alejandro
- Frías Gonzalez, Pedro Leopoldo
- Galván García, Mario
- Gámez Galván, Nallely Carmina
- Gamino Carrillo, María Guadalupe
- García Alba, Veronica

- García Choy, Juan Pablo
 - García Cruz, Alondra Yissel
 - García Gonzalez, Cruz Marlen
 - García Huitrón, María Guadalupe
 - García Jaramillo, Gabriela
 - García Lembo, Sandra Marisol
 - García Palacios, Yazmín Alejandra
 - García Puente, Felipe Moisés
 - García Suarez, Mayolo
 - Godínez Donjuan, Cristina
 - Gomez Herrera, Luis Arturo
 - González Nava, Virginia
 - González Valdes, Rebeca
 - González Zúñiga, Cristina
 - Guerra Cuellar, Marisela
 - Guillen López, Guadalupe
 - Gutiérrez García, Ana Gabriela
 - Gutiérrez Leon, Karina
 - Guzman Izaguirre, Karla Yaneth
 - Hernández Andrade, Lucero Yazmín
 - Hernández Escobar, Mayra Guadalupe
 - Hernández Gonzalez, Lourdes Elizabeth
 - Hernández Gonzalez, Ruth Elizabeth
 - Hernández José, Daisy Lizeth
 - Hernández Lozano, Ariadna Maday
 - Hernández Ramírez, Rosa Nelly
 - Hernández Reveles, Ana Ma Del Carmen
 - Hernández Sanchez, Ana María
 - Hortelano Perú, Leonides Guadalupe
- Íñiguez Gregorio, Karla Yesenia
 - Jacquez Chavarría, Nancy Alejandra
 - Jara Herrera, Karina Marisol
 - Jiménez Barajas, María Guadalupe
 - Jiménez Cortes, Marta
 - Jiménez López, Rosina
 - Jiménez Vázquez, Jeannette Monserrat
 - Juárez Acoltzi, Cynthia Michelle
 - Juárez Sanchez, Jesus Eduardo
 - Lecou Murcia, Carol Selene
 - Lemus Cervantes, Laura Citlali
 - Leon Ochoa, Ana Karen
 - López Favela, Ursus Manuel Alejandro
 - López Guerra, Damaris Saraí
 - López Guevara, Luz María
 - López Ordaz, Cesar Adalid
 - López Orozco, Juan Manuel
 - López RÁngel, Jazmín
 - López Zamudio, José Luis
 - Madrigal Navarro, Yarely
 - Magallón Zaragoza, Laura Sarahí
 - Maldonado Muñoz, Miriam
 - Marken Iturralde, Jaime Francisco
 - Martínez Acosta, Karen Marisol
 - Martínez Cruz, Susana
 - Martínez García, Ismael
 - Martínez Gonzalez, Miguel Ivan
 - Martínez Landeros, María Guadalupe
 - Martínez Romero, Camilo Francisco
- Martínez Zamora, Cecilia Judith
 - Mata Ambriz, Sandra Guadalupe
 - Mauro Luna, Erika
 - Mayer Medrano, María Justina
 - Mayorga Mora, Marco Geovanny
 - Mejía Gonzalez, Sonia Iveth
 - Mendoza García, Victor Jesus
 - Mendoza Mendoza, Lilia Alejandrina
 - Miguel Beltran, Susana
 - Mijangos Hernández, Yedith
 - Molina Vázquez, Juan José
 - Montes De Oca Barrientos, María Fernanda
 - Morales Martínez, Azucena
 - Muñoz Mendiola, Blanca Esthela
 - Muñoz Rivera, Mauricio
 - Nava Gonzalez, Luis Alberto
 - Nava Zepeda, Lizbeth
 - Navarro Sanchez, Irlanda Danahe
 - Núñez Zarate, Rey David
 - Olague Orizaga, Ruth Mireya
 - Olguín Petrearce, Flor Beatriz
 - Oliva Valadez, Cristina Anahi
 - Olvera Vázquez, Dulce María
 - Ortega Heredia, Alberto Isaac
 - Ortiz Torres, María Fernanda
 - Páez Muñoz, María Concepción
 - Perales Alvarado, Perla Virginia
 - Peralta Gomez, Anayeli
 - Pérez Cruz, Alejandra

- Pérez De Leon, Linda Sagrario
- Pérez Luna, Juana
- Pérez Martínez, Hugo Enrique
- Pérez Moreno, Adriana Jocelín
- Pérez Puga, Marissa
- Pérez Vaca, Christian Giovanni
- Pineda Boyso, Diana Eloisa
- Prado Moreno, María De Lourdes
- Puebla Jassen, Monserrat
- Ramírez Avila, Hortensia
- Ramírez García, Gladis
- Ramírez Loza, Griselda
- Ramírez Martínez, Dania
- Ramírez Plaza, Itzel Adriana
- Ramírez Suarez, Diana Lucero
- Reyes Venancio, Luis Jairo
- Rincón Vergara, María Guadalupe
- Rodríguez Cortes, Jessica Lizeth
- Rodríguez Delgado, Carla Paola
- Rodríguez Franco, Anabel
- Rodríguez Ramírez, José De Jesus
- Rodríguez Vidrio, María Isabel
- Rojas Ramírez, Luis Gilberto
- Roldán Zamora, Viridiana
- Romero García, Elizabeth
- Romero Vanegas, Dulce Alejandra
- Romero Vargas, Patricia
- Rubio Mendivil, Carmen Idania
- Ruiz Mota, Nancy

- Ruiz Rodríguez, Evelyn Mayte
- Ruiz Zamudio, María Claudia
- Salazar Andrade, Brenda Monserrat
- Salcedo Mendez, Francisco Bernabé
- Salinas Jiménez, Jesus Mauricio
- Salmerón García, Manuel
- Salvador Magaña, José Rogelio
- Sanchez Altamirano, Sandra Luz
- Sanchez Ayuso, Liliana
- Sanchez Contreras, Jorge Erick
- Sanchez Jiménez, Adriana Guadalupe
- Sanchez Muros, Cinthia
- Sanchez Zambrano, Yazmín Margarita
- Sandoval Flores, Rita Lizbeth
- Sandoval Gonzalez, Carol Giselle
- Sandoval Soto, Manuela
- Santiago Razo, Yareni Montserrat
- Saucedo De Leon, Gladys Lucero
- Sedano Gonzalez, Fabiola
- Sillas López, Verania
- Silva Aguilar, María Del Carmen
- Solis García, Sergio Gerardo
- Torres Bañuelos, Roberto Daniel
- Torres De La Cruz, Sandra Patricia
- Torres Ramírez, Rebeca
- Torres Sanchez, Marta Patricia
- Tristán Gomez, Adriana Elizabeth
- Tristán Velazquez, Ricardo
- Trujillo De La Cruz, Dominga Gabriela

- Trujillo Verástica, Bianca Guadalupe
- Valencia Inclán, Nancy Esther
- Valenzuela Martínez, Karla Selina
- Vargas Chavez, Alma Cesilia
- Vargas Valadez, Veronica Araceli
- Vásquez Santos, Judith
- Vázquez Salgado, Ana Gabriela
- Vega Romero, Luz Fátima
- Velazquez García, Andrea
- Vidal Peralta, Dulce Laura
- Villanueva Ceja, Alex Saúl
- Villanueva Ruiz, Georgina
- Villegas Frías, Eloisa
- Zarate Garrido, Aided
- Zúñiga Franco, Adán De Jesus

Appendices

Transparency and accountability



Materiality

Over the years

First independent materiality study on BBVA. The following were consulted: authorities, NGOs, experts, donors, mentors (formerly known as godfathers and godmothers) and beneficiaries.



2014

We approached three stakeholders: scholarship holders, users and donors and identified ten material topics.



2016

We consulted five key stakeholders and identified eight material topics.



2018

We consulted seven key stakeholders through surveys and interviews, and as a result obtained six material topics.



2015

We consulted five key stakeholders and identified eight material topics.



2017

Methodology

The 2019 materiality assessment followed this methodology:

a)

Review of previous material topics and identification of stakeholders to consult.

b)

Analysis of internal studies carried out by the BBVA Foundation as well as reports by external consultants.

c)

Analysis of the reporting guide for NGOs by the Global Reporting Initiative (GRI).

d)

Review of material topics for the NGO sector.

e)

The following stakeholders took part in the 2019 materiality assessment through surveys and interviews:



• Employees



• Mentors



• Partners

f)

Validation and review of material topics identified for the 2019 Annual Report.

Board member profiles

BBVA FOUNDATION BOARD OF TRUSTEES

GRI: 102-27

/64

JAIME SERRA PUCHE

Age: 68

Length of service on the Board: 1 year

Current position:

- Founding partner and director of SAI Consultores, S.C.
- Member of the Boards of Directors of Fondo México, Tenaris, Vitro and Alpek

Education: PhD in Economics from Yale University

Luis Ignacio de la Luz Dávalos

Age: 48

Length of service on the Board: 2 years

Current position:

- Chief Financial Officer of Grupo Financiero BBVA

Education: MBA from Adolfo Ibañez School of Management

Oscar Enrique Coppel Tirado

Age: 58

Length of service on the Board: 7 years

Current position:

- Retired

Education: Degree in Accounting from the Universidad Autónoma de Guadalajara

Hugo Daniel Nájera Alva

Age: 55

Length of service on the Board: 3 years

Current position:

- General manager of Business Development at Grupo Financiero BBVA

Education: Degree in Administration from the Universidad Autónoma de México.

EDUARDO OSUNA OSUNA

Age: 50

Length of service on the Board: 9 years

Current position:

- CEO of Grupo Financiero BBVA

Education: MBA from IPADE

Gabriel Alejandro Ramírez Landa

Age: 53

Length of service on the Board: 1 year

Current position:

- General manager of Business Banking and Governance of Grupo Financiero BBVA

Education: Master's degrees in Finance, Senior Management and Positive Leadership. ITESM and TECMilenio

Carlos Serrano Herrera

Age: 49

Length of service on the Board: 3 years

Current position:

- Chief economist of Grupo Financiero BBVA

Education: PhD in Economics from the University of California, Berkeley

Pablo Alberto Martín Almaraz

Age: 47

Length of time on the Board: less than a year (two months)

Current position:

- General head of Talent and Culture of Grupo Financiero BBVA

Studies: MBA from the University of California, Berkeley

Jorge José Terrazas Madariaga

Age: 55

Length of service on the Board: 13 years

Current position:

- Head of Communication and Corporate Identity of Grupo Financiero BBVA

Education: Degree in Communication from the Universidad Iberoamericana

Guillermo Estrada Attolini

Age: 54

Length of service on the Board: 1 year

Current position:

- General manager of the Commercial Banking network of Grupo Financiero BBVA

Education: Degree in Administrative Computer Systems from the ITESM

Mauricio Pallares Coello

Age: 49

Length of service on the Board: 4 years

Current position:

- Head of Corporate Marketing of Grupo Financiero BBVA.

Education: Degree in Financial Management from the ITESM

Martha Smith

Age: 67

Length of service on the Board: 14 years

Current position:

- Member of the Board of Directors and Audit Committee. Citibanamex

Education: BA – Cum Laude, Wheaton College, Norton, Massachusetts.

Post-graduate degrees in Finance from Bentley College.

María Eugenia Ramírez España

Age: 71

Length of service on the Board: 27 years

Ample experience in the social sector.

She joined with the volunteer centers program, heading the national initiatives and helping the most vulnerable population

Alicia Lebrija Hirschfeld

Age: 53

Length of service on the Board: 3 years

Current position:

- Executive chair of Fundación Televisa

Education: Master's degree in International Relations from Fletcher School of Law and Diplomacy.

Degree in Economics from the ITAM.

Miguel Székely Pardo

Age: 54

Length of service on the Board: 3 years

Current position:

- Member of the Global Partnership for Education Independent Evaluation Committee, World Bank Technical Advisory Board for the New Global Education Policy Dashboard.
- Member of the Technical Advisory Committee of the SABER (Systems Approach for Better Education Results) Initiative, The World Bank, Washington DC.

Education: PhD in Economics from Oxford

Claudio Xavier González Guajardo

Age: 57

Length of service on the Board: 9 years

Current position:

- Co-founder and President of several organizations, such as Mexicanos Primero, A.C., Aprender Primero A.C., Mexicanos Contra la Corrupción, A.C.

Education: PhD in Law and International Relations and Master's degree in Law and Diplomacy from the Fletcher School of Law and Diplomacy of Tufts University.

Eugenio Bernal Caso

Age: 44

Length of time on the Board: more than a year

Current position:

- Chief Counsel of Grupo Financiero BBVA

Education: LLM Georgetown University Law Center

José Arturo Sedas Valencia

Age: 56

Length of service on the Board: 1 year

Current position:

- Corporate Chief Counsel of Grupo Financiero BBVA

Education: Law degree from the Escuela Libre de Derecho

Jorge Tapia Del Barrio

Age: 61

Length of service on the Board: 14 years

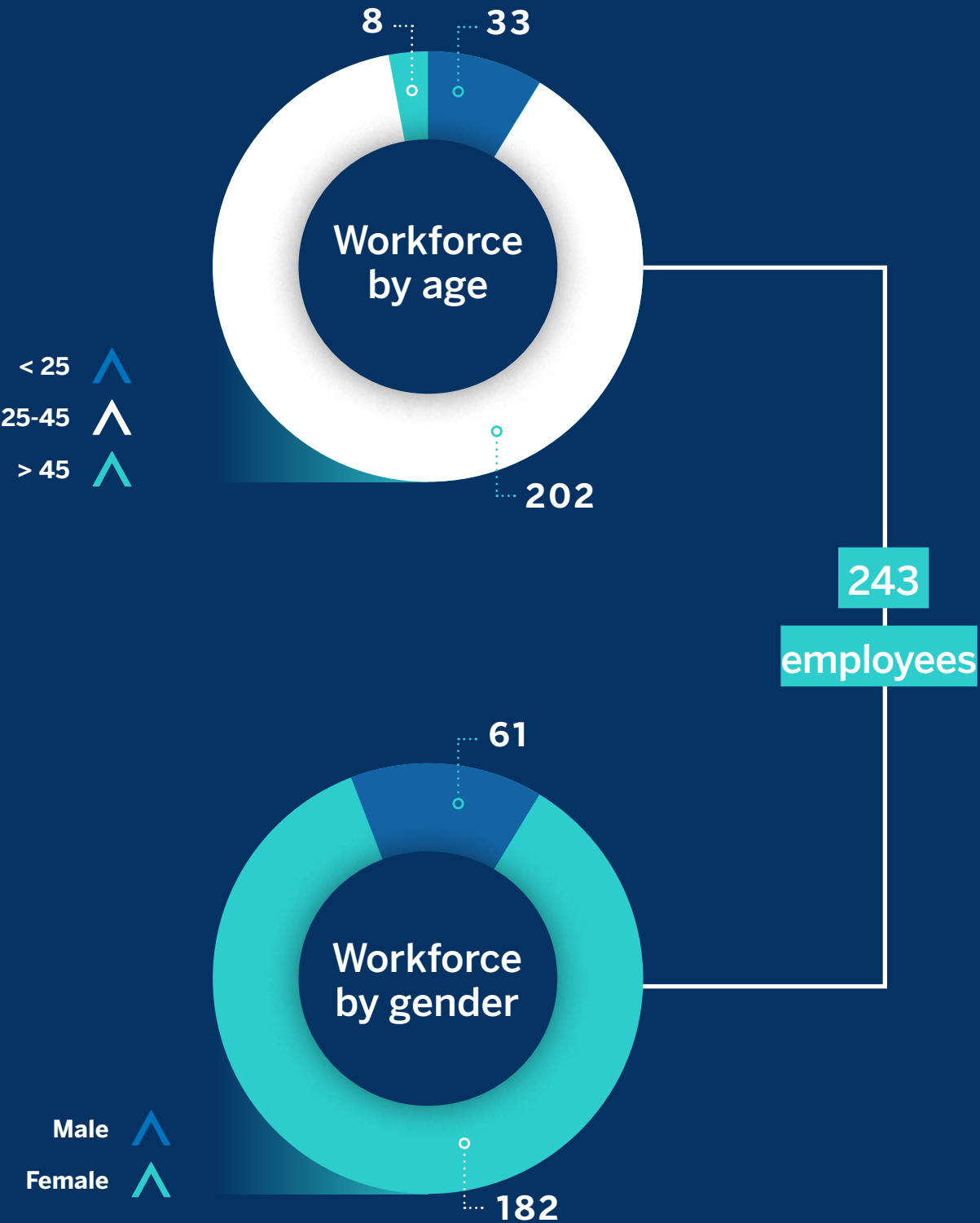
Current position:

- Auditor of the BBVA Foundation's Board of Trustees

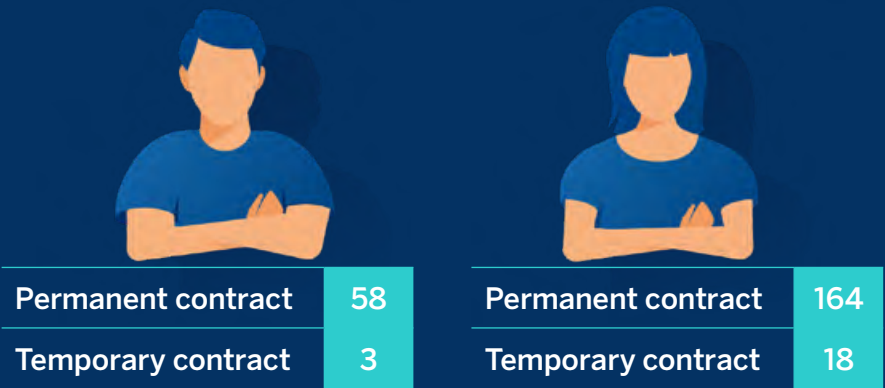
Studies: Public Accountant from La Salle University

2019 Employees

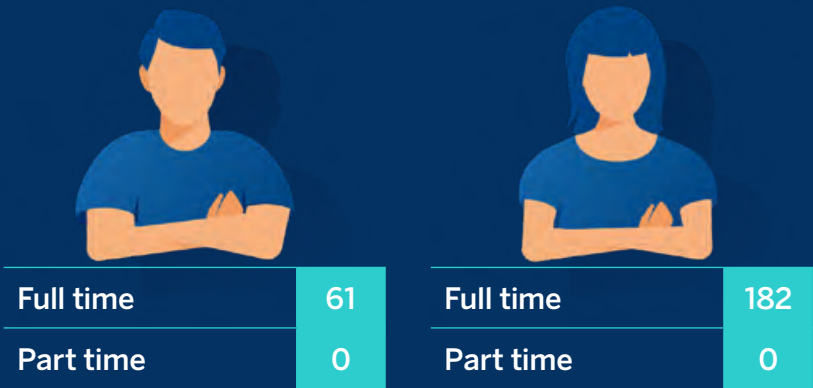
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WORKFORCE BY CONTRACT AND GENDER



WORKFORCE BY WORK SCHEDULE AND GENDER



EMPLOYEE CATEGORY BY GENDER

| POSITION | MALE | FEMALE |
|----------------------|------|--------|
| Director | 3 | 5 |
| Advisor | 6 | 3 |
| Consultant | 0 | 6 |
| Regional coordinator | 2 | 5 |
| State supervisor | 9 | 13 |
| Community promoter | 41 | 150 |

2019 Employees

NEW HIRES



| | | | |
|-------|----|-------|----|
| < 25 | 3 | < 25 | 21 |
| 25-45 | 10 | 25-45 | 29 |
| > 45 | 0 | > 45 | 0 |

63 employees

CONTRACT TERMINATIONS

| | | | |
|-------|---|-------|----|
| < 25 | 1 | < 25 | 4 |
| 25-45 | 6 | 25-45 | 24 |
| > 45 | 0 | > 45 | 0 |

35 employees

TURNOVER BY AGE AND GENDER

| AGE | TOTAL |
|--------|-------|
| < 25 | 15.0% |
| 25-45 | 14.9% |
| > 45 | 0.0% |
| GENDER | TOTAL |
| Female | 15.4% |
| Male | 11.5% |

NUMBER OF EMPLOYEES WHO TOOK MATERNITY OR PATERNITY LEAVE DURING 2019

| Paternity | | Maternity | |
|--|---|----------------------------|---|
| Number of employees applying for paternity leave | 0 | Maternity leave | 6 |
| | | Number of leaves covered | 0 |
| | | Number of women reinstated | 6 |

Description of sources of funds



B+EDUCA FUND

Created in 2006, it is a unique fund in its class, with a low risk profile and a short-term investment strategy. Thirty percent of the customer's net yield is a direct donation for us.



ATMS

Recurring donations starting at 25 pesos; segmented for the customer base, with a campaign of very clear terms and conditions for the donation.



PAYROLL DONATIONS

This channel is only for BBVA employees and uses an internal communication campaign.



BBVA RACE

This race is for BBVA Group employees and their family and friends.



OTHER CHANNELS

We have other channels to raise money, both in person at branches and online. Anyone may donate at www.fundacionbbva.mx.

Independent review

GRI: 102-56



KPMG Cárdenas Dosal, S.C.
Manuel Ávila Camacho 176 P1,
Reforma Social, Miguel Hidalgo,
C.P. 11650, Ciudad de México.
Teléfono: +01 (561) 5246 8300
kpmg.com.mx

Informe de Aseguramiento de Seguridad Limitada sobre los Contenidos de los Estándares del Global Reporting Initiative (“GRI”) (Información no Financiera)

A la Dirección de Fundación BBVA Bancomer, A.C.:

Hemos sido contratados por la Administración de Fundación BBVA Bancomer, A.C. (en lo sucesivo “Fundación BBVA”) para reportar sobre los Contenidos de los Estándares del *Global Reporting Initiative (“GRI”)* (Información no Financiera) preparados y presentados por la Dirección de Evaluación e Inteligencia de Fundación BBVA incluidos en el Informe Anual 2019 de Fundación BBVA por el periodo comprendido del 01 de enero al 31 de diciembre de 2019 (el “Informe Anual”), que se detallan en el Anexo A adjunto al presente informe (los “Contenidos”), en la forma de una conclusión independiente de seguridad limitada, respecto a si, con base en nuestro trabajo realizado y la evidencia obtenida, nada llamó nuestra atención que nos lleve a creer que los Contenidos, no están preparados en todos los aspectos materiales, de conformidad con los criterios establecidos en la Norma *AccountAbility Principles 2018 (AA1000AP, 2018)* y de conformidad con los Estándares del *Global Reporting Initiative (GRI)*.

Responsabilidades de la Administración

La Administración de Fundación BBVA, a través de su Dirección de Evaluación e Inteligencia de Fundación BBVA, es responsable de preparar la información sujeta a nuestra revisión, libre de desviaciones materiales, de conformidad con los Criterios.

La Administración de Fundación BBVA, a través de su Dirección de Evaluación e Inteligencia, también es responsable de prevenir y detectar el fraude, así como de identificar y asegurar que Fundación BBVA cumple con las leyes y regulaciones aplicables a sus actividades.

La Administración de Fundación BBVA, a través de su Dirección de Evaluación e Inteligencia, también es responsable de asegurar que: el personal involucrado en la preparación de los Contenidos se encuentra adecuadamente capacitado, los sistemas de información están debidamente actualizados y que cualquier cambio en la presentación de datos y/o en la forma de reportar, incluya todas las unidades de reporte significativas.

Nuestras responsabilidades

Nuestra responsabilidad es revisar la información concerniente a los Contenidos incluidos en el Informe Anual y reportar sobre ello en la forma de una conclusión independiente de seguridad limitada con base en la evidencia obtenida. Realizamos nuestro trabajo con base en la Norma Internacional sobre Trabajos de Aseguramiento (ISAE) 3000, “Trabajos de Aseguramiento Distintos a Auditorías o Revisiones de Información Financiera Histórica”, emitida por el Consejo de Normas Internacionales de Auditoría y Aseguramiento (*International Auditing and Assurance Standards Board*), dicha norma requiere que planeemos y realicemos nuestros procedimientos para obtener un nivel de seguridad o



fiabilidad limitada respecto a si, con base en nuestro trabajo y la evidencia obtenida, nada llamó nuestra atención que nos lleve a creer que los Contenidos incluidos en el Informe Anual por el periodo comprendido del 01 de enero al 31 de diciembre de 2019, no están preparados en todos los aspectos materiales, de conformidad con los criterios establecidos en la Norma *AccountAbility Principles 2018 (AA1000AP, 2018)* y de conformidad con los Estándares del *Global Reporting Initiative (GRI)*.

KPMG Cárdenas Dosal, S.C. (la “Firma”) aplica la Norma Internacional sobre Control de Calidad 1 y, por consiguiente, mantiene un sistema integral de control de calidad, incluyendo políticas y procedimientos documentados sobre el cumplimiento de requisitos éticos, normas profesionales y requerimientos legales y regulatorios aplicables.

Hemos cumplido con los requerimientos de independencia y demás requisitos éticos del Código de Ética para Contadores Profesionales emitido por el Consejo de Normas Internacionales de Ética para Contadores, que se basa en los principios fundamentales de integridad, objetividad, competencia profesional y debido cuidado, confidencialidad y comportamiento profesional.

Los procedimientos seleccionados dependen de nuestro entendimiento y experiencia en los Contenidos presentados en el Informe Anual y otras circunstancias del trabajo, y nuestra consideración de las áreas en las que es probable que surjan errores materiales.

Al obtener un entendimiento de los Contenidos incluidos en el Informe Anual, y otras circunstancias del trabajo, hemos considerado el proceso utilizado para preparar los Contenidos, con la finalidad de diseñar procedimientos de aseguramiento que sean adecuados en las circunstancias, más no con la finalidad de expresar una conclusión en cuanto a la efectividad del control interno de Fundación BBVA sobre la preparación de los Contenidos incluidos en el Informe Anual.

Nuestro trabajo también incluye la evaluación de lo apropiado del asunto principal, la idoneidad de los criterios utilizados por Fundación BBVA en la preparación de los Contenidos, evaluando lo apropiado de los métodos, políticas y procedimientos, y modelos utilizados.

Los procedimientos aplicados en un trabajo de seguridad limitada difieren en naturaleza, oportunidad y alcance que en un trabajo de seguridad razonable. Por consiguiente, el nivel de aseguramiento que se obtiene en un trabajo de seguridad limitada es significativamente menor que el aseguramiento que se habría obtenido en caso de efectuar un trabajo de seguridad razonable.

Criterios

Los criterios sobre los cuales se ha evaluado la preparación de los Contenidos se refieren a los requerimientos establecidos en la Norma *AccountAbility Principles 2018 (AA1000AP, 2018)* y de conformidad con los Estándares del *Global Reporting Initiative (GRI)*.

(Continúa)



Conclusión

Nuestra conclusión ha sido formada con base a y está sujeta a lo que se detalla en este informe.

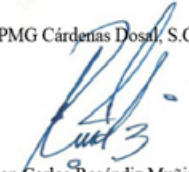
Consideramos que la evidencia que hemos obtenido proporciona una base suficiente y adecuada para nuestra conclusión.

Basados en nuestra revisión y la evidencia obtenida, no tuvimos conocimiento de situación alguna que nos haga pensar que los Contenidos que se detallan en el Anexo A adjunto al presente informe de aseguramiento, preparados por la Dirección de Evaluación e Inteligencia de Fundación BBVA e incluidos en el Informe Anual de Fundación BBVA por el periodo comprendido del 01 de enero al 31 de diciembre de 2019, no están preparados en todos los aspectos materiales, de conformidad con los criterios establecidos en la Norma AccountAbility Principles 2018 (AA1000AP, 2018) y de conformidad con los Estándares del Global Reporting Initiative (GRI).

Restricción de uso de nuestro informe

Nuestro informe no debe ser considerado como adecuado para usarse ni considerarse por cualquiera de las partes que deseen adquirir derechos frente a nosotros distintos de la Dirección de Evaluación e Inteligencia de Fundación BBVA para ningún propósito o bajo cualquier otro contexto. Cualquier parte distinta de la Dirección de Evaluación e Inteligencia de Fundación BBVA que obtenga acceso a nuestro informe o una copia del mismo y elija basarse en nuestro informe (o en cualquier parte de él) lo hará bajo su propio riesgo. En la medida en que lo permita la ley, no aceptamos ni asumimos ninguna responsabilidad y negamos cualquier responsabilidad de nuestro trabajo a cualquier parte que no sea Fundación BBVA por este informe independiente de seguridad limitada o por las conclusiones a las que hemos llegado.

Nuestro informe es emitido para Fundación BBVA, sobre el entendimiento que este informe no debe ser copiado, ni hacer referencia a él o divulgado en su totalidad o en partes sin nuestro previo consentimiento por escrito.

KPMG Cárdenas Dosal, S.C.

Juan Carlos Reséndiz Muñoz

Socio

Ciudad de México, a 24 de junio de 2020.



Anexo A

Descripción de los Contenidos objeto del trabajo de aseguramiento de seguridad limitada:

| GRI Standard | Contenido | Descripción |
|-----------------|-----------|---|
| Fundamentos GRI | 102-6 | Mercados servidos |
| | 102-7 | Tamaño de la organización |
| | 102-8 | Información sobre empleados y otros trabajadores |
| | 102-9 | Cadena de suministro |
| | 102-10 | Cambios significativos en la organización y su cadena de suministro |
| | 102-12 | Iniciativas externas |
| | 102-14 | Declaración de altos ejecutivos responsables de la toma de decisiones |
| | 102-15 | Principales impactos, riesgos y oportunidades |
| | 102-16 | Valores, principios, estándares y normas de conducta |
| | 102-17 | Mecanismos de asesoramiento y preocupaciones éticas |
| | 102-18 | Estructura de gobernanza |
| | 102-19 | Delegación de autoridad |
| | 102-20 | Responsabilidad a nivel ejecutivo de temas económicos, ambientales y sociales |
| | 102-22 | Composición del máximo órgano de gobierno y sus comités |
| | 102-23 | Presidente del máximo órgano de gobierno |
| | 102-25 | Conflictos de intereses |
| | 102-42 | Identificación y selección de grupos de interés |
| | 102-43 | Enfoque para la participación de los grupos de interés |
| | 102-44 | Temas y preocupaciones clave mencionados |
| | 102-46 | Definición de los contenidos de los informes y las coberturas del tema |
| | 102-47 | Lista de temas materiales |
| | 102-54 | Declaración de elaboración del informe de conformidad con los Estándares GRI |
| | 102-55 | Índice de contenidos GRI |



| Sociales | | |
|----------------------------|-------|---|
| GRI 103 Enfoque de Gestión | 103-1 | Explicación del tema material y su cobertura |
| | 103-2 | El enfoque de gestión y sus componentes |
| | 103-3 | Evaluación del enfoque de gestión |
| Estándares GRI 400 | 401-1 | Altas de empleados desglosado por edad y género |
| | 401-3 | Permisos (bajas) por maternidad |
| | 404-1 | Número de colaboradores capacitados |
| | 404-2 | Número de horas de formación por el total de colaboradores |
| | 405-1 | Plantilla laboral por edad |
| | 413-1 | Operaciones con participación de la comunidad local, evaluaciones del impacto y programas de desarrollo |

| GRI Standard | Contenido | Descripción |
|----------------------------|-----------|--|
| Indicadores de Sectoriales | | |
| Indicadores Sectoriales | NGO1 | Procesos de participación de los grupos de interés afectados en el diseño, aplicación, seguimiento y evaluación de políticas y programas. |
| | NGO3 | Sistema para el monitoreo, evaluación y aprendizaje de programas (incluyendo medición de la efectividad y el impacto del programa), resultando cambios en los programas y cómo se comunican. |
| | NGO6 | Procesos para tomar en cuenta y coordinar con las actividades de otros actores. |
| | NGO9 | Mecanismos de retroalimentación y quejas de la fuerza laboral, y su resolución. |

GRI

content index

GRI:102-55

For the Content Index Service, GRI Services has confirmed that the GRI content index in the report is clear, and that the references for each type of content included correspond to the indicated sections of the report.



| GRI standard | Contents | Description | Chapter/Direct response | Page |
|-------------------------------------|----------|--|---|---------------|
| GRI 101: Foundation 2016 | | | | |
| GRI 102 General Contents 2016 | 102-1 | Name of the organization | Fundación BBVA Bancomer, A.C. | |
| | 102-2 | Activities, brands, products, and services | Generating value The success of our programs | 11 and 17 |
| | 102-3 | Location of headquarters | Torre BBVA - Paseo de la Reforma # 510, Col. Juárez, C.P. 06600, Ciudad de México. | |
| | 102-4 | Location of operations | The success of our programs | 17 |
| | 102-5 | Ownership and legal form | Fundación BBVA Bancomer, A.C. | |
| | 102-6 | Markets served | Generating value The success of our programs Partnerships that generate value | 11, 17 and 39 |
| | 102-7 | Scale of the organization | Generating value Our employees Fundraising | 11, 51 and 54 |
| | 102-8 | Information on employees and other workers | Our employees | 51 |
| | 102-9 | Supply chain | Suppliers and responsible purchasing | 57 |
| | 102-10 | Significant changes to the organization and its supply chain | Letter from our Director | 03 |
| | 102-11 | Precautionary principle or approach | We focus on the development of talent through educational and cultural scholarships and have a review process for these programs. | |
| | 102-12 | External initiatives | Partnerships that generate value | 39 |
| | 102-13 | Membership of associations | Partnerships that generate value | 39 |
| | 102-14 | Statement from senior decision-making executives | Letter from our Director | 03 |
| | 102-15 | Key impacts, risks and opportunities | Letter from our Director | 03 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|-------------------------------------|----------|--|--|-----------|
| GRI 102 General Contents 2016 | 102-16 | Values, principles, standards and norms of behavior | Generating value Ethics and integrity | 11 and 56 |
| | 102-17 | Mechanisms for advice and concerns about ethics | Ethics and integrity | 56 |
| | 102-18 | Governance structure | Corporate Governance | 47 |
| | 102-19 | Delegating authority | Corporate Governance | 47 |
| | 102-20 | Executive-level responsibility for economic, environmental and social topics | Corporate Governance | 47 |
| | 102-21 | Consulting stakeholders on economic, environmental and social topics | Corporate Governance | 47 |
| | 102-22 | Composition of the highest governance body and its committees | Corporate Governance | 47 |
| | 102-23 | Chair of the highest governance body | Corporate Governance | 47 |
| | 102-24 | Nominating and selecting the highest governance body | Corporate Governance | 47 |
| | 102-25 | Conflicts of interest | Corporate Governance | 47 |
| | 102-26 | Role of highest governance body in setting purpose, values, and strategy | Corporate Governance | 47 |
| | 102-27 | Collective knowledge of highest governance body | Corporate Governance | 64 |
| | 102-28 | Evaluating the highest governance body's performance | Reason for omission: Information not available. Work is being done on the evaluation of the performance of the government body through the institutional bodies in order to report in the following Annual Report. | |
| | 102-29 | Identifying and managing economic, environmental, and social impacts | Corporate Governance | 47 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|--|----------|--|--|------|
| GRI 102 General Contents 2016 | 102-30 | Effectiveness of risk management processes | Reason for omission: Information not available. We are working together with the governing body through institutional standards to manage the Foundation's risks in sustainability to report in the following Annual Report. | |
| | 102-31 | Review of economic, environmental and social topics | Corporate Governance | 47 |
| | 102-32 | Highest governance body's role in sustainability reporting | Corporate Governance | 47 |
| | 102-33 | Communicating critical concerns | Ethics and integrity | 56 |
| | 102-34 | Nature and total number of critical concerns | Reason for omission: Information not available. The area responsible for critical concerns is in the process of consolidating the information to report it in the next Annual Report. | |
| | 102-35 | Remuneration policies | The Board members waive their remuneration. | |
| | 102-36 | Process for determining remuneration | Reason for omission: Confidentiality constraints. For guaranteeing the employees' security and confidentiality, the Institution keeps this information confidential. | |
| | 102-37 | Stakeholders' involvement in remuneration | Reason for omission: Confidentiality constraints. For guaranteeing the employees' security and confidentiality, the Institution keeps this information confidential. | |
| | 102-38 | Annual total compensation ratio | Reason for omission: Confidentiality constraints. For guaranteeing the employees' security and confidentiality, the Institution keeps this information confidential. | |
| | 102-39 | Percentage increase in annual total compensation ratio | Reason for omission: Confidentiality constraints. For guaranteeing the employees' security and confidentiality, the Institution keeps this information confidential. | |
| | 102-40 | List of stakeholder groups | Materiality and stakeholders | 08 |
| | 102-41 | Collective bargaining agreements | BBVA Foundation does not have any unionized staff in its workforce | |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|--|----------|---|--|-----------|
| GRI 102 General Contents 2016 | 102-42 | Identifying and selecting stakeholders | Materiality and stakeholders | 08 |
| | 102-43 | Approach to stakeholder engagement | Materiality and stakeholders | 08 |
| | 102-44 | Key topics and concerns raised | Materiality and stakeholders | 08 |
| | 102-45 | Entities included in the consolidated financial statements | Fundación BBVA Bancomer, A.C. | |
| | 102-46 | Defining report content and topic boundaries | About this reportMateriality and stakeholders | 05 and 08 |
| | 102-47 | List of material topics | Materiality and stakeholders | 08 |
| | 102-48 | Restatement of information | Unless stated otherwise in the report, there is no difference in the information provided. | |
| | 102-49 | Changes in reporting | About this report | 05 |
| | 102-50 | Reporting period | January 1 to December 31, 2019 | |
| | 102-51 | Date of most recent report | The previous Annual Report was published in 2019 with information from 2018. | |
| | 102-52 | Reporting cycle | Annual | |
| | 102-53 | Contact point for questions regarding this report | Contact | 76 |
| | 102-54 | Declaration of preparation in accordance with the GRI Standards | Standards used in drawing up the report | 07 |
| | 102-55 | GRI content index | GRI content index | 71 |
| | 102-56 | External assurance | Independent review | 69 |
| Material topics | | | | |
| Impact generated | | | | |
| GRI 103: Management approach 2016 | 103-1 | Explanation of the material topic and its scope | The success of our programs | 17 |
| | 103-2 | The management approach and its components | The success of our programs | 17 |
| | 103-3 | Assessment of management approach | The success of our programs | 17 |
| GRI 413: Local communities 2016 | 413-1 | Operations with the participation of the local community, impact assessments and development programs | The success of our programs | 17 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|---|---|--|--|------|
| Strategic allocation of resources | | | | |
| GRI 103: Management approach 2016 | 103-1 | Explanation of the material topic and its scope | Process for allocating resources | 55 |
| | 103-2 | The management approach and its components | Process for allocating resources | 55 |
| | 103-3 | Assessment of management approach | Process for allocating resources | 55 |
| GRI 201: Economic performance 2016 | 201-1 | Direct economic value generated and distributed | Process for allocating resources | 55 |
| | 201-4 | Financial aid from government | Fundraising | 54 |
| GRI Non-Governmental Organizations sector | NGO 7 | Identification of the processes implemented to track the use of resources for the intended purposes, including contributions in cash and kind. | Processes for allocating resources | 55 |
| Strategic partners | | | | |
| | Please refer to General contents 102-12 and 102-13. | | | |
| GRI 103 Management approach 2016 | 103-1 | Explanation of the material topic and its scope | Partnerships that generate value | 39 |
| | 103-2 | The management approach and its components | As part of its stakeholder communication strategy, the BBVA Foundation is mapping all of its strategic partners. | |
| | 103-3 | Assessment of management approach | BBVA Foundation is developing indicators to be able to obtain quantitative results from its strategic partners. | |
| GRI Non-Governmental Organizations sector | NGO 6 | Processes to take into account and coordinate with the activities of other players | Partnerships that generate value | 39 |
| Strategic programs and monitoring | | | | |
| GRI 103 Management approach 2016 | 103-1 | Explanation of the material topic and its scope | Monitoring and assessment | 36 |
| | 103-2 | The management approach and its components | Monitoring and assessment | 36 |
| | 103-3 | Assessment of management approach | Monitoring and assessment | 36 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|--|---------------------------------------|---|----------------------------------|------|
| GRI Non-Governmental Organizations sector | NGO1 | Processes for the participation of affected stakeholders in the design, application, monitoring and assessment of policies and programs | Monitoring and assessment | 36 |
| | NGO9 | Feedback and complaint mechanisms for the workforce, and their resolution. | Ethics and integrity | 56 |
| Transparency and accountability | | | | |
| GRI 103 Management approach 2016 | 103-1 | Explanation of the material topic and its scope | Fundraising | 54 |
| | 103-2 | The management approach and its components | Fundraising | 54 |
| | 103-3 | Assessment of management approach | Fundraising | 54 |
| GRI 203 Indirect economic impacts 2016 | 203-1 | Investment in infrastructure and supported services | The success of our programs | 17 |
| | 203-2 | Significant indirect economic impacts | The success of our programs | 17 |
| | Please refer to general content 102-6 | | | |
| Fundraising | | | | |
| GRI 103 Management approach 2016 | 103-1 | Explanation of the material topic and its scope | Fundraising | 54 |
| | 103-2 | The management approach and its components | Fundraising | 54 |
| | 103-3 | Assessment of management approach | Fundraising | 54 |
| GRI 201 Economic performance 2016 | 201-1 | Direct economic value generated and distributed | Process for allocating resources | 55 |
| | 201-4 | Financial aid from government | Fundraising | 54 |
| GRI Non-Governmental Organizations sector | NGO8 | Sources of funding by category, and the five largest donors and the monetary value of their contributions. | Fundraising | 54 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|---|--|---|--|------|
| Governance | | | | |
| | Please refer to general contents 102-18 through to 102-23, 102-25, 102-31 and 102-35 | | | |
| Privacy and data protection | | | | |
| GRI 103 Management approach 2016 | 103-1 | Explanation of the material topic and its scope | It is essential to handle the personal data of our stakeholders correctly. We comply with the federal law on protection of personal data in the possession of private individuals; therefore, we protect the data of our beneficiaries and customers and make sure that they are not used unnecessarily or susceptible to loss. Our privacy notice is available on | |
| | 103-2 | The management approach and its components | | |
| | 103-3 | Assessment of management approach | | |
| GRI 418 Customer privacy 2016 | 418-1 | Substantiated complaints regarding breaches of customer privacy and losses of customer data | There were no substantiated claims of breaches of privacy or data leakage. | |
| Other non-material topics | | | | |
| GRI 205 Anti-corruption 2016 | 205-1 | Operations assessed for risks related to corruption | Anti-corruption | 57 |
| | 205-2 | Communication and training about anti-corruption policies and procedures | Anti-corruption | 57 |
| GRI 404 Training and education 2016 | 404-1 | Average hours of training per year per employee | Training | 52 |
| | 404-2 | Programs aimed at improving employee skills and transition help programs | Training | 52 |
| GRI 405 Diversity and Equal Opportunity 2016 | 405-1 | Diversity in governance bodies and employees | Workforce | 51 |

| GRI standard | Contents | Description | Chapter/Direct response | Page |
|---|----------|---|---|------|
| GRI 417 Marketing and labeling 2016 | 417-1 | Requirements for product and service information and labeling | Fundraising | 54 |
| | 417-2 | Incidents of non-compliance concerning product and service information and labeling | There were no incidents of non-compliance concerning product and service information and labeling | |
| | 417-3 | Incidents of non-compliance concerning marketing communications | There were no incidents of non-compliance concerning marketing communications | |
| GRI 401 Employment 2016 | 401-1 | New employee hires and employee turnover | Workforce | 51 |
| | 401-3 | Parental leave | Six women returned to the BBVA Foundation team after their maternity leave. | |
| GRI Non-Governmental Organizations sector, non-material | | | | |
| GRI NGO | NGO2 | Mechanisms for comments and complaints regarding programs and policies and to determine actions to be taken in response to breach of policies | Feedback and complaint mechanisms for the programs | 35 |
| | NGO3 | System for program monitoring, assessment and learning (result of the effectiveness and the impact of the measurement program), resulting in changes in the programs and how they are notified. | Monitoring and assessment | 36 |
| | NGO4 | Measures to integrate gender diversity in the design, implementation and cycle of monitoring, assessment and learning. | The success of our programs | 17 |
| | NGO5 | Processes to formulate, communicate, implement and change defensive positions and public awareness campaigns | Materiality and stakeholders | 08 |
| | NGO10 | Adherence to the rules on communication practices for fundraising and marketing | Fundraising | 54 |
| | | | | |

Glossary

| SUBJECT | DEFINITION |
|---------------------------|---|
| Stakeholder inclusiveness | Our relationship with our stakeholders is essential to the success and continued presence of both over time. That is why we have various personalized means of interaction and the materiality assessment to include the relevant issues for each of the stakeholders in this report. |
| Sustainability Context | We adhere to BBVA's strategy of responsible banking, meeting the United Nations Sustainable Development Goals (SDGs). This report includes environmental, social and economic results, as well as their relationship with the SDGs. |
| Materiality | We update the materiality matrix to identify the most important aspects for us and our stakeholders, and to include information in the report accordingly. |
| Completeness | From the materiality assessment, we report on the material topics for each of our stakeholders and our performance results in each of these topics. |

Contact

GRI: 102-53

For more details on this report or the programs developed and supported by the BBVA Foundation, please visit its official website:

<https://www.fundacionbbva.mx>

or call:

800 122 6689.



Fundación
BBVA