

Fundación
BBVA

18 years inspiring Mexico

2020 Annual Report



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18 years inspiring

2002

Children's Knowledge Olympiad – Middle School



2006

Start of scholarship program For Those Left Behind – Middle School



2013

Start of scholarship program For Those Left Behind – High School



2017

- School reconstruction
- First edition of the BBVA Arts Fellowship



2020

- Together for Health
- My BBVA Community



2005

Children's Knowledge Olympiad – High School

2008

First edition of the Do It in a Short Film contest

2011

First tour of the exhibit Paralelismos Plásticos en México, BBVA Mexico Art Collection

2016

Start of College Scholarship Program

2018

National Scholarship Program

2019

On-line call for entries for the Inspiring Kids BBVA National Scholarship Program

2020 Relevant Data

527,854

direct beneficiaries



\$1,630

million pesos invested



+21

million personal
protective items for 112,336
healthcare workers



+353,000

scholarships awarded
since 2002



1,035,587

single users of our Cultural
Promotion programs

Letter from our Director

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

“In 2020 we reasserted our commitment to Mexico and transformed our programs to continue supporting more than 527,000 direct beneficiaries.”

2020 put us to the test as human beings, and at the BBVA Foundation in Mexico, we reasserted our commitment to Mexico, faced the pandemic head-on and transformed our programs to continue supporting more than 527,000 direct beneficiaries.

For more than 18 years, the Foundation’s guiding principle has been education, but given the consequences caused by the pandemic, we have focused economic and human resources to face this challenge. One of BBVA’s first actions was the contribution of 470 million pesos to a seed capital fund

which was joined by allies, regional councilors, companies, foundations, collaborators and the general public to add an additional 256 million pesos.

These resources were used to donate personal protective equipment to health professionals, deliveries of respiratory support equipment and intensive therapy ventilators in 224 hospitals throughout the country, benefiting more than 423 thousand people. The goal: Help save lives. To strengthen this effort, the BBVA Foundation in Mexico in Mexico joined forces with the federal government, academia, businessmen and civil society, by joining the Together for Health initiative.

At the BBVA Foundation in Mexico we are convinced that education is our best investment, so we reaffirm our commitment to the BBVA Scholarships for Kids that Inspire program for more than 40 thousand young people, with the aim of training and accompanying them from high school to the university to be agents of change in their communities and achieve their goals.





Aware of the challenges the pandemic posed to the families of our scholarship recipients, we designed a scheme of support for 1,519 of these whose economic situation had been affected by the loss of a family member, serious illness due to COVID-19 or a job lost by their family's chief breadwinner. With this additional support, which consisted in a 50% bump in their grant for three months, we were able to keep 99% of our scholarship recipients in school.

In 2020, 5,055 outstanding BBVA employees engaged in volunteer action through our Mentoring Program, a fundamental part of the assistance we provide scholarship recipients in their transition to university and to the professional world.

2020 was also a year of great achievement in the promotion of culture. With the help of technology, we brought culture closer to more than a million people throughout Mexico. As part of our publishing fund, we published the book *México, 500 años de historia en 500 objetos*, which illustrates the history of our country and its contributions to the rest of the world.

We supported vulnerable communities through our My BBVA Community, whose purpose is to strengthen the social fabric through financial and social assistance and improvement of the cityscape, benefiting more than 33,000 people over the past 9 years.

Aware of our commitment to society, the BBVA Foundation in Mexico reiterates its support for the UN Sustainable Development Goals and Global Compact. For the SDG Mapping Service, GRI Services has confirmed that the content specified in our GRI content has been cross-referenced with the SDG. 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.

I would like to extend my special thanks to the BBVA Foundation in Mexico Board of Trustees for their firm leadership and support in making these achievements possible and driving our work. I would also like to thank our donors for their trust, the BBVA Foundation in Mexico staff for their on-going 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.

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 an inspiring community.

Sincerely,

Sofía Ize Ludlow

DIRECTOR, BBVA FOUNDATION IN MEXICO

01

About this report



Standards used in drawing up this report

GRI 102-46, 102-49 and 102-54

Our eleventh annual report has been prepared in accordance with the [Global Reporting Initiative \(GRI\) methodology](#).

Year after year, we at the BBVA Foundation in Mexico have worked to continuously improve aspects such as communication, dissemination and transparency in everything we do. We are pleased to present this eleventh Annual Report to you, containing the results of the economic, social and environmental performance of all operations by the BBVA Foundation in Mexico between January 1 and December 31, 2020. **This Report has been prepared according to the Comprehensive option of the GRI Standards**, which means that, based on the topics identified as material to our stakeholders, we report on the greatest amount of quality information that we know they will want to hear from us.

In keeping with the GRI methodology, throughout this report we will present the topics most relevant to the Foundation and its stakeholders —identified through a materiality study—, how we manage each of them, our results, and our next goals. The 2020 Annual Report also conforms to the GRI principles of content and quality, which means that the GRI content reported here, was reviewed independently by the firm KPMG. Obtaining the assurance of an external party for the reported results is a sign of our commitment to stakeholders, and to transparency and accountability.



The GRI content presented in this report was reviewed and validated independently by the firm KPMG, a sign of our commitment to transparency and accountability.



See our [GRI Content Index](#)

Materiality and stakeholders

GRI: 102-40, 102-42, 102-43, 102-44, 102-46, 102-47 and NGO5

Our stakeholders

The eight basic stakeholder groups with whom we relate are all agents of change, from whom we obtain ideas, reflections, and perspectives through various channels for dialogue, in order to identify the material issues that we as a Foundation should address.



Frequency

D Daily

W Weekly

P Periodically

Stakeholder	Dialog channel	Responsible department
P Management	<ul style="list-style-type: none"> • Presentations by the Board • Annual Report 	<ul style="list-style-type: none"> • BBVA Foundation in Mexico
D Beneficiaries	<ul style="list-style-type: none"> • Email • BBVA Bank's social media • BBVA Foundation in Mexico's website • Campaigns in digital media • Mass media • Public cultural activities • TVs in branches 	<ul style="list-style-type: none"> • Cultural Promotion • External Communication • Marketing
P Partners	<ul style="list-style-type: none"> • Progress reports • Email • Face-to-face and telephone interviews 	<ul style="list-style-type: none"> • Cultural Promotion • External Communication • Marketing
W Employees	<ul style="list-style-type: none"> • Para Mí internal media • Somos BBVA internal media • Totems • TV in canteens • TV in kitchens • Video walls • TV in branches (business hours) • BBVA media centre 	<ul style="list-style-type: none"> • Cultural Promotion • Internal and External Communication • Talent and Culture • Marketing



Frequency

D Daily **W** Weekly **P** Periodically


Stakeholder	Dialog channel	Responsible department
P Suppliers	• Email	• Cultural Promotion • BBVA Foundation in Mexico Administration and Finance Purchasing
P Regulators and authorities	• Email • Flash drive • Official websites • Public services offices	• BBVA Foundation in Mexico's Administration and Finance
P Donors	• Website • Press outlets • Social media • Email • Telephone • Materiality survey • Annual Report	• BBVA Foundation in Mexico's Strategic Alliances and Procurement
P Society	• Bank's social media • BBVA Foundation in Mexico's website • Campaigns in digital media • Mass media • Public activities	• Cultural Promotion • External Communication • Marketing



Our material topics

The issues we define as material arise from continuous dialogue with previously identified stakeholders. In 2019, Deloitte, an independent firm that is an expert in this field, conducted our materiality study. The study helped us identify the precise risks to which the Foundation is exposed, and our opportunities in the area of sustainability.

Deloitte performed our materiality study.

 More information about this study in the Materiality section of the Annex

OUR TOP 10 MATERIAL TOPICS



MANAGEMENT AND RELEVANCE OF OUR MATERIAL TOPICS

Impact on local communities

We are assiduous in measuring the results and impact of our programs, because accountability is a fundamental pillar of the management of the BBVA Foundation in Mexico, giving us a clear accounting of our goals and what we have to do to reach them.

Strategic funding allocation

The BBVA Foundation in Mexico is able to have an impact on vulnerable groups and communities thanks to donations from organizations, individuals or corporations who trust in our work. For this reason, we strategically assign the available resources based on rigorous criteria, checking to ensure that in each project the investment is correctly allocated, and striving at all times to have the greatest impact possible.

Institutional partnerships

Our strategic allies share our interest in helping Mexico face its greatest challenges, and they join efforts with us through their funding, experience and know-how, all of which has enriched our programs and magnified their impact.





Program monitoring and evaluation

We rely on a system for monitoring our programs through metrics and impact indicators that feed back into the design of our interventions, guaranteeing their efficacy and the expected results.



Communication and transparency

For the BBVA Foundation in Mexico, transparency means accessible documentation on our organization's creation, as well as reporting on the results of our programs and being clear about the requirements for participating in each of them. For this reason, all our call for entries are digital, public, accessible and with transparent eligibility criteria. We communicate our results openly and publicly through various channels, including our accountability reports, our website and this report.



Income sources

Leveraging on the innovation and digitalization that BBVA promotes in Mexico, every year we design and strengthen fundraising sources that enable us to guarantee the sustained growth and operation of our programs, in order to welcome more donors into our community and create further opportunities for social investment.



Innovation and digitalization

The digital world offers countless opportunities, which is why we at the BBVA Foundation in Mexico are continually working to strengthen processes through innovation and digitalization, guaranteeing accessible, easy-to-use and agile communication channels, all focused on improving our beneficiaries' experience.



Ethical fundraising and accountability

We endeavour to adhere to our fundraising processes and ensure they are subject to the strictest controls and reviews, complying with all applicable regulations in order to give our donors and stakeholders certainty and peace of mind. This allows us to ensure precise tracking of funding from the time a donation is received until it is allocated, guaranteeing accountability from start to finish.



Corporate governance

The management and guidance of the BBVA Foundation in Mexico is the responsibility of our Board of Trustees, which is made up of people with solid and widely recognized professional experience, a shared dedication to building a better country, and a presence in a variety of industries, allowing the Board to function as a robust, interdisciplinary body. Its main function is to chart a strategic course and direct the Foundation's initiatives toward achieving significant impacts that transform the lives of our beneficiaries.



02

Our achievements



2020 Achievements

Our programs

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

Grants program	Together for Health	Support to civil society organizations
40,685 scholarship recipients	423,390 direct beneficiaries	10,670 direct beneficiaries
\$793 million pesos invested	\$470 million pesos in BBVA Foundation in Mexico's seed capital	+\$31 million pesos invested
5,055 mentors	\$256 million pesos raised	10 supported organizations
+353,000 scholarships awarded since 2002	224 benefited hospitals	



2020 Achievements

Our programs



Cultural Promotion

1,035,587
single users*

\$13
million pesos
invested

+61
thousand participating
BBVA employees

6
initiatives supported with
the BBVA Arts Fellowship

My BBVA Community

During the 9 year's life
of the program

33,677
direct beneficiaries

\$17.7
million pesos invested by
the BBVA Mexico Group

10,205
homes supported

+\$43
million pesos invested
by strategic partners

* **Single users:** People who had access to various open resources (exhibits, platforms, websites).

Mission

The mission of the BBVA Foundation in Mexico is to raise and channel funds to support social development programs that benefit the most vulnerable members of our society, in programs that include scholarships, educational activities, cultural and artistic promotion, and aid in the event of disasters or accidents. It does so in order to offer opportunities for sustainable progress and to help build a more equitable and fair society to the benefit of Mexico as a whole.



Goals



To offer opportunities to low-income communities to help them improve the quality of life of their members through schooling and personal and family development.



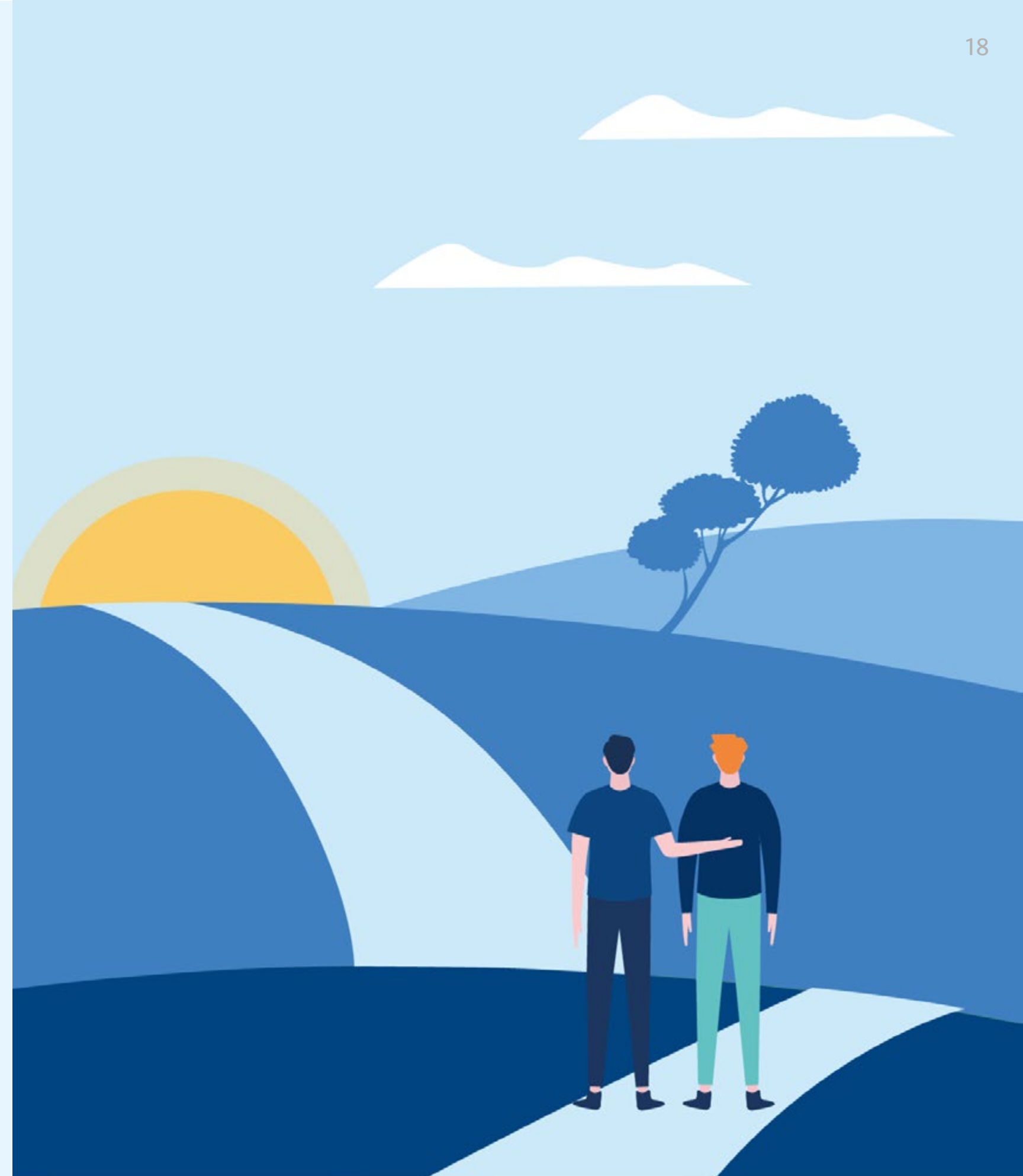
To promote the formal education of Mexico's children and young people, particularly those with talent who are facing socioeconomic barriers but striving for academic excellence.



To promote environmental education to preserve the environment.



To foster creative and cultural development in Mexico by promoting and performing artistic and cultural activities.



Goals



To support families affected by natural disasters.



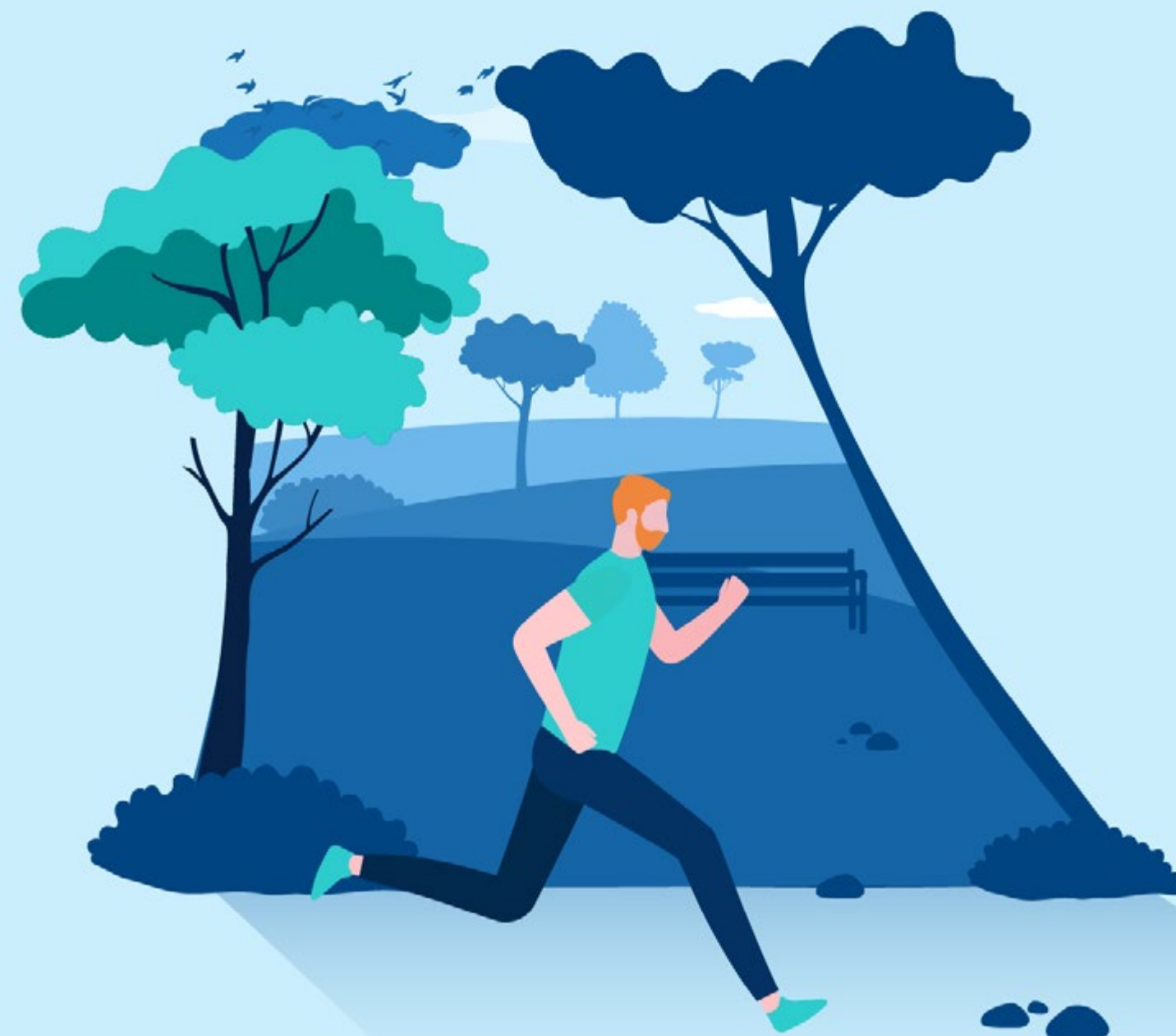
To encourage corporate volunteering.



To design a fundraising strategy that guarantees the continuity of the BBVA Foundation in Mexico's programs.



To align BBVA Foundation in Mexico's programs with the Sustainable Development Goals through lines of action that contribute with the fulfilment of their specific targets.



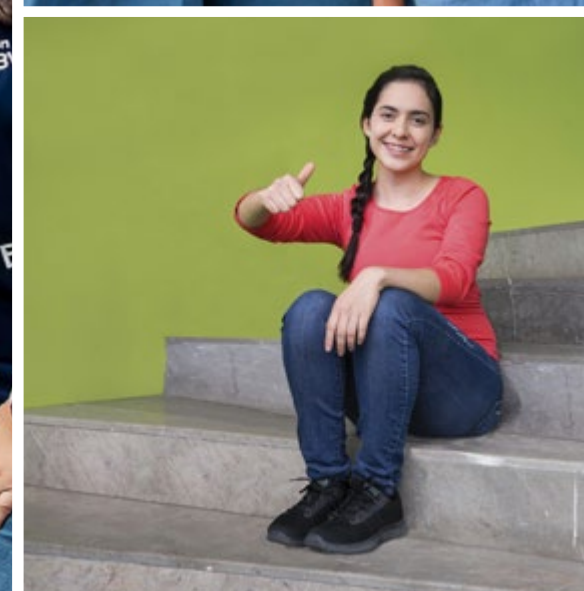
Global Compact and Sustainable Development Goals

GRI 102-46, 102-49 and 102-54

Around the world, BBVA is committed to the ten principles of the United Nations Global Compact and also to the pursuit of the 17 Sustainable Development Goals (SDGs). As a fundamental component of the Bank's social strategy, the BBVA Foundation in Mexico recognizes the profound impact of the SDGs with every action and specific targets.



**SUSTAINABLE
DEVELOPMENT
GOALS**





These inclusive partnerships —at the global, regional, national and local levels— built upon principles and values, and upon a shared vision and shared goals, **placing people and the planet at the centre.**”


United Nations

Global Compact Principles

The ten principles of the United Nations Global Compact were established in 2000 based on the declarations of human rights, labour, environment and development, and anti-corruption.

Since 2011, the BBVA Foundation in Mexico is committed with the responsible business initiative of the UN Global Compact and its human rights, labour, environment, and anti-corruption principles



 More information available at [The ten principles of the United Nations Global Compact](#)

Sustainable Development Goals

The SDGs comprise 17 objectives and 169 specific targets (www.unglobalcompact.org/sdgs) that, as an international corporation, we must comply with by the year 2030. They were established to meet the challenges and issues on the environmental, social and economic fronts.

In line with our commitment with sustainability, with the collaboration of Deloitte, we measured for the first time our contribution to the Sustainable Development Goals and each specific target¹ that are applicable to the Foundation's operation and programs.

This year, with the collaboration of Deloitte, we measured for the first time our contribution to the Sustainable Development Goals and their specific targets.



¹ The goals that are specifically applicable to governments were not considered for the study.

Topics assessed to determine our SDG impact



Together for Health



Inspiring Kids Scholarships



Assistance in disaster situations



One Team Volunteering



My BBVA Community



Cultural Promotion



Institutional partnerships



Donations



Ethics



Strengthening and management of programs



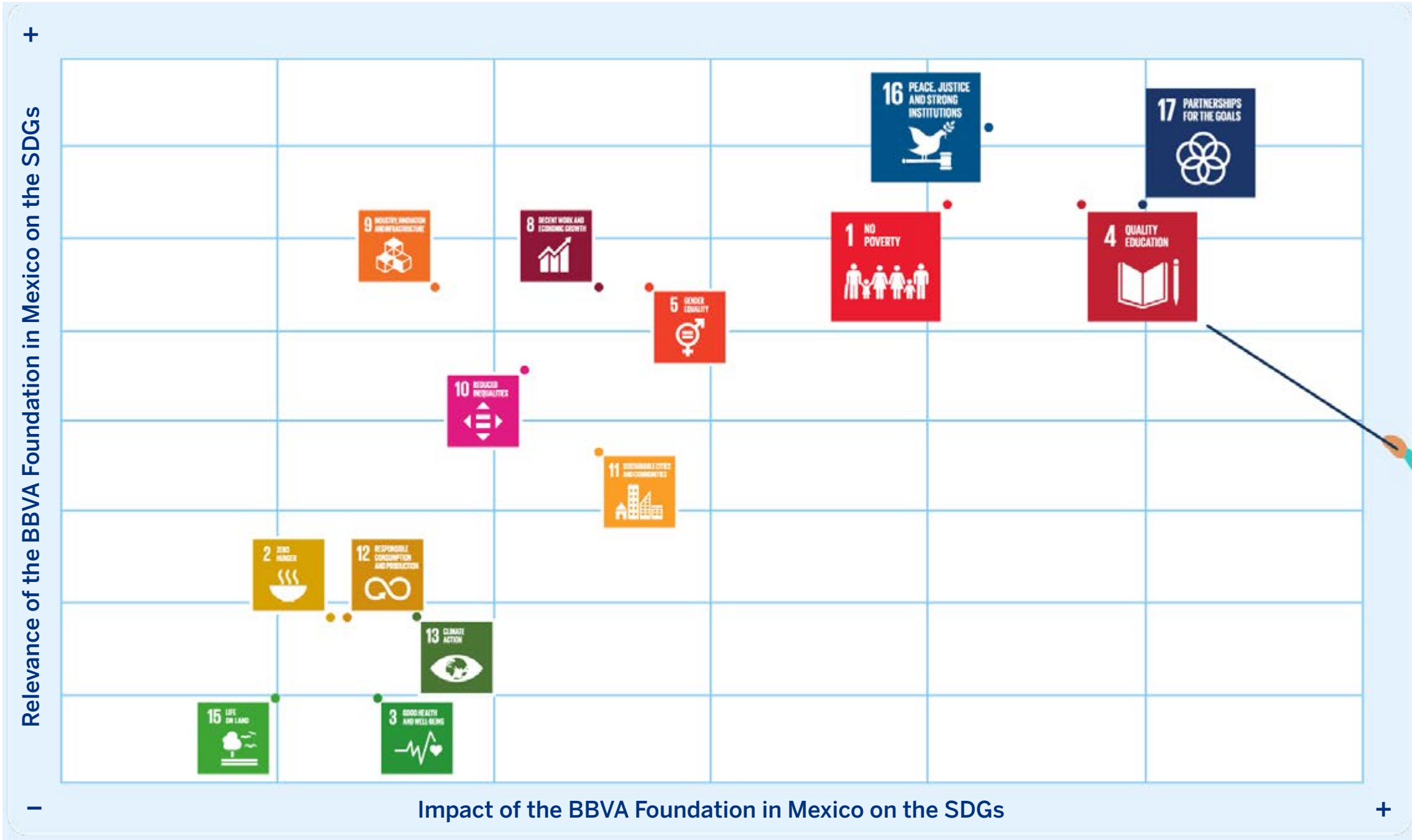
Corporate governance

The SDGs in which we have an impact are highlighted in each chapter, based on all of the specific goals to which we contribute.

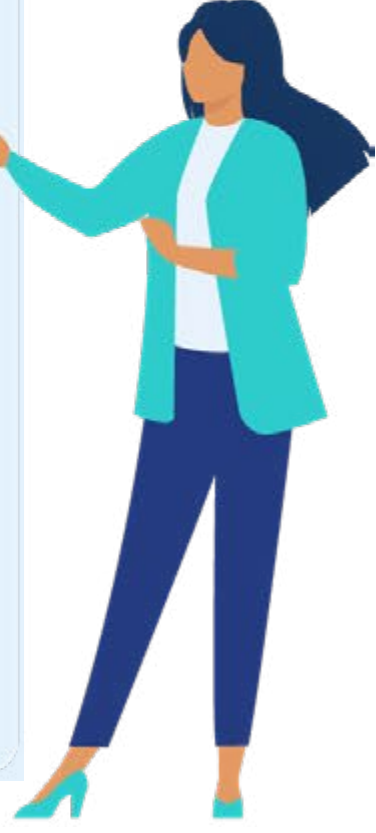
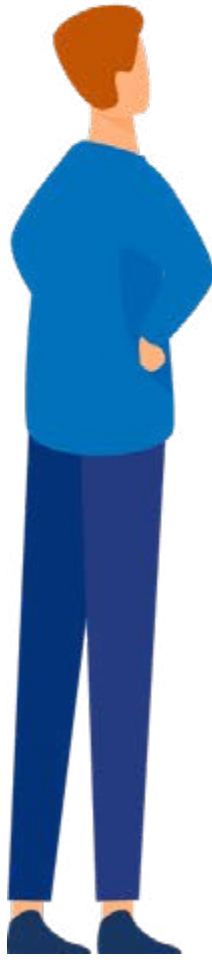


For more details about the impact in each specific goal, please read the Sustainable Development Goals section in the Annex.

Impact of the BBVA Foundation in Mexico on the SDGs



The SDGs assessed in the chart are only those to which the BBVA Foundation in Mexico contributes.



Contribution of topics to each SDG

The chart depicts the number of topics that contribute to comply with the specific SDG. Eleven topics were assessed to determine our impact in SDGs.

We impact 14 of 17 SDGs.



03

Having an impact with 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



Together for Health

The goal of the Together for Health program is to help save lives and provide equipment to hospitals and protection supplies to frontline medical care personnel.

As the public health crisis loomed early in 2020, BBVA Mexico decided to act to protect its employees, clients and society at large. Given the growing demand for hospital services and the resulting risk that health staff would face in institutions throughout Mexico, BBVA Mexico once again showed its commitment and capacity for immediate response to extraordinary emergency situations. The Foundation took charge of coordinating actions with the federal government, academe, private enterprise and society to create a support network called *Juntos por la Salud* (Together for Health).

The seed capital of \$470 million pesos to begin this project was placed in a trust created specifically to administer it, with the legal support of expert areas of the BBVA Bank, to ensure the highest transparency, the strictest controls over handling of the funds and their traceability. This capital was increased by another \$256 million pesos that were raised thanks to the trust of our partners and donors.



APPLICABLE SPECIFIC TARGETS IMPACTED: 5/11
3.1, 3.2, 3.b, 3.c and 3.d



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/7
9.1 and 9.5



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9
16.6, 16.7 and 16.10





BBVA Mexico Group once again proved its commitment and capacity for immediate response to extraordinary emergency situations.

Impacts of the program:

+731.2
million pesos invested

423,390
direct beneficiaries

224
benefited hospitals

21,130,073
protective equipment items
delivered to medical staff

1,000
ancillary respiratory
equipment

223
invasive ventilators



More information available at
www.fundacionbbva.mx

Lines of action

Together for Health developed its activities along four lines of action:

1. Providing medical equipment to hospitals (ancillary respiration devices and invasive ventilators) purchased in China and Italy, learning from the experience of the BBVA holding

We found that ventilators were the most crucial equipment for caring for patients in critical condition. For this reason, and with the assistance of BBVA Spain, we decided to import 223 invasive ventilators and 1,000 ancillary non-invasive respiration devices that are useful for attending to patients in intermediate care who do not require intubation, ensuring a much higher likelihood of survival.

2. Delivery of personal protective equipment for medical workers

In partnership with allies and donors, we devised a strategy to support 224 hospitals with PPE that included caps, facemasks, goggles, surgical gowns, gloves, disposable shoe covers, overalls, face shields and other items.

Thus, the more than 21 million PPE items directly benefited 112,336 health workers with medical protection equipment to protect them while caring for the infected population.

32,076

people were directly benefited with ventilators and ancillary respiration devices

224

benefited hospitals nationwide

112,336

health workers were benefited

21,130,073

protection supplies for medical personnel distributed



For more information about the 224 hospitals and the materials provided to each one, please visit: www.fundacionbbva.mx/hospitales



3. Donation of resources to increase hospitals' capacity (Mexican Red Cross, Doctors Without Borders and the United Nations High Commissioner for Refugees, UNHCR)

In an alliance with the Mexican Red Cross, we helped set up a field hospital on the grounds of the National Institute for Respiratory Diseases (INER), with more than 40 beds equipped with artificial ventilators for patients in serious condition, increasing the INER's capacity by 50% and directly benefiting 329 patients.

This hospital was staffed by INER physicians and volunteers from the Mexican Red Cross and began operating in May. It will remain open for as long as necessary.

In coordination with Doctors Without Borders, we took action in three areas:

- Prevention, supporting follow-up for patients in the State of Mexico and Morelos.
- Directing patients to the correct facilities.
- Patient care, with the installation of a COVID care facility in Tijuana, Matamoros and Reynosa.



This line of action had a direct impact on the following beneficiaries:

- Red Cross (INER): **329 beneficiaries**
- Red Cross (training): **218,898 beneficiaries**
- Doctors Without Borders: **831 beneficiaries**
- Donation to UNHCR: **11,500 beneficiaries**
- Oximeters: **15,150 beneficiaries**



246,708

people directly benefited
from our donations



4. Training for physicians and the public, in an alliance with UNAM and ITESM

As regards our training initiative, we developed an open-access training platform in digital format, developed by the UNAM School of Medicine and the School of Medicine and Health Sciences of the Monterrey Technological Institute, inviting society and health specialists to participate actively in preventing and combating COVID-19 in Mexico.



32,270

people trained through
prepareparasalvarvidas.org platform



More information available at:
prepareparasalvarvidas.org

Mission accomplished

The Together for Health program was one of considerable scope for the BBVA Foundation in Mexico. As a sign of our commitment and solidarity with Mexican society during the pandemic, the Foundation put up \$470 million pesos in seed capital. The support of our partners and donors was decisive in magnifying the impact of this initial donation, with another \$256 million pesos raised in support of the cause.

Thanks to our partners and donors, the Together for Health program invested a total of \$731.2 million pesos as follows:

Partners	Donation (million pesos)
Seed capital by the BBVA Foundation in Mexico	470
Board members	96
Alberto Bailleres Foundation	50
HSBC	20
Televisa Foundation, AMSA, Compartamos Bank	15
Kaluz Foundation and Hernández Foundation	10
UNAM Foundation and Alfredo Harp Foundation	10
BBVA League MX	6.4
FEMSA employees	6.4
AT&T (+ employees)	5.2
Philip Morris	3.8
FEMSA Foundation and Genera Foundation	1.4
FAPRODE	0.5
Bank of America	0.3
BBVA Mexico employees	21.9
General public	8.7

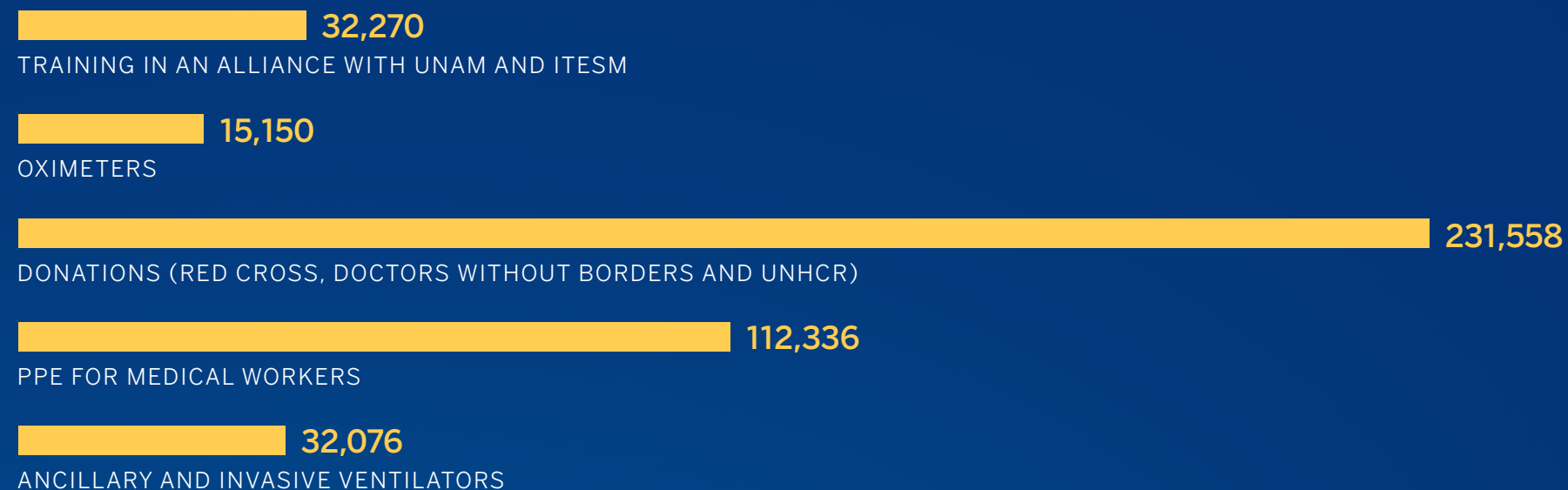
As of December 2020, \$4.9 million pesos were obtained in interests earned.



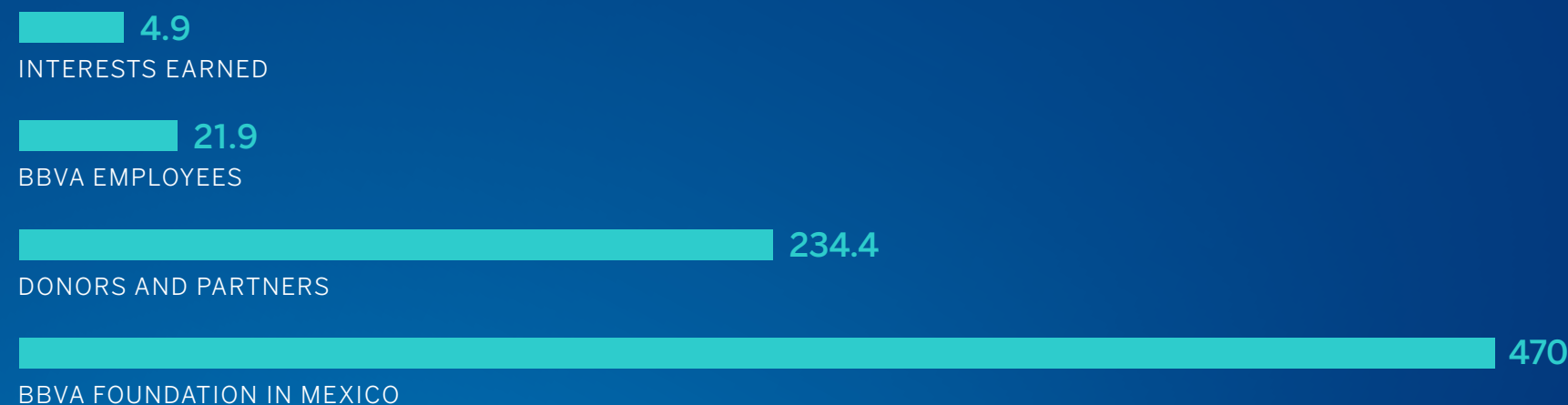
423,390

direct beneficiaries through our lines of action, partners and donors

Beneficiaries



Donations by source of income (million pesos)





We want to give them **more than thanks**

The Together for Health program would not have achieved this impact if it were not for all our partners and all the people that helped us benefit the Mexican society directly and indirectly.

- Regional board members of BBVA Mexico
- State board members of ITESM
- Alberto Bailleres Foundation
- HSBC
- Televisa Foundation, AMSA and Compartamos Bank
- Kaluz Foundation and Hernández Foundation
- UNAM Foundation and Alfredo Harp Foundation
- FEMSA Foundation and employees
- AT&T and employees
- Philip Morris
- Genera Foundation
- Ministry of Foreign Affairs
- Mexico City Government
- Ministry of the National Defence
- Ministry of the Navy
- Mexico City's Bureau of Education, Science, Technology and Innovation (SECTEI)
- IMSS Foundation

- ISSSTE Foundation
- BBVA Mexico employees
- General public donators

The commendable efforts of healthcare professionals, their commitment and fighting spirit, inspired us to begin an unprecedented initiative, which required experience in coordinating rapid response to natural disasters by the BBVA Foundation in Mexico, and from BBVA Mexico, along with analytical capacity, supplier management, project coordination, and above all, collaborative work, which is one of BBVA's institutional values.

The participating general management offices in BBVA were:

- Unique Experience and Outreach
- Finance
- Engineering
- Talent and Culture
- Office Management
- Corporate and Government Banking
- Internal Control
- Legal Service

BBVA Scholarship Program for Inspiring Kids

Watching our scholarship recipients grow and develop inspires us to continue working to expand and continually improve the program.

Education is one of the factors that most influences the progress of individuals and society. Besides contributing knowledge, education also enriches culture, and the spirit, values, and everything that characterizes us as human beings.



<p>1 NO POVERTY</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 6/6 1.1, 1.2, 1.3, 1.4, 1.5 and 1.a</p>
<p>2 ZERO HUNGER</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4 2.1</p>
<p>4 QUALITY EDUCATION</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 8/10 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 and 4.b</p>
<p>5 GENDER EQUALITY</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6 5.1, 5.5 and 5.b</p>
<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 4/9 8.5, 8.6, 8.10 and 8.b</p>
<p>10 REDUCED INEQUALITIES</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 2/4 10.2 and 10.3</p>
<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 2/9 16.6 and 16.7</p>
<p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4 17.17</p>

Education is necessary in all aspects of life: to attain a higher level of social wellbeing and economic growth; to eliminate economic and social inequality; to promote social mobility for people; to get better jobs; to improve cultural conditions of people; to extend opportunities for young people; to stimulate values and strengthen social ties; and to promote and strengthen science, technology and innovation.

Our Foundation is convinced that education for young people is the key to the comprehensive development of Mexico and for social well-being. For this reason, with our BBVA Scholarship Program for Inspiring Kids, we continue to support education by offering assistance to talented students from socioeconomically disadvantaged backgrounds, so they can develop their full

talents and continue their middle school, high school and university studies. With this, we recognize academic excellence, keep kids in school, support their social mobility, and foster the creation of a group of agents of change committed to Mexico and their communities.

The Inspiring Kids Scholarship Program offers comprehensive assistance and support for recipients through the Path to Success, a set of extracurricular activities, mentoring, university partnerships, development of professional skills and employment opportunities, to enhance their training and development. Students can access financial support and the Path to Success based on their performance and educational level, as follows:



Middle school

- \$1,000 pesos monthly financial scholarship (10 months per year)
- Support from the BBVA Foundation in Mexico network
- After-school training courses

High school

- \$2,000-\$3,000 pesos monthly financial scholarship (10 months per year)
- Support from the BBVA Foundation in Mexico network
- After-school training courses
- Links with the best universities in Mexico through our university partnership program

University

- \$3,500-\$4,500 pesos monthly financial scholarship (12 months per year)
- Mentoring by trained BBVA Group mentors
- After-school training courses
- Major medical expenses insurance
- Online English courses

Call for entries

Every year we select a new generation of scholarship recipients through a nationwide online call for entries that goes out to students who are completing their primary school education and about to start their first year of public middle school, and can demonstrate economic need and high performance in talent tests. Selected recipients can continue to receive scholarship support throughout high school and university as long as they maintain a minimum grade point average of 8 out of 10 and meet the other obligations of the program.

With the help of technological tools introduced in 2019, the process of calling for entries and selecting the recipients has become fully online, which considerably increased the program's national scope and opened it to a whole new group of students. This digital call for entries extends to villages, municipalities and districts in Mexico that we had never reached before.

The 2020 call for entries was a complete success.

Selection process

Because of our 2019 innovation of a digital call for entries to extend and improve our nationwide scope, in 2020 we received a record number of more than 180,000 entries from all of Mexico.

To select the most talented youth from the body of applicants, the BBVA Foundation in Mexico, with the support of Tecnológico de Monterrey, created a specialized digital tool for detecting the ideal candidates to receive scholarships, regardless of where in Mexico they were located.

The tool evaluates applicants on the basis of two criteria:

- **A need-based assessment, which incorporates basic information on the students' home**, to determine their level of socioeconomic vulnerability, both in terms of income and social want. As a reference we use the methodology for multidimensional measurement of poverty in Mexico, prepared by the National Council for the Evaluation of Social Development Policy.
- **The talent profile of applicants.** This year, the young applicants took five talent tests measuring their verbal skill, mathematical thinking, psychological capital, commitment to schooling and educational performance, which give us a full profile those who will be receiving Foundation scholarships for the next 10 years.



Our results

In 2020, we achieved significant results for the benefit of Mexican youth and Mexico as a whole. Our results motivate us to continue working for the growth of our country and the education of our youth.

We selected **5,000 kids from all the applications we received, spread out among 1,557 municipalities, around 32 states in Mexico**, which is also a landmark for the foundation's nationwide scope.



5,000

kids were selected to begin their first grade of middle school

32

states in Mexico

1,557

municipalities



40,685

kids supported in the 2020-2021 scholarship program, a 13% increase over 2019, and covering 1,557 Mexican municipalities.

Distribution of scholarship recipients

2018



MIDDLE SCHOOL



HIGH SCHOOL



UNIVERSITY

2019



MIDDLE SCHOOL



HIGH SCHOOL



UNIVERSITY

2020



MIDDLE SCHOOL



HIGH SCHOOL



UNIVERSITY



Mentoring program

The importance of the mentoring program lies in its high degree of innovation and impact, and the fact that it is part of the corporate volunteer program of BBVA Mexico Group and a fundamental piece of the backing for our BBVA Scholarship Program for Inspiring Kids. The mentoring program aims to inspire university-level scholarship recipients to complete their studies and embark upon their subsequent professional and personal growth.

Our mentors are all BBVA Group employees who stand out for their leadership, professional achievement, social conscience and desire to give something back to the community.

The commitment to donate quality time for mentoring BBVA scholarship recipients is reflected even at the highest levels of our management, involving CEOs and BBVA Foundation in Mexico's trustees who provide support to young people.

We are proud to note that this year a record number of Group employees responded to the call for mentors. We currently have 5,055² mentors, who were selected through an annual invitation, and have been certified in mentoring by Campus BBVA.

After completing their certification, mentors are assigned a scholarship recipient between the third year of high school and the fourth year of university, based on the academic background, skills and experiences of both. Mentoring sessions are held monthly online, using materials that strengthen the students' academic and professional goals and also guide the mentor in interacting with them. The program lasts for a total of 9 months.



6,205

hours of mentoring in 2020, to help 4,985 scholarship recipients begin building their future



5,055

mentors

² 5,052 internal mentors and 3 external mentors, who are board members of the Foundation.



Strategy for communication and staying in touch with recipients during the pandemic

Because the global public health emergency prompted a shift to online education across the country, our Foundation devised a strategy to stay continuously in touch with our scholarship recipients and instil in them a sense of belonging to the Inspiring Kids community.

Our primary goals

- To prioritize the physical, emotional and financial welfare of our scholarship recipients.
- To provide them with tools and resources to deal with this extraordinary situation.
- To seek out opportunities to bring these students closer to each other and to the Foundation, creating a sense of community.

As part of this strategy, we organized the Inspiring Community 2020 gathering, that included more than 10,000 students in university and in third-year high school, in addition to mentors, and received positive feedback about the event, the lessons and the presenters.

We also designed a weekly newsletter called #ChavosEnCasa to transmit crucial information and provide students with the tools they required during the pandemic. The newsletter is e-mailed to scholarship recipients at all levels.



Children's Knowledge Olympiad

In partnership with the Ministry of Public Education (SEP), we awarded scholarships to 1,000 finalists in the Children's Knowledge Olympiad 2020, all of them outstanding students from all of Mexico. They were the winners in a national competition organized by SEP that tested the knowledge, skills and abilities of 6th grade students from urban, rural, indigenous, public and private schools registered at the SEP and the National Educational Promotion Council (CONAFE), through the application of a three-tier evaluation by school district, region, and state.

Since 2019, the Foundation has been funding 100% of the middle school scholarship for the 1,000 students who win the Knowledge Olympiad, and gives them a chance to apply for the BBVA Scholarship Program for Inspiring Kids so that they can maintain their scholarship aid throughout high school and university.

Since 2019, the Foundation has been funding 100% of the middle school scholarship for the 1,000 students who win the Knowledge Olympiad.



Extraordinary support during COVID-19

During the COVID-19 pandemic, the BBVA Foundation in Mexico Board of Trustees analysed and approved additional economic support for scholarship recipients who were seriously affected by the situation. The support went to three types of recipients:

- a) Those dealing with the loss of a family member to COVID-19.
- b) Those whose primary family wage-earner lost their job.
- c) Those who had a family member seriously ill with COVID-19.

A total of \$10 million pesos in support were authorized and distributed among 1,519 scholarship recipients in 2020, directly supporting their families to pull through and overcome the challenges of the pandemic.

As a result of our prompt actions to face the complex situation derived from the pandemic, 99% of our scholarship recipients were able to continue studying.



Innovation for following up

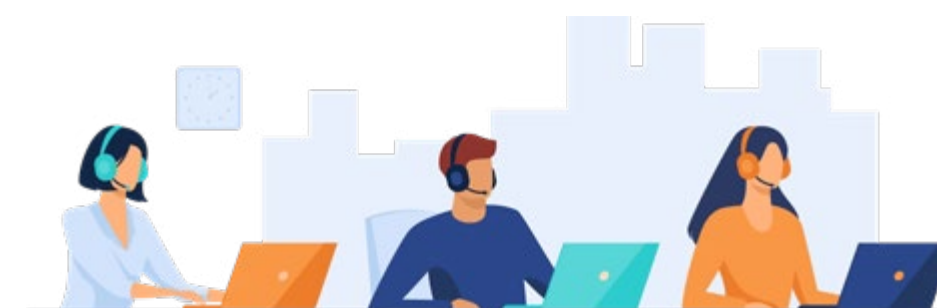
The BBVA Foundation in Mexico Contact Centre

In the interests of innovation, and in an effort to remain in close and constant dialogue with our scholarship recipients, the BBVA Foundation in Mexico set up a contact centre. With this tool, we can ensure quality service, answering questions and channelling recipients' concerns, while providing a permanent system for inquiries that improves administrative service for our recipients and generates statistical information to offer more and better opportunities.

Thanks to the implementation of the contact centre, we were able to set up a system for continuous, personalized monitoring for more than 40,000 students throughout Mexico.



Contact phone number:
800 122 6689



Natural disaster aid

We provide humanitarian aid and support for people experiencing emergencies caused by natural disasters and other situations of extraordinary risk.

Our Foundation is firmly committed to bringing humanitarian aid to communities that are affected by natural disasters, which is why we continue to support and promote programs that benefit the neediest in an emergency.



1 NO POVERTY
APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6
 1.1, 1.3 and 1.5



4 QUALITY EDUCATION
APPLICABLE SPECIFIC TARGETS IMPACTED: 6/10
 4.1, 4.2, 4.5, 4.6, 4.7 and 4.a



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
APPLICABLE SPECIFIC TARGETS IMPACTED: 1/5
 9.1



11 SUSTAINABLE CITIES AND COMMUNITIES
APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9
 11.3, 11.5 and 11.b



13 CLIMATE ACTION
APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4
 13.1



17 PARTNERSHIPS FOR THE GOALS
APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4
 17.17

Humanitarian food assistance

Under an alliance with the Ministry of National Defence (SEDENA) and Televisa Foundation, we have an inventory of available basic food supply parcels in order to promptly respond to emergency situations, such as the declaration of a DNIII-category national emergency. Each parcel guarantees enough food to supply a family of four with balanced meals for one week. SEDENA handles the storage, distribution and delivery logistics when required.

Together with Televisa Foundation and the support of SEDENA, 10,600 parcels with top quality, shelf-stable, high-protein basic goods were delivered in Chiapas, Tabasco, Guerrero, Oaxaca, Morelos, State of Mexico and Yucatán, as well as Mexico City. The total was equivalent to +67 tons of food.

We also presented 805 basic food parcels to the Bancos de Alimentos de México organization, benefiting 3,220 people in the states of Quintana Roo and Oaxaca, and in Mexico City.



11,405
basic food parcels



+67
tons of food



45,620
people benefited
during 2020

Hygiene kits

Following the tropical storms that hit Chiapas and Tabasco, we gave out hygiene kits with basic items for the personal care of two people for one week. All in all, we delivered 3,000 personal hygiene kits to help 6,000 people in dire straits.



3,000
personal hygiene kits



6,000
people benefited

School reconstruction

Our commitment to education in Mexico is unwavering. For this reason, we are proud to have added one more school to our reconstruction program. Working together with the Kaluz Foundation, we made it possible for more than 900 children to enjoy a safe and welcoming educational environment in which to continue their education in the future.

The project's goal was to donate equipment and funding to repair or rebuild public schools damaged by the 2017 earthquakes, in six of the most heavily affected states: Chiapas, State of Mexico, Morelos, Oaxaca and Puebla, as well as Mexico City.

In 2020, we started to **rebuild one school in the state of Puebla** with the following results:

\$14,284,000

pesos invested during the year

900

students should benefit in 2021



One Team Volunteering

Our volunteering activities are in line with BBVA Foundation in Mexico's main objective: education.

Volunteering plays a key role in the life of a society. The activities our volunteers engage in bring co-workers together in pursuit of a common goal. We believe that volunteering helps build social values, and that we can combine our professional life with participation in our communities.

Our volunteer actions are aligned with our most important goal: to bring quality education to all. Thus, our volunteer work focuses on improving various aspects of education in Mexico.



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6
1.1, 1.2 and 1.3



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/10
4.1, 4.7 and 4.a



APPLICABLE SPECIFIC TARGETS IMPACTED: 1/5
9.4



APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4
10.3



APPLICABLE SPECIFIC TARGETS IMPACTED: 4/9
11.1, 11.3, 11.7 and 11.a



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/9
12.7 and 12.8



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/4
13.1 and 13.2



APPLICABLE SPECIFIC TARGETS IMPACTED: 6/9
15.1, 15.2, 15.3, 15.4, 15.5, and 15.10

Our results

Because of restrictions on physical gatherings and large groups of people, in 2020 only one volunteer day was held, involving 253 volunteers, 30 of which were BBVA Foundation in Mexico's scholarship recipients. In total, we recorded 1,338 hours of volunteer time by BBVA employees and 180 hours of volunteer time by the 30 scholarship recipients, directly benefiting 489 students.

Volunteering is and will be a fundamental pillar of the BBVA Foundation in Mexico and BBVA Group, so in the future we will continue to promote the initiatives for having a positive impact on our communities and improving the life quality of people.



Program results in 2020

253

volunteers

1,518

volunteer hours by
BBVA employees

489

students benefited
directly

My BBVA Community

This project, now under way for nine years, continues to serve as a clear example of BBVA Mexico Group's investment activities in the community.

Mi Comunidad BBVA (My BBVA Community), previously known as Mejora Mutualista, has the mission of driving social and financial recovery as well as restoring the urban environment in neglected or abandoned neighbourhoods in Mexico.



APPLICABLE SPECIFIC TARGETS IMPACTED: 4/6
1.2, 1.3, 1.4 and 1.5



APPLICABLE SPECIFIC TARGETS IMPACTED: 4/10
4.2, 4.5, 4.7 and 4.a



APPLICABLE SPECIFIC TARGETS IMPACTED: 1/6
5.1



APPLICABLE SPECIFIC TARGETS IMPACTED: 1/5
9.1



APPLICABLE SPECIFIC TARGETS IMPACTED: 7/9
11.1, 11.3, 11.4, 11.5, 11.7, 11.a and 11.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9
12.5, 12.7 and 12.8

Results of **My BBVA Community** in the last 9 years, in 12 housing complexes in Tijuana, Baja California:

10,205 homes supported

33,677 direct beneficiaries*

\$17.7
million pesos invested by BBVA Mexico Group

+\$43
million pesos invested by strategic partners to repair municipal public services and restore public spaces

90%
IReNe score

* The number of total direct beneficiaries is estimated using the average of occupants in private houses inhabited by state in 2020 published by INEGI (Baja California = 3.3 people per house).

Goals

- Reduce non-performing loans
- Improve the urban environment
- Restore home values



The model was the result of the need and the social responsibility of BBVA Mexico Group to provide another benefit to the community, recognizing the rapid rise in mortgage defaults and repossession of homes in certain gated neighbourhoods, causing a downward spiral in three ways:

- Deterioration of the urban environment
- Financial erosion
- Breakdown of the social fabric

The program intervenes in housing neighbourhoods where BBVA Mexico Group has granted mortgage loans and which show a deterioration in said three ways.

Criteria for selection of housing complexes:

- Deterioration of the urban environment
- Weak neighbourhood organization
- Low home values
- Loan default ratios of more than 10%
- Home repossessions above 20%
- Concentration of BBVA-financed homes

Pillars for the improvement of housing complexes:

- Neighbourhood organization
- Recovery of public and private spaces
- Crime prevention methodology
- Strategic partners
- Rising home values and densification

The purpose of My BBVA Community is that clients can recover their property and live better, thus conferring dignity to families in those locations. The recovery is undertaken simultaneously along three axes that contribute to neighbourhood densification, added value, social cohesion and greater perceived security.



Financial assistance

Advice to mortgage borrowers in order to improve payment habits has allowed for a reduction of non-performing loans by 50% in the three stages. Additionally, the inventory of repossessed homes was reduced by 74%, and the average home value grew by 50%, increasing equity for homeowners.

Activities:

- 26 financial education workshops for 1,004 adults

Restoration of urban environment

Its purpose is to revitalize public and private spaces by participating in various activities involving:

Activities:

- Boarding 103 homes
- 49 ecological containers
- Lighting for 5,865 homes
- Painting 1,883 homes
- Installing or repairing 52 front doors
- Revitalizing 16 public parks

- Installing 7 security booths
- Installing 47 metal fences
- Building 39 walls
- Repairing 9 walls
- Rehabilitating 25 green areas

Social revitalization

Through My BBVA Community, we organize residents and encourage them to participate in various social activities, involving:

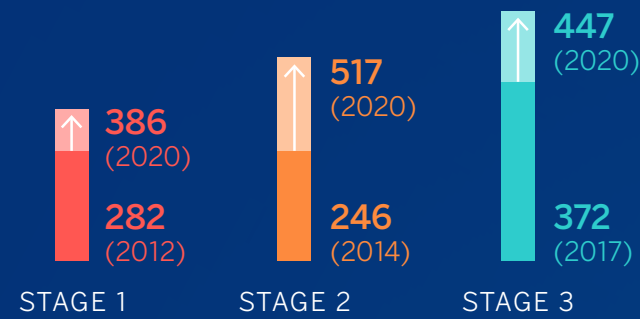
Activities:

- 171 neighbourhood committees
- 19 urban murals
- 713 art workshops
- 23 workshops explaining valuables for the future to 983 boys and girls
- 155 municipality registrations of resident committees
- 90 children's committees
- 132 training sessions for resident committees
- 72 maintenance fee arrangements
- 1,046 clean-up days in gated neighbourhoods
- 140 clean-up days in common areas

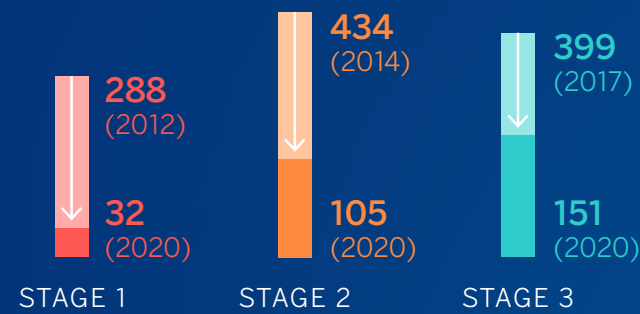
Program results in three dimensions

FINANCIAL INDICATORS

Average value of property
(thousand pesos)



Stock DANF/1



1/ Stock of the Non-Financial Assets Office
* Indicators included after stage 3.
Source: 789 surveys conducted out of a universe of 3,800.

URBAN ENVIRONMENT INDICATORS*

Satisfaction with the housing complex



Perception of improvements



Satisfaction with the individual property



SOCIAL INDICATORS

Perception of insecurity



Trust among neighbours



Over the next 5 years, the program will be extended nationwide to reach 35 housing complexes in 11 states, benefiting 164,000 homes and 300,000 families.

USAID Alliance

My BBVA Community was a finalist in the 2018 joint USAID-Ministry of the Interior call for entries on best practices in social prevention of violence and crime, placing it among the top 20 projects.

BBVA MUTUALIST IMPROVEMENT IMPLEMENTATION MANUAL

This year USAID completed the implementation manual, which is part of its collection and was a product of its alliance with BBVA. The manual provides a detailed explanation of the mutualist improvement model behind My BBVA Community: its methodology, implementation process, results and lessons learned. The purpose is to create a replicable model with key points and appropriate information for putting it in place.

BBVA Mexico Group's My BBVA Community was also covered in a USAID publication as a success story in responsible business, and as one of the five practices introduced by private enterprise to help prevent violence and crime through social action.



The last two documents are part of USAID's online learning community. More information at www.cca.org.mx/usaid_colecciones/#iniciativa

Our partners

My BBVA Community has benefited 18,000 people thanks to the support of our partners:

- USAID
- Oxxo
- Municipal government of Tijuana
- Tijuana Innovadora
- CODET Foundation
- Tijuana Technological University

2021 goals

We propose a nationwide expansion, beginning in Tijuana:

- Extend our impact from 1 to **11 states in Mexico** and from 12 to 35 gated communities
- From +10 homes at present, **restore 164,000 homes**
- **Benefit 300,000 people** between 2021 and 2026

Adopt a community

Based on the resounding success of our school reconstruction program, in 2020 we took on the task of extending its scope. This year, in addition to improving the physical infrastructure of schools, we want to improve the communities around them.

The goal is to support community-driven urban upgrading, restore public spaces and join forces with our partners to rebuild the social fabric of the neighbourhoods where we will be working.



PROJECTS

We are currently working in partnership with Corazón Urbano A.C. in the following communities:

Guanajuato – Cerrito de Jerez

The project involved remodelling a school and urban restoration of the neighbourhood.

- School reconstruction **COMPLETED**
994 people directly benefited
- Urban restoration **COMPLETED**

Yautepec – Cerro del Tenayo

The goal of this project was to restore the urban environment of this community. The local school was rebuilt as part of the Apoyo México school reconstruction project.

- School reconstruction **COMPLETED IN 2019**
- Urban restoration **COMPLETED**

Cocula

The purpose of this project was to restore the urban environment of this community. It was created as part of the scope of the Cocula Digital project.

- Urban restoration **COMPLETED**

Cultural promotion

One of the most important pillars of our Foundation, it promotes all artistic disciplines and transdisciplinarity in Mexico.

This year posed a considerable challenge to the BBVA Foundation in Mexico as we tried to support these initiatives amid social distancing and uncertainty. Ultimately, however, it was more an opportunity than an obstacle, and we were able to reach new horizons, to grow and innovate in the way we support and present the projects we promote.

We are proud to say that in 2020 we achieved a record number of projects and single users, all thanks to this Foundation's strong capacity for adaptation and its inclination for innovation.



APPLICABLE SPECIFIC TARGETS IMPACTED: 8/10
4.1, 4.3, 4.4, 4.5, 4.6, 4.7, 4.a and 4.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6
5.2, 5.5 and 5.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9
8.3, 8.6 and 8.10



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/5
9.5 and 9.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/4
10.2 and 10.3



APPLICABLE SPECIFIC TARGETS IMPACTED: 1/9
16.6 and 16.7

Results highlights

1,035,587 single users¹

Number of **single users** by project:

172,621
BBVA-MACG² program

25,597
"Territorios"
photography exhibit

5,798
Do It in a Short
Film program²

29,036
"Paralelismos
Plásticos" exhibit

734,214
BBVA Arts
Fellowship project

61,186
Activities for BBVA
employees

7,135
New Year's Eve Concert
with Wynton Marsalis



¹ Single users: People who had access to various open resources (exhibits, platforms, websites).
² Programs undertaken in 2019 with an impact in 2020 that are no longer available.

BBVA Arts Fellowship

This program's goal is to stand out as an unparalleled platform for exchange and collaboration that supports the production and dissemination of outstanding artistic and cultural initiatives with a proven track record in Mexico. The Arts Fellowship is exceptional because it is a unique model for cultural management in our country, through 360-degree outreach and promotion of different encounters where single users can share their experiences. The initiatives benefited included a series of activities for BBVA employees, including guided museum tours, workshops, talks, theatre performances and concerts.

The program began in 2017 to personally accompany single users and influencing the broadest initiatives, with donations of \$500,000 and \$1,000,000 pesos.

We supported six initiatives in 2020, which becomes integrated to a network of 49 projects that extend across all of Mexico.

In the program's four years, we have brought culture to 1,411,142 people.



6 initiatives

supported in 2020, incorporated into a network of 49 projects



734,214

single users of the BBVA Arts Fellowship project



Courtesy photo by Jazz at Lincoln Centre (JALC)



Masterclass with Luis de Tavira and Casa del Teatro, at the BBVA Auditorium


2020 Results

- 2** Large exhibits
- 1** International film and documentary festival
- 1** International festival of contemporary theatre
- 1** Large-format stage play
- 1** International cycle of jazz concerts and master classes



We have applicants from everywhere in Mexico each year. The selection process is as follows: when the call for entries is closed, an external committee made up of guest specialists conducts an online evaluation of between 10 and 20 outstanding initiatives. Then, the BBVA Foundation in Mexico Donation Committee selects those that it considers best align with the Group's values. Finally, the selected initiatives are published on the BBVA Foundation in Mexico website.



 To know more about the Arts Fellowship program, please visit fomentocultural.fundacionbbva.mx/programas-convocatorias/becadeartebbva/

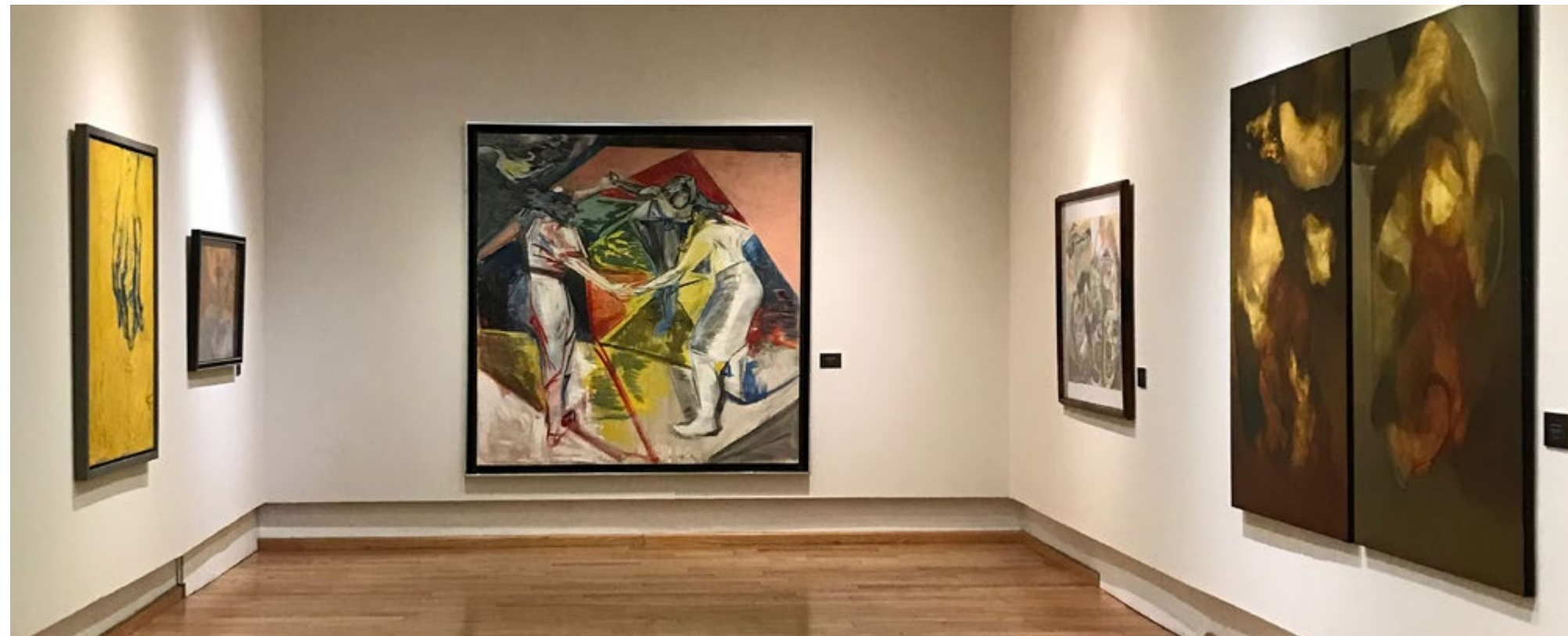
BBVA Mexico Art Collection

The purpose of the BBVA Mexico Art Collection is to disseminate and share BBVA's artistic heritage with a range of audiences through exhibitions and educational activities in Mexico. This artistic heritage consists of 371 works by 161 artists.

Conservation activities include the installation and exhibition of artworks in corporate headquarters and a project for preserving all of the works from 2018 to 2020. The "Paralelismos Plásticos en Mexico" exhibit has also been displayed since 2011. "Cuatro décadas en la Colección BBVA Mexico", comprising 60 pieces by 52 artists, under the curatorship of Estela Duarte and

Susana Herrera, offers a rich panorama of the development of art in Mexico from the perspective of some of the creative forces of the 20th century: Manuel Felguérez, Joy Laville, Francisco Toledo, Pedro Coronel, José Luis Cuevas and Helen Escobedo, among others.

The main cultural institutions in Mexico are our strategic partners, and together we make possible taking this exhibition to other venues in the country. In 2020, the touring exhibition's last stop was at the Guanajuato State Culture Institute.



Program results

Diego Rivera House-Studio Museum,
from February 20 to September 6, 2020

29,036 total
single users

18,588 people reached
through social media

10,406 museum visitors

42 participants in
educational activities

Publishing Fund

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

All the materials are available for sale on the BBVA Foundation in Mexico website, and we are currently working to sell them on Amazon as well. The proceeds of the sale go to the programs of the BBVA Foundation in Mexico.

The book *México: 500 años de historia en 500 objetos* was published in 2020.

This book, published in collaboration with the Mexican Academy of History, offers a new and original approach to commemorate the encounter of two cultures five centuries ago. A historical and visual journey to our nation's past through emblematic objects that attest to 500 years of Mexican history, from pre-Hispanic times to the present.



With research and texts by Javier Garcíadiego, Eduardo Matos Moctezuma, Rafael Martínez Baracs, Antonio Rubial, Felipe Castro, Virginia Guedea, Josefina Zoraida and Andrés Lira.

- **Javier Garcíadiego.** Historian and academic, former president of Colegio de México; director of the Mexican Academy of History since 2018.
- **Eduardo Matos.** Archaeologist and anthropologist, former director of the Templo Mayor archaeological project.
- **Rodrigo Martínez Baracs.** Ethno-historian, president of the Sociedad Mexicana de Historiografía Lingüística Diego Prieto.

- **Antonio Rubial.** Historian and academic specializing in the processes of miscegenation and evangelization in Mexico.
- **Felipe Castro.** Historian and anthropologist specializing in colonial history.
- **Virginia Guedea.** Historian specializing in the vice regal period of New Spain.
- **Josefina Zoraida Vázquez.** Historian. Her research has focused on the history of education, politics and diplomacy in 19th-century Mexico.
- **Andrés Lira.** Lawyer and historian, specializing in the study of Mexican legal and political ideas and institutions.

EFICINE

In 2020, the BBVA Foundation in Mexico, through its Cultural Promotion office and in alliance with BBVA, participated in the Tax Incentive Program for Investment Projects in Mexican Film Production and Distribution, known by its initials in Spanish EFICINE (Article 189 of the Income Tax Law). Through consulting and a minute pre-selection by specialists, the BBVA EFICINE Committee selected the project "TOTEM," by Lila Avilés, a young director who has garnered recognition in more than 70 international festivals and was nominated for 10 Ariel awards for her debut feature film "La Camarista".

“Territorios” photography exhibit

This first solo show by Santiago Arau (Mexico City, 1980) brings together seven years of work and 33,302 kilometres of travel across the length and breadth of Mexico. With an acute eye for documentary recording and artistic curiosity, Arau reconstructs the reality of the aerial and ground landscape. Either piloting a drone atop a volcano, with camera in hand from a helicopter, or through an airplane window, he shows us improbable landscapes and natural exuberance, but also environmental disasters, arbitrary urban configurations and the pitilessness of the border, with glimpses of the human faces of those who inhabit them.

The Colegio de San Ildefonso in Mexico City was the venue for the “Territorios” photography exhibit.

Given the pandemic-related restrictions, a 360-degree tour of the exhibit was carried out for virtual visits.



25,597

single users in 2020



Year-end concert with Wynton Marsalis

The BBVA Foundation in Mexico ended the year with a swinging beat and an exceptional repertoire, celebrating the embodiment of freedom and democracy. Exclusively for Mexico in an alliance with DeQuinta Productions, winner of a BBVA Art Fellowship in its third and fourth years, Jazz at Lincoln Centre presented an exclusive interview followed by the concerto “The Democracy! Suite”, written and directed by trumpeter and composer Wynton Marsalis and six of the world’s best soloists.

“The Democracy! Suite” is a stimulating instrumental reflection on the issues that have dominated our lives in the past year of pandemic, and an example of the beauty that can emerge from a collective effort to build a better future.

 **7,135** people attended the event online



Courtesy photo by Jazz at Lincoln Centre (JALC)



For more information and details about the event, please visit:
www.bbva.com/es/septeto-de-la-orquesta-de-jazz-at-lincoln-center-con-wynton-marsalis-ofreceran-concierto-desde-nueva-york/



Strengthening and management of programs

GRI: NGO 2

Feedback and complaints mechanisms regarding the programs

In order to continually improve everything we do, and to monitor the management and results of our programs, our feedback mechanism identifies areas for improvement and opportunities for our programs to achieve greater impact. To this end, we invite all our stakeholders to send us their opinions through the various feedback and complaints mechanisms for each program:

Program	Email
Inspiring Kids Scholarships	becasfundacionbbva.mx@bbva.com
Mentoring program	mentores.mx@bbva.com
Cultural Promotion	fomentocultural.mx@bbva.com
General feedback regarding the Foundation	fundacionbbva.mx@bbva.com



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

APPLICABLE SPECIFIC TARGETS IMPACTED: 4/9
16.5, 16.6, 16.7 and 16.10



17 PARTNERSHIPS FOR THE GOALS

APPLICABLE SPECIFIC TARGETS IMPACTED: 3/4
17.16, 17.17 and 17.19



Monitoring and evaluation

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

IRENE

Our goal is to be a benchmark among foundations of our type, which translates into recommendations and surveys of satisfaction among our scholarship recipients everywhere we operate. To evaluate these perceptions, the BBVA Foundation in Mexico has a global methodology based on a net promoter score measurement tool called IReNe, for its acronym in Spanish.

The methodology involves asking beneficiaries of BBVA Foundation in Mexico programs to what extent they would recommend us, on a scale of 0 to 10. The score of the recommendation measures their degree of satisfaction with the programs in which they participate.

To determine the IReNe score of the Inspiring Kids program, the BBVA Foundation in Mexico sent 17,476 surveys by e-mail to middle school, high school and college students, 45% of which responded (7,836).



17,476

surveys were sent to scholarship recipients during 2020 to determine the IReNe score; 45% responded

For the Inspiring Kids scholarship program, these surveys yielded an IReNe score of 95.8, positioning us with an outstanding satisfaction index.



95.8

IReNe score for the Inspiring Kids scholarship program in 2020

Starting in 2021, we intend to apply the IReNe survey on a monthly basis to continue strengthening our programs.



04

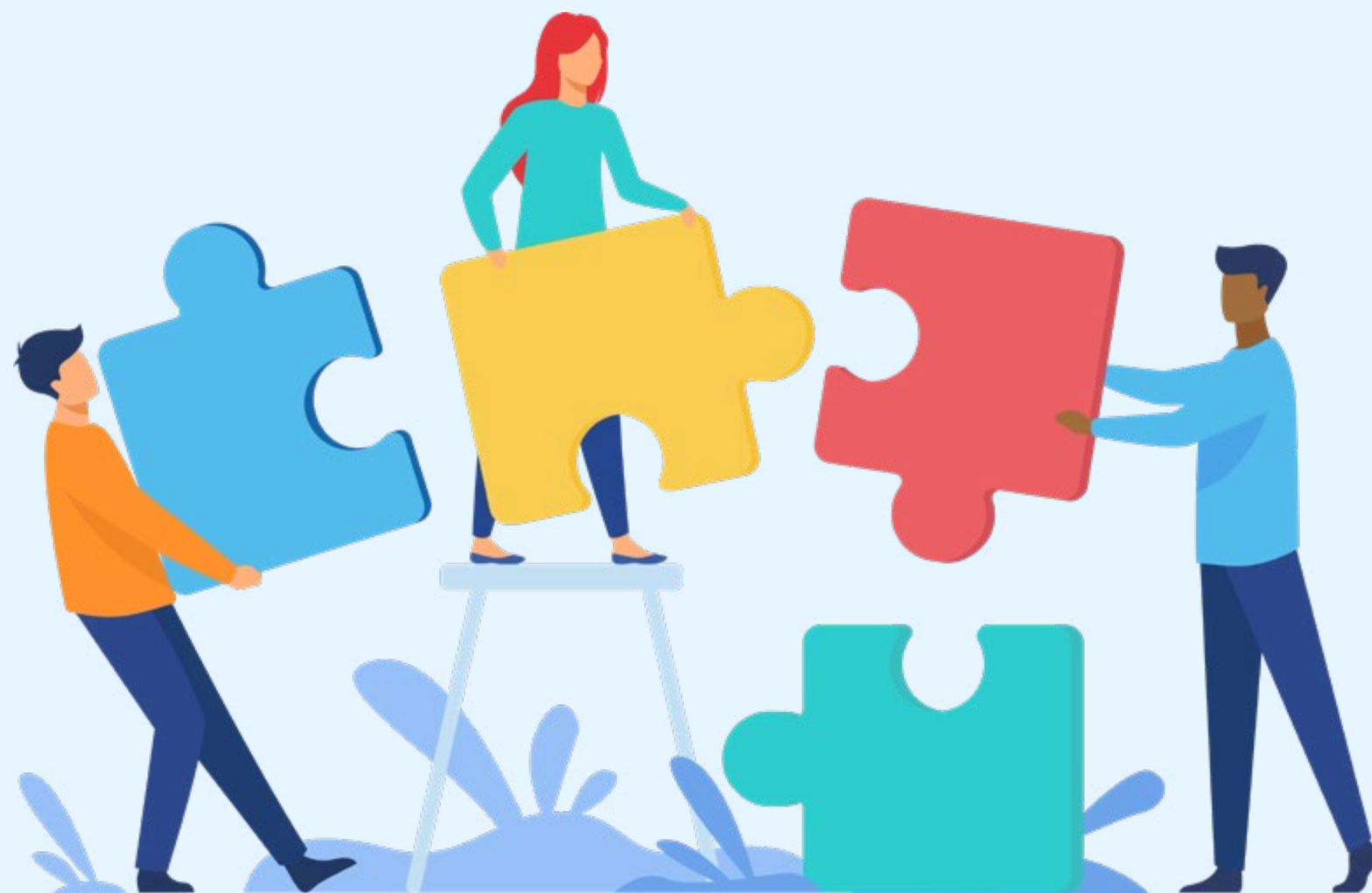
Alliances with an impact

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



Our strategic partnerships are crucial for achieving the goals we have set for ourselves.

We share resources and develop joint strategies with respect to finances, talent, technical matters and technology, to have an impact both in Mexico and abroad. All of our partnerships generate value and impact the programs we support, so staying in constant communication with our partners is paramount to remain true to our mission as a Foundation.



	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 5/6 1.1, 1.2, 1.3, 1.4 and 1.5</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4 2.1</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 10/10 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.a, 4.b and 4.c</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/6 5.1</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 5/9 8.3, 8.5, 8.6, 8.8 and 8.b</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED 1/5 9.1</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 2/4 10.2 and 10.3</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9 16.6, 16.7 and 16.12</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 3/4 17.16, 17.17 and 17.19</p>



We currently have four types of strategic partners that help us maximize our actions in all our projects in Mexico.

These partners are:



Cultural Promotion partners

Museums, theatres, art galleries and exhibition spaces focused on promoting culture as a means of social change, supporting inclusion, diversity and national and international talent.



Scholarship Program partners

Schools, universities and institutions that drive our programs to ensure academic excellence and a wider coverage.



CSO Donations Program partners

We generate synergies with institutions dedicated and committed to formal education in Mexico, to multiply their impacts, contribute to Mexico's progress and improve quality of life.



Together for Health project partners

Partners that contributed with us during the 2020 pandemic by providing financial or in-kind assistance to add to the efforts proposed by the Foundation.



Partners in providing natural disaster aid and adopting communities

Collaboration with organizations that help people experiencing emergencies caused by natural disasters.

Our partners

In 2020, we built and maintained strong partnerships with public and private institutions to increase the impact of our programs, and we worked with the following partners:

Cultural Promotion partners

- National Arts Museum (MUNAL)
- Museum of Modern Art (MAM)
- NY Jazz All Stars
- Telón de Arena theatre
- DocsMX Mexico City Documentary Film Festival
- International Theater Festival (DRAMAFEST)
- Guanajuato State Institute for Culture / Diego Rivera House-Studio Museum
- Editorial Turner
- Mexican Academy of History
- San Ildefonso College



Scholarship Program partners

- National Autonomous University of Mexico
- The Colegio de México
- Monterrey Technological Institute of Higher Studies
- RISE-Schmidt Futures
- National Polytechnic Institute
- Panamerican University
- Western Technological Institute of Higher Studies
- Iberoamerican University
- Autonomous Technological Institute of Mexico
- Fausto Rico Foundation
- Meritorious Autonomous University of Puebla
- Autonomous University of Chapingo
- University of Colima
- University of Guanajuato
- Autonomous University of San Luis Potosi
- Autonomous University of Queretaro
- Autonomous University of Baja California
- Autonomous University of the State of Mexico
- Autonomous Metropolitan University
- Autonomous University of Nuevo Leon
- University of Guadalajara
- San Nicolas de Hidalgo Michoacan University
- University of Sonora
- Universidad Veracruzana
- ALFA Foundation
- Palace Foundation
- Embotelladora de Colima, S.A.

CSO Donations Program partners

- Bécalos
- Construyendo y Creciendo
- Administration and Finance Bureau of Nayarit
- Cedros Foundation
- Colmex Foundation
- Inclúyeme Foundation
- Quiera Foundation
- UNAM Foundation
- Universidad Veracruzana Foundation
- Superación, Excelencia, Resultados (SER)
- México SOS
- Mexicanos Primero



Together for Health project partners

We appreciate the support of the following Together for Health partners that joined our efforts to mitigate the effects of the pandemic and help healthcare professionals, as well as sick employees and their families:

- Regional board members of BBVA Mexico
- State board members of ITESM
- Alberto Bailleres Foundation
- HSBC
- Televisa Foundation, AMSA and Compartamos Bank
- Kaluz Foundation and Roberto Hernández Foundation
- UNAM Foundation and Alfredo Harp Helú Foundation
- BBVA League MX
- FEMSA Foundation and employees
- AT&T and employees
- Philip Morris
- Genera Foundation
- Government of Mexico
- UNAM
- Monterrey Technological Institute
- Mexican Foundation for Health (Funsalud)
- FEMSA, National Association of Private Transport (ANTP) and Coppel
- BBVA Mexico employees
- General public donators

Partners in the reconstruction of schools and the adoption of communities

- Corazón Urbano, A.C.
- Kaluz Foundation
- Civic Committee of Ford México and the Mexican Association of Ford Distributors
- Promotor Guanajuato, S.A. de C.V.
- National Institute of Educational Physical Infrastructure (INIFED)
- Ministry of Education of the State of Puebla
- Entrepreneurs Union for Technology in Education (UNETE)
- Red Cross
- Deportivos con Estilo, S.A. de C.V.
- COMINVI, S.A de C.V.



05

About us



Corporate Governance

GRI: 102-18, 102-19, 102-20, 102-21, 102-22, 102-23, 102-24 102-25, 102-26, 102-27, 102-28, 102-29, 102-30 102-31, 102-32, 102-34, 207-1, 207-2, 207-3

Our system of corporate governance represents the Foundation's internal organization within BBVA Group and is the main aspect that differentiates us from other non-profits.

Within this system, we incorporate best international practices and have become a benchmark in this regard. The governance standards of the corporate bodies and internal committees set out the rules by which they function, always with an eye to full compliance with regulations and the embodiment of the Group's mission, vision and values.



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6
5.2, 5.5 and 5.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/9
8.3, 8.6 and 8.10



APPLICABLE SPECIFIC TARGETS IMPACTED: 5/9
16.5, 16.6, 16.7, 16.10 and 16.12



APPLICABLE SPECIFIC TARGETS IMPACTED: 4/4
17.14, 17.16, 17.17 and 17.19

Governance structure

BOARD OF TRUSTEES

The General Shareholders' Meeting is the highest governing body of the BBVA Foundation in Mexico, responsible for approving the report on its financial situation and any change in its bylaws. Its management and leadership are entrusted to the Board of Trustees, in turn appointed by the General Shareholders' Meeting and made up of 16 members, 5 of them independent (31.25% of the total).

The Board of Trustees is responsible for defining the Foundation's strategic path, overseeing its operations and approving its management. The duties of the Statutory Auditor include reviewing financial statements and accounting policies, ensuring that the correct decisions are made to safeguard the Foundation's purposes.

Positions on the board are honorary and personal; they are occupied by people of renowned professional experience and representative of various economic sectors, enabling the Board to function as a robust, interdisciplinary body. Meetings are usually held four times a year. The Board's duties include defining its strategic path, overseeing its operations and approving its management.

It also participates in the evaluation and final approval of our Annual Report and guarantees that all the material topics are covered.

Composition of the Board of Trustees

Don Jaime Serra Puche
CHAIRMAN

Don Eduardo Osuna Osuna
CHAIRMAN

Don Luis Ignacio de la Luz Dávalos
REGULAR MEMBER

Don Rafael Humberto Del Rio Aguirre
REGULAR MEMBER

Don Hugo Daniel Nájera Alva
REGULAR MEMBER

Don Gabriel Alejandro Ramírez Landa
REGULAR MEMBER

Don Carlos Serrano Herrera
REGULAR MEMBER

Don Pablo Alberto Martín Almaraz
REGULAR MEMBER

Don Jorge José Terrazas Madariaga
REGULAR MEMBER

Don Guillermo Estrada Attolini
REGULAR MEMBER

Don Mauricio Pallares Coello
REGULAR MEMBER

Doña Martha Smith*
REGULAR MEMBER

Doña María Eugenia Ramírez España*
REGULAR MEMBER

Doña Alicia Lebrija Hirschfeld*
REGULAR MEMBER

Don Miguel Székely Pardo*
REGULAR MEMBER

Don Claudio Xavier González Guajardo*
REGULAR MEMBER

NON-MEMBERS

Don Eugenio Bernal Caso
SECRETARY

Don José Francisco Eduardo Uriegas Flores
DEPUTY SECRETARY

Don Jorge Tapia Del Barrio
STATUTORY AUDITOR

 **18.75%**
of our Board of
Trustees are female

* Independent members.

Board member profile

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

They receive continuous training, enabling decision-making that benefits the Foundation's structure and is in line with global trends.

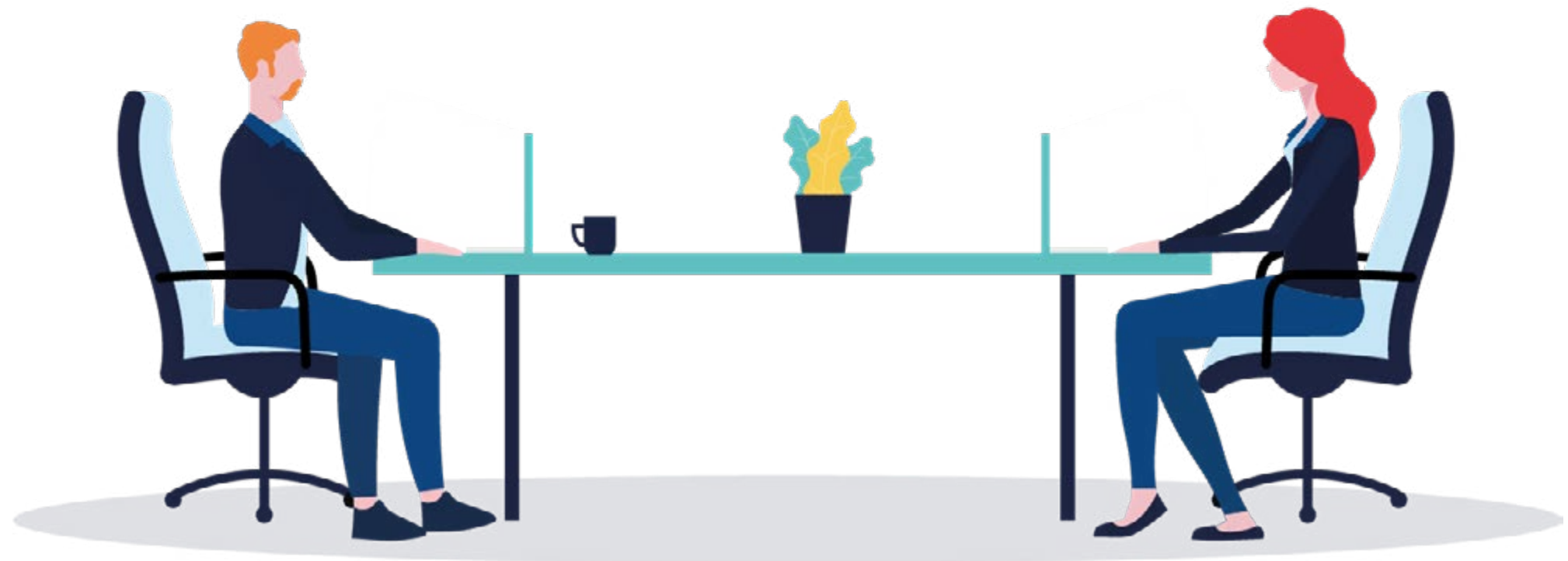
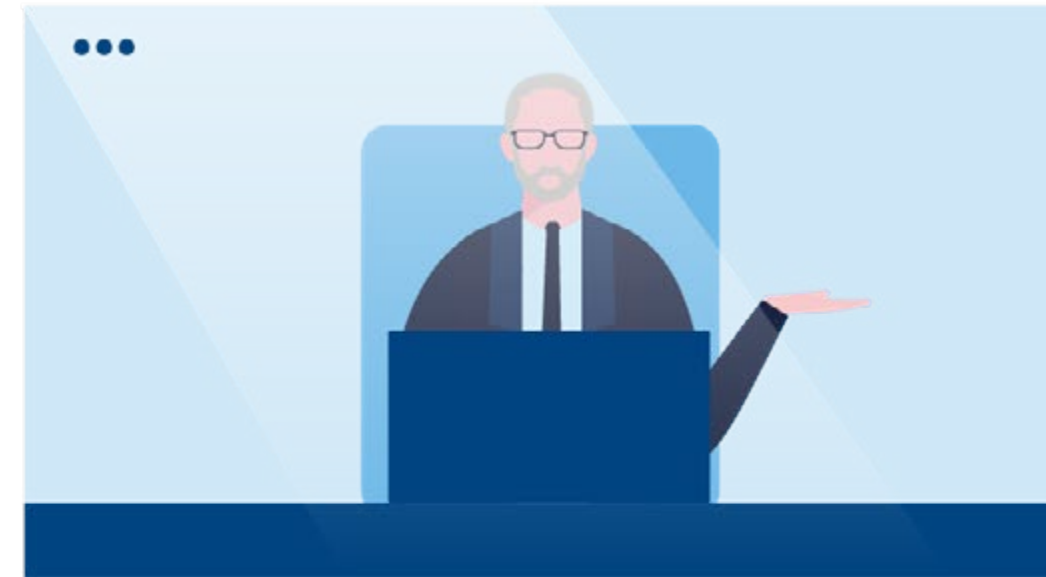


See the profile of our Board of members

Conflicts of interest

The Board of Trustees ratifies the adherence of the BBVA Foundation in Mexico to the BBVA Code of Conduct, which in turn regulates any possible conflict of interest.

It also includes independent board members, which enable it to function as a robust, interdisciplinary body.



How the Board works

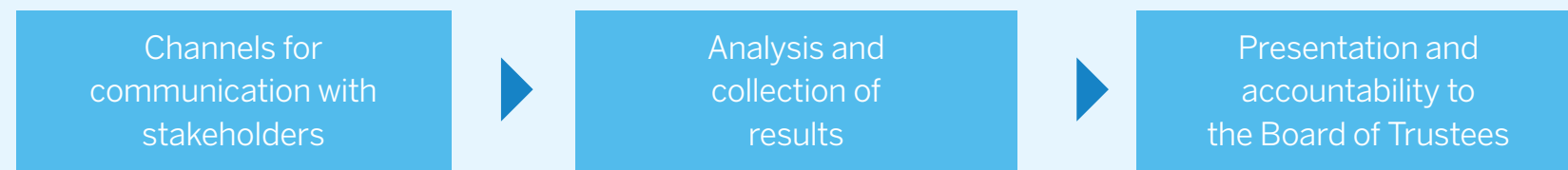
The BBVA Foundation in Mexico's Board of Trustees met regularly on four occasions during 2020.

In its meetings, it reviewed the performance of Foundation, fundraising and funding aspects, and the progress of its programs.

Stakeholder consultation and governance bodies

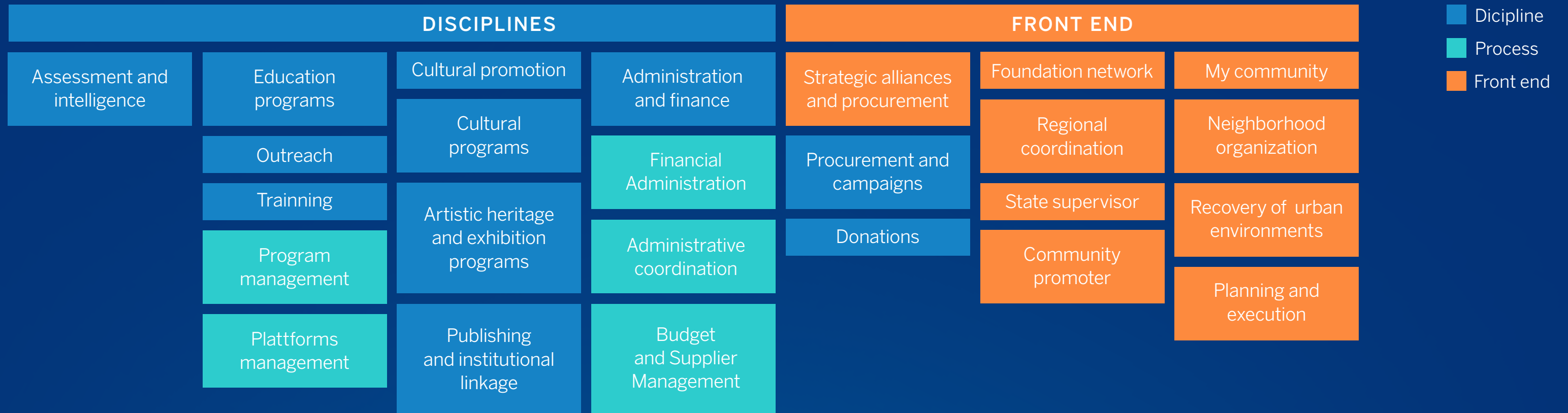
Consultation with our main stakeholders is the way our Foundation learns about the needs, concerns and opinions of our partners, beneficiaries, communities and others, before taking any action or decision. This guarantees not only their involvement in the Foundation's strategies, but that we are continually geared to generating the greatest benefit for our communities.

Through our various communication channels, we optimally approach each of our stakeholders in order to obtain the best results from their opinions and views. The key issues are passed on to the Board of Trustees in order to discuss them in the ordinary sessions.



For more details about the topics discussed during the Board of Trustees' sessions in 2020, please visit: www.fundacionbbva.mx/gobierno-corporativo/ which includes the agenda for each of them.

BBVA Foundation in Mexico structure



AGILE

In 2019, our Foundation adopted the Agile methodology to ensure a unique experience for beneficiaries, to respond to new challenges and to maintain the leadership we are known for. The methodology enables teams to work and organize by identifying milestones to achieve their goals. Agile not only makes it possible to develop new ideas and quality services that meet the needs of beneficiaries whose priorities are changing with increasing speed, but it can be adopted in every department of the Foundation to achieve greater agility and a closer focus on the day-to-day results.

Our employees

GRI: 102-7, 102-8

Our employees' talent is a fundamental pillar of our impact as a Foundation throughout Mexico. This is why we strive to provide the best workplace environment, communication and working conditions.

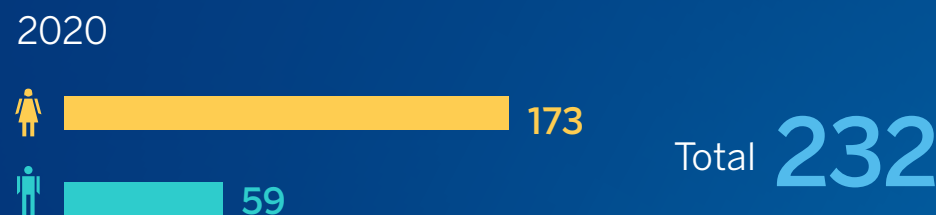
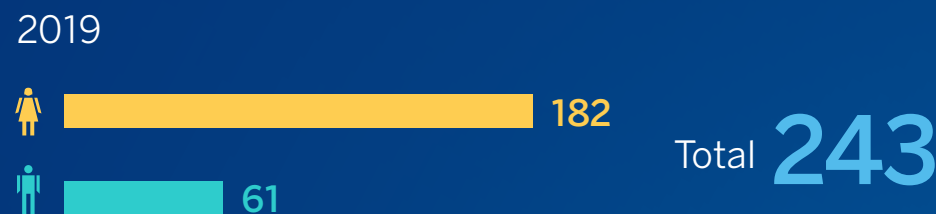
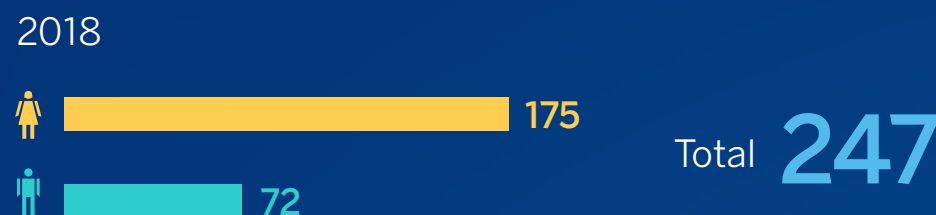
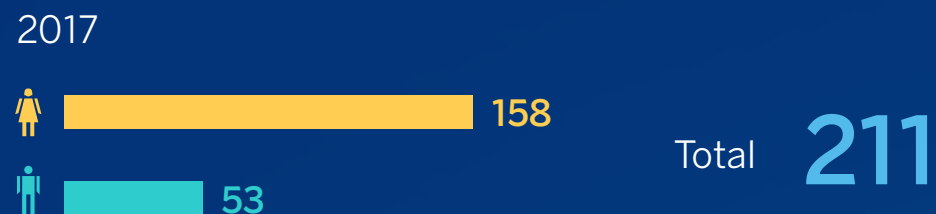
Starting with the recruitment process, we seek out high-impact individuals, and throughout their professional life with the Foundation, we design development and training programs with the purpose of maximizing their key skills. We provide employment opportunities without distinction to nationality, gender, religion, race, economic condition or sexual orientation.



Workforce

GRI: 401-1 and 405-1

BBVA Foundation in Mexico Employees (2017-2020)



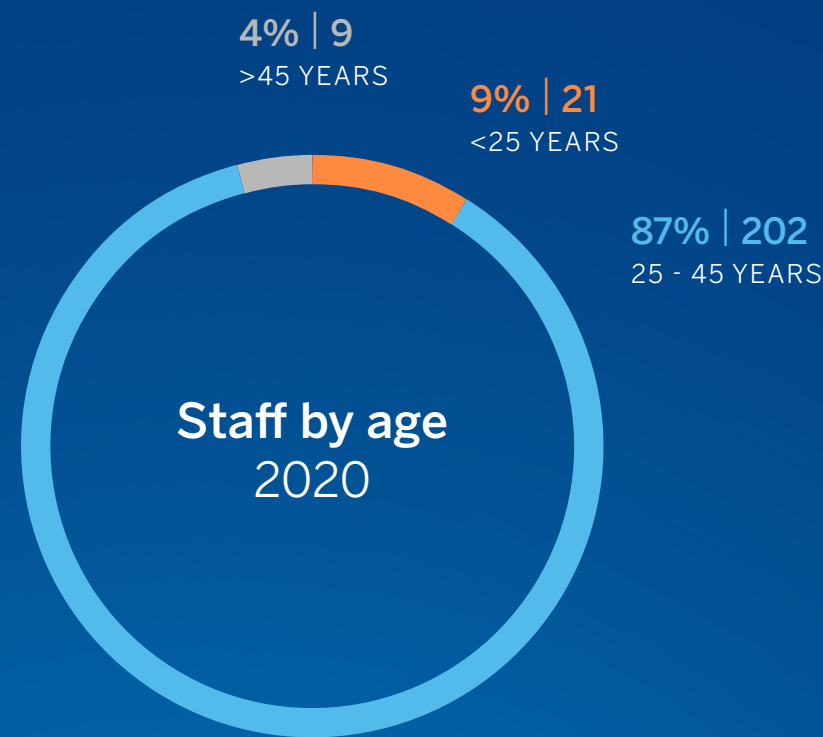
232

employees in our staff at the end of 2020



75%

of our employees are women



87%

of our employees are between 25 and 45 years old

Training

GRI: 404-1, 404-2

Continuous learning by our employees is the key for guaranteeing to all our stakeholders that we have the right team for benefiting and contributing to society.

100% of our employees received some type of training, and they gave us an average score of 95.7.

The Foundation team plays an indispensable role in pursuing the goals and targets of each of our projects. They acquire knowledge, tools, skills and aptitudes to participate in each project based on the various programs we operate. We encourage a culture of continuous, strategic, personalized learning for every member of our team. This is based on the tools and goals that BBVA Mexico Group sets for all of its employees. Each one has the opportunity to develop freely on a personal and professional level through classroom and online courses with our e-campus.



19,845

courses to all the Group through our e-campus platform



Training hours (2018-2020)

CLASSROOM TRAINING

541

2018

1,851

2019

204

2020

During the pandemic, in 2020 we held substantially fewer employee training programs, which is reflected in an average of 20.39 hours of training per employee during the year.

E-CAMPUS TRAINING

7,356.28

2018

9,076

2019

4,526.83

2020

TOTAL

7,897.28

2018

10,927

2019

4,730.58

2020

Category

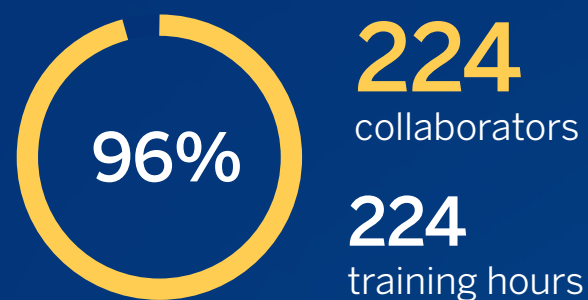
Hours of training in 2020

Legal	1,366
Transversal skills	727
Leadership skills	561
Cultural skills	540
Behavioural economics	292
Sustainability	281
Other knowledge	236
Technology	219
Fintech and digital	174
Cybersecurity	102
Design	67
Agile and project management	60
Business products / Advisory / Sales	24
Languages	23
Finance	16
Risks	14
Advisory	10
Digital sales and marketing	9
Data	6
External catalogue	2
Financial health	2
Blockchain	0.60
Money-laundering prevention	615
Personal data protection	229

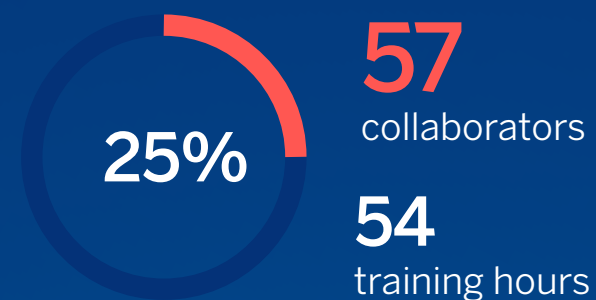
TRAINING IN VARIOUS SUBJECTS

As part of our strategy to adequately manage material topics, every year we have provided training in various subjects related with the key issues for our stakeholders. Our goal is to train a 100% of our employees in the subjects covering those issues:

Employees trained in anti-corruption



Employees trained in Human rights



Employees trained in information security



Employees trained in values



Employees trained in money-laundering prevention



Donations

Fundraising

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

Because source of funding is one of our material topics, our fundraising strategy enables us to identify needs and develop and execute action plans to guarantee the continuity of our programs.

We have two basic funding lines. One is the annual donation we receive from the BBVA Bank and the other is outside sources of funding, such as the B+Educa fund, ATM donations, payroll deductions, major donors, bonding firms, regional boards, partners, the BBVA race, remunerations, vending machines and book sales.



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/6
1.3 and 1.a



APPLICABLE SPECIFIC TARGETS IMPACTED: 4/10
4.3, 4.4, 4.5, 4.6 and 4.b



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/9
8.6 and 8.10



APPLICABLE SPECIFIC TARGETS IMPACTED: 2/9
11.1 and 11.5



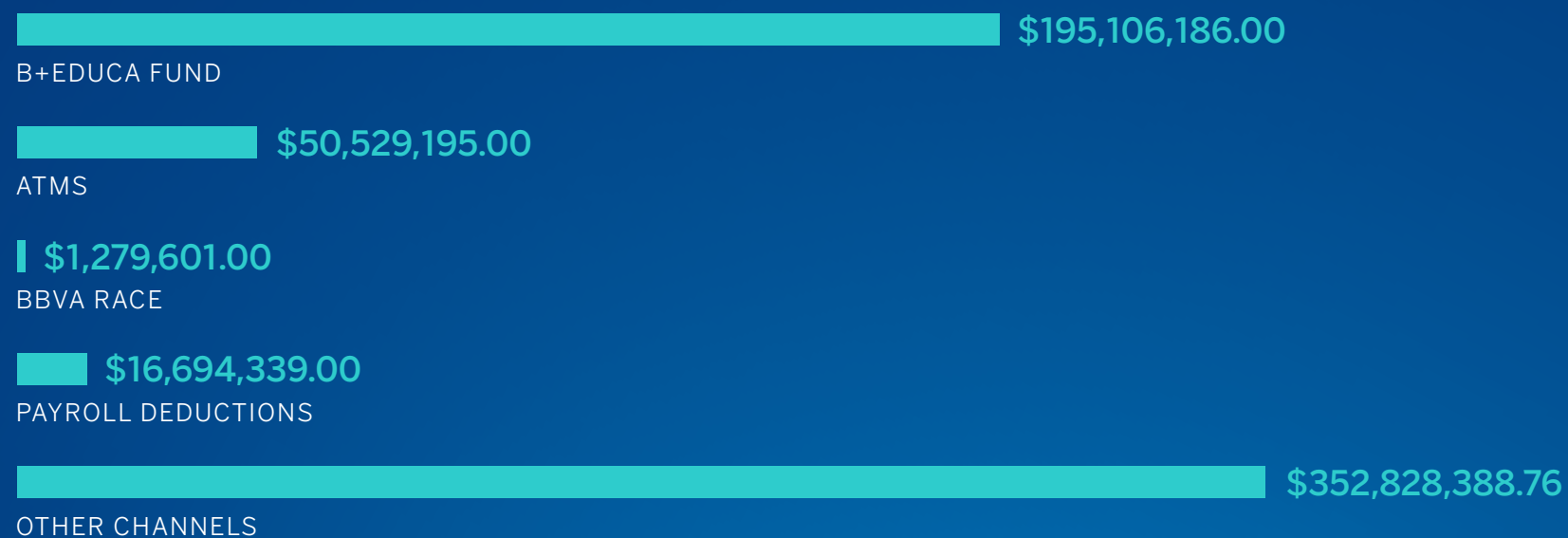
APPLICABLE SPECIFIC TARGETS IMPACTED: 4/9
16.5, 16.6, 16.7 and 16.10



APPLICABLE SPECIFIC TARGETS IMPACTED: 3/4
17.16, 17.17 and 17.19



Funds from other sources in 2020



COMMUNICATION, TRANSPARENCY AND ACCOUNTABILITY TO OUR DONORS

As we mentioned when discussing the material topics of both communication and transparency, and ethical fundraising and accountability, we have a mission of earning trust through effective communication and exercises in transparency for all our donors.

Our fundraising campaigns abide by the BBVA Bank's guidelines on transparent, clear and responsible (TCR) communication and the donations policy in force. During the donation process, the donor decides on the amount, and we share the privacy notice, confirm frequency of the donation and next steps to receive the tax-deductible receipt. Furthermore, to ensure full accountability and transparency, we have a number of channels for our donors:

- Welcome message and thanks when they donate
- Our annual report
- 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. Please send any doubts or questions regarding receipts and donations to:

donativos.fundacion@bbva.com

Transparency, clarity and responsibility (TCR) principles

These are the three principles that permit us to build solid ties with the stakeholders of BBVA Mexico Group.

Transparency

- Make sure the client has all the relevant information
- Bear in mind that the relevance of the information may vary depending on the type of client, phase in the process, and the product
- Give the same visual weight to the advantages/benefits and risks/costs/requirements
- Use the right channel, the one that lets you communicate what's most relevant
- Make sure the main message is valid for most of the audience

Clarity

- Structure your message well and use visual elements to facilitate understanding and navigation
- Make sure graphic elements provide a realistic and intuitive image
- Encourage accessibility; use subtitles and include relevant information in audio-visual material
- Use clear, easily understood language
- Limit the use of small print as much as possible (if you use it, be clear)

Responsibility

- Protect the clients' short-, medium- and long-term interests
- Give clients control over their relationship with the BBVA Bank
- Accompany the client
- Use clients' personal data responsibly
- Promote financial health



Process for allocating resources

GRI: 103-1, 103-2, 103-3, 102-30, 201-1 and NG07

Our Fundraising and Administration department is in charge of monitoring the process of allocating resources. An independent third party audits our financial statements every year. Internally, our controller has a strict management in place, and the results are presented and reviewed regularly by the BBVA Foundation in Mexico Board. In 2020, we allocated \$1,630 million pesos to our lines of action thanks to the participation of our employees, investors, partners, clients and other donors.

\$1,630

million pesos allocated to our lines of action

Funds allocated to our lines of action (million mexican pesos)



SUPPORT TO CIVIL SOCIETY ORGANIZATIONS

The Foundation provides financial support to various civil society organizations (CSOs) that have a positive impact on formal education projects to the benefit of vulnerable groups.

For this process, we have in place internal regulations and a rigorous internal assessment that consists of a prior review, an accountability report, and approval by the Donations and Contributions Committee.

In order to process their requests, organizations must send the following documents to donativos.fundacion@bbva.com

In all, we directly supported 10,670 people and 10 CSOs.

We also supported Mexicanos Primero, Visión 2030 and Sistema de Observación por la Seguridad Ciudadana, whose projects do not benefit directly a defined population. Thus, these organizations are not counted for in the number of direct beneficiaries reported.



10,670 people directly benefited by supporting CSOs during 2020

Organization	Direct beneficiaries
Bécalos	4,039
Construyendo y Creciendo	200
Administration and Finance Bureau of Nayarit	2,349
Cedros Foundation	10
Colmex Foundation	38
Inclúyeme Foundation	25
Quiera Foundation	570
UNAM Foundation	105
Universidad Veracruzana Foundation	11
Superación, Excelencia, Resultados (SER)	3,323



Ethics

Ethics and integrity

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

To manage our material topics, we must ensure a culture of integrity across all levels of the Foundation, so we can demonstrate to stakeholders our high standards of ethics and integrity, and our expectations regarding the actions of all our employees. We have a business ethics and integrity program that promotes activities in pursuit of integrity and compliance with our Code of Conduct and with our rules and regulations.

Ethical conduct in our daily activities goes beyond complying with national standards and regulations: it is a pillar for the proper operation of this Foundation.



	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 3/6 1.1, 1.2 and 1.3</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 4/6 5.1, 5.2, 5.5 and 5.b</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/9 8.10</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 1/4 10.3</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 5/9 16.5, 16.6, 16.7, 16.10 and 16.12</p>
	<p>APPLICABLE SPECIFIC TARGETS IMPACTED: 4/4 17.14, 17.16, 17.17 and 17.19</p>

ETHICAL BEHAVIOUR AND CODE OF CONDUCT

Our Code of Conduct represents our commitment as part of BBVA Group toward our stakeholders, and the principles of ethical conduct we follow throughout the Foundation, in order to maintain the highest standards of integrity and honesty. Our standards of conduct include safeguarding the information of all of our stakeholders in keeping with legal provisions, supported by four key pillars:

1. Conduct toward the client
2. Conduct toward our co-workers
3. Conduct toward the company
4. Conduct toward society

Failure to comply with the Code of Conduct is sanctioned in accordance with the BBVA Mexico Group's disciplinary regime through the Discipline Committee.

In 2020, a series of campaigns were carried out within BBVA Mexico Group regarding sexual harassment, responsible use of social media, and policies on competition, anticorruption, gifts and conflicts of interest, along with an online course to reinforce ethical conduct in all of our daily activities.



97%

of the Group's employees received training in the Code of Conduct during 2020

I Am Upright program

The BBVA Mexico Group program called *Soy Íntegro* (I Am Upright) emphasizes the ethical conduct expected of employees and the practical applications of integrity in the jobs each of us do. It consists of the following:

- Personal reflection and ratification of the Group's stance on integrity issues
- Ethical and integrity issues explored in 25 chapters.

This training initiative is put in place with the help of Integrity Ambassadors, employees who were selected because of their experience with and practice of integrity.





ETHICAL FUNDRAISING

DMA SSNGO

Together with the importance of transparent management and the trust placed in us as reflected by the donations received, fundraising is essential for safeguarding the Foundation's reputation and that of all of its stakeholders.

We have a clear procedure, channels for reporting anomalies, a strategy for data protection, and our Code of Conduct, to ensure the licit source of all of our funding.

Money-laundering prevention

Our procedure to prevent money laundering consists of identifying the type of donors and deciding on the specific documentation they require, among other measures that guarantee the donation's integrity based on its size in terms of inflation-indexed measurement units. For example, for donations above 139,442 pesos, by law a file must be compiled with official information, regardless of the project funded. Furthermore, a risk review is carried out and every donation is made traceable through this process.

BBVA Mexico Group has a money-laundering prevention department in charge of ensuring that all programs and systems comply with the Federal Law on Prevention and Identification of Transactions with Resources from Illicit Sources.

WHISTLEBLOWING CHANNELS

Our whistleblowing channels are an effective, safe and confidential means for good faith reporting any situations that employees identify as diverting from the Code of Conduct and our internal standards.

- ✉ **Mexico email:**
canaldenuncia.mexico.mx.@bbva.com
- ✉ **Global email:**
canaldenuncia@bbva.com
- ☎ **Mexico phone number:**
(55) 5621 4188 o 800 0010 011
- ☎ **Global phone number:**
(34) 9153 77222
- 📄 **High Performance Desktop (HPD):**
Whistleblowing channel



See BBVA Mexico Group's annual report for more information about the actions related with money laundering.

DATA PROTECTION

As a Foundation, and as part of BBVA Mexico Group, we abide by the quality standards of data privacy, security and protection. The Group itself has a specialized area for developing strategies and policies that guarantee proper care of data.

The BBVA Foundation in Mexico safeguards the information of its allies and donors with absolute confidentiality, taking the necessary measures to fulfil all legal obligations in order to maintain the highest levels of data security.

We are included in the Group's personal data protection training program, and at the close of 2020, 97.6% of employees, including those of the Foundation, had satisfactorily completed this course.

In 2020, we carried out two courses on the subject of personal data protection in order to raise awareness and communicate to all the Group employees the importance of this issue:

1. International Personal Data Protection Day 2020
2. Communication of changes in the Privacy Notice aimed at employees

Additionally, in order to keep branch staff trained and up to date, we regularly published information through digital channels such as Banca al Día, Red al Día, Wiki Red, Centro Único de Conocimientos (CUC) and a new tool called Team Spaces, used especially in personal data protection and intended for employees of the Legal Services department.

Personal data protection mailbox

To further guarantee the security, privacy and protection of customer data, we created a dedicated mailbox on PDP issues (protecciondedatospersonales.mx@bbva.com), for receiving any type of complaint, comment and/or situation involving the protection of client or user data by BBVA Mexico Group.

ANTICORRUPTION

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



224

employees received anti-corruption training, 97% of the Foundation's work force

Our Anti-Corruption Policy details the commitments, principles and procedures that must guide our actions. It provides guidelines for each employee to follow in issues pertaining to fraud and transparency. When a potential case of corruption is detected, mechanisms are set in motion for prevention, detection and investigation of the case. Having completed these steps, the case is escalated in order to take disciplinary and remedial action, taking into account all that is established in our Policy and Code of Conduct.

In 2020, we identified no cases of corruption that would affect the reputation of the BBVA Foundation in Mexico.



Suppliers and responsible purchasing

GRI: 102-9

The commitment and responsibilities of the BBVA Foundation in Mexico extend to our supply chain, where we encourage the adoption of ethical, social and environmental factors by every organization in order to build a sustainable market.

We align ourselves with the BBVA Group's policies and its supplier homologation process, which ensures greater transparency and a consistent treatment and registry.

Our supply chain relations are governed by a series of documents available on our supplier website for consultation:

- Code of Conduct
- Code of Ethics for Suppliers
- Responsible Sourcing Policy
- Corporate Standard for the Acquisition of Goods and Services



More information at:
suppliers.bbva.com/compras-responsables/

Supplier mailbox

If a supplier has an incident to report or a question, comment or suggestion to make, they can directly contact the party ordering the product or service or their liaison with the Purchasing Department. If additional attention is required, they can forward the incident to the following link (accessible only to suppliers of BBVA Mexico Group):

bbva-suppliers.appspot.com/presencia-bbva/.

Also, any of our suppliers who becomes aware of an action or situation involving the BBVA Foundation in Mexico that may infringe the regulations or the standards of the Code of Ethics for Suppliers, should communicate directly through the whistleblower channel.



2020 BBVA Foundation in Mexico employees

HEAD OF THE BBVA FOUNDATION IN MEXICO

Ize Ludlow, Sofia

ADMINISTRATION AND FINANCE

Vazquez Nava, Paola Karina

Avendaño Quiroz, Luis Erik

Beltrán Avendaño, Alicia Mayra

Vicencio Guzman, Ricardo

MY BBVA COMMUNITY

Vazquez Anchondo, Eva Soledad

Amaya Rodriguez, Ana Lourdes

Valdez Zavala, Jesus Adolfo

Uzeta Galaz, Juan Pedro

Soto Ruelas, Lisbet Xiomara

Gonzalez Lopez, Margarita Elizabeth

Sanchez Garcia, Maria Del Rocio

Garcia Maravilla, Adriana Patricia

Rentería Ortiz, Raul

CULTURAL PROMOTION

Velazquez Robinson, Gabriela

Guardado Garcia, Margarita Maria

Ortiz Aparicio, Maria Estela

Cervantes Ramirez Samperio, Paola

STRATEGIC ALLIANCES AND PROCUREMENT

Arias Chavira, Alejandra Maleba

Calderón Vilchis, Ricardo

Miguel Catalán, Fernanda

EDUCATIONAL PROGRAMS

Coulomb Herrastrri, Daniel

Flores Ángeles, Daniel

Sanchez Eguiza, Gabriela

Villaseca Godínez, Edgar

Lopez Lara, Roberto

Lara Moctezuma, Jannel

ASSESSMENT AND INTELLIGENCE

Bonilla Yarzabal, Luis Fabián

FOUNDATION NETWORK

Perez Martinez De Pinillos, Roberto

Martinez Romero, Camilo Francisco

Garcia Puente, Felipe Moises

Ramirez Plaza, Itzel Adriana

Barrera Garcia, Jessica Magali

Jimenez Cortes, Marta

Roldan Zamora, Viridiana

Garcia Suarez, Mayolo

Fajardo Ubaldo, Norma Patricia

Galvan Garcia, Mario

Vargas Chavez, Alma Cesilia

Ramirez Avila, Hortensia

Munoz Mendiola, Blanca Esthela

Guillen Lopez, Guadalupe

Salvador Magaña, Jose Rogelio

Romero Vanegas, Dulce Alejandra

Páez Munoz, Maria Concepción

Hernandez Reveles, Ana Ma Del Carmen

Hernandez Ramirez, Rosa Nelly

Lopez Zamudio, Jose Luis

Mata Ambriz, Sandra Guadalupe

Hortelano Peru, Leonides Guadalupe

Jimenez Lopez, Rosina

Marken Iturralde, Jaime Francisco

Lecou Murcia, Carol Selene

Hernandez Sanchez, Ana Maria

Puebla Jassen, Monserrat

Ramirez Garcia, Gladis

Alcaraz Gutierrez, Ana Daniela

Solis Garcia, Sergio Gerardo

Bautista Lopez, Maria Soledad

Garcia Choy, Juan Pablo

Gamez Galvan, Nallely Carmina

Hernandez Andrade, Lucero Yazmin

Cervantes Quevedo, Rosa Ileana

Ayala Ramos, Elsa

Alejandro Aviles, Miriam Angelica

Sanchez Muros, Cinthia

Rubio Mendivil, Carmen Idania

Daza Garces, Isabel

Salazar Andrade, Brenda Monserrat

Lopez Rangel, Jazmin

Mauro Luna, Erika

Rodriguez Vidrio, Maria Isabel

Rodriguez Franco, Anabel

Rodriguez Ramirez, Jose De Jesus

Morales Martinez, Azucena

Sanchez Contreras, Jorge Erick

Romero Garcia, Elizabeth

Sanchez Altamirano, Sandra Luz

Olague Orizaga, Ruth Mireya

Perez De Leon, Linda Sagrario

Trujillo De La Cruz, Dominga Gabriela

Hernandez Escobar, Mayra Guadalupe
 Guerra Cuellar, Marisela
 Vargas Valadez, Veronica Araceli
 Martinez Cruz, Susana
 Mayer Medrano, Maria Justina
 Mijangos Hernandez, Yedith
 Dimas Gonzalez, Idania
 Calderón Duran, Beatriz
 Peralta Gomez, Anayeli
 Gonzalez Nava, Virginia
 Amezcua Mejia, Beatriz Adriana
 Rodriguez Cortes, Jessica Lizeth
 Casas Rodriguez, Maricruz
 Torres Sanchez, Marta Patricia
 Perez Puga, Marissa
 Duran Chavez, Samantha
 Jimenez Vazquez, Jeannette Monserrat
 Tristán Gomez, Adriana Elizabeth
 Zarate Garrido, Aided
 Bahena Vazquez, Jessica Mabel
 Campista Vargas, Adriana
 Garcia Lembo, Sandra Marisol
 Torres Ramirez, Rebeca
 Salcedo Mendez, Francisco Bernabe
 Mendoza Garcia, Victor Jesus
 Martinez Acosta, Karen Marisol
 De Luna Flores, Felix Rodrigo
 Perales Alvarado, Perla Virginia
 Oliva Valadez, Cristina Anahi

Martinez Zamora, Cecilia Judith
 Flores Perez, Alejandro
 Jara Herrera, Karina Marisol
 Castillo Felipe, Bertha
 Avila Reynoso, Jesus
 Mayorga Mora, Marco Geovanny
 Aceves Navarro, Janett
 Olvera Vazquez, Dulce Maria
 Flores Jasso, Lizbeth
 Ramirez Martinez, Dania
 Godínez Donjuan, Cristina
 Fernandez Gutierrez, Jesus Samuel
 Espinoza Velez, Viridiana Yazmin
 Dario Carbajal, Dulce Jazmin
 Betancourt Gallegos, Maria Esther
 Saucedo De Leon, Gladys Lucero
 Cruz Diaz, Juan
 Hernandez Gonzalez, Lourdes Elizabeth
 Estrada Ruvalcaba, Ana Bertha
 Perez Cruz, Alejandra
 Badillo Arenas, Veronica Denisse
 Salinas Jimenez, Jesus Mauricio
 Ramirez Suarez, Diana Lucero
 Alejandro Jimenez, Miguel Alberto
 Castaneda Quezada, Elizabeth
 Villegas Frías, Eloisa
 Sanchez Jimenez, Adriana Guadalupe
 Reyes Venancio, Luis Jairo
 Garcia Alba, Veronica

Nava Gonzalez, Luis Alberto
 Vazquez Salgado, Ana Gabriela
 Correa Correa, Alejandro
 Sillas Lopez, Verania
 Anaya Gomez, Felipe De Jesus
 Perez Martinez, Hugo Enrique
 Vidal Peralta, Dulce Laura
 Chavez Vazquez, Paola
 Flores Magaña, Karen Adlyn
 Rincón Vergara, Maria Guadalupe
 Calderón Martinez, Kenia Elizabeth
 Mendoza Mendoza, Lilia Alejandrina
 Cruz Jimenez, Maria Teresa
 Lopez Favela, Ursus Manuel Alejandro
 Velazquez Garcia, Andrea
 Leon Ochoa, Ana Karen
 Montes De Oca Barrientos, Maria Fernanda
 Perez Moreno, Adriana Jocelin
 Frías Gonzalez, Pedro Leopoldo
 Chavez Gorzo, Yolanda
 Carrera Serrano, Jorge Antonio
 Bandilla Espinoza, Elia Patricia
 Hernandez Jose, Daisy Lizeth
 Nunez Zarate, Rey David
 Perez Vaca, Christian Giovanni
 Gutierrez Garcia, Ana Gabriela
 Valenzuela Martinez, Karla Selina
 Lemus Cervantes, Laura Citlali
 Rojas Ramirez, Luis Gilberto

Anaya Luna, Miriam Sarai
 Garcia Jaramillo, Gabriela
 Hernandez Lozano, Ariadna Maday
 Salmeron Garcia, Manuel
 Chavez Aviles, Diana
 Martinez Garcia, Ismael
 Chavez Onchi, Luis
 Gutierrez Leon, Karina
 Villanueva Ceja, Alex Saul
 Garcia Gonzalez, Cruz Marlen
 Torres Bañuelos, Roberto Daniel
 Garcia Palacios, Yazmin Alejandra
 Lopez Orozco, Juan Manuel
 Martinez Landeros, Maria Guadalupe
 Sandoval Gonzalez, Carol Giselle
 Guzman Izaguirre, Karla Yaneth
 Lopez Guerra, Damaris Saraí
 Ramirez Loza, Griselda
 Tristán Velazquez, Ricardo
 Ortega Heredia, Alberto Isaac
 Ortiz Torres, Maria Fernanda
 Pineda Boyso, Diana Eloisa
 Garcia Huitrín, Maria Guadalupe
 Valencia Inclán, ónncy Esther
 Zúñiga Franco, Adán De Jesus
 Jimenez Barajas, Ma Guadalupe
 Torres De La Cruz, Sandra Patricia
 Prado Moreno, Maria De Lourdes
 Bornios Cruz, Estephanie Brigitte

Garcia Cruz, Alondra Yissel
 Iñiguez Gregorio, Karla Yesenia
 Rodriguez Delgado, Carla Paola
 Carrasco Flores, Maricela
 Santiago Razo, Yareni Montserrat
 Gomez Herrera, Luis Arturo
 Juarez Sanchez, Jesus Eduardo
 Munoz Rivera, Mauricio
 Alatorre Orozco, Lorena
 Sedano Gonzalez, Fabiola
 Maldonado Muñoz, Miriam
 Jacquez Chavarría, Nancy Alejandra
 Sandoval Flores, Rita Lizbeth
 Aguilar Lee, Gilberto
 Mejia Gonzalez, Sonia Iveth
 Madrigal Navarro, Yarely
 Trujillo Verastica, Bianca Guadalupe
 Magallón Zaragoza, Laura Sarahi
 Gamino Carrillo, Maria Guadalupe
 Juarez Acoltzi, Cynthia Michelle
 Sanchez Zambrano, Yazmin Margarita
 Ruiz Zamudio, Maria Claudia
 Apodaca Con, Dulce Jazmin America
 Martinez Gonzalez, Miguel Ivan
 Gonzalez Valdes, Rebeca
 Vega Romero, Luz Fatima
 Ruiz Rodriguez, Evelyn Mayte
 Perez Luna, Juana
 Sanchez Ayuso, Liliana



Gonzalez Zúñiga, Cristina
 Hernandez Gonzalez, Ruth Elizabeth
 Silva Aguilar, Maria Del Carmen
 Benitez Cardoso, Michell Guadalupe
 Miguel Beltran, Susana
 Sandoval Soto, Manuela
 Barriga Martinez, Miguel Angel
 Conchas Cardenas, Maria Del Carmen
 Sandoval Verdoza, Martin Olegario
 Rosales Castro, Nancy Elizabeth
 Martinez Ruiz, Martha Patricia
 Arellano Ruiz, Joel
 Reynoso Rosales, Juan Jose





Annexes

Materiality

Over the years

2014

For the first time we carried out a materiality assessment independently of the BBVA Group. To this end, we consulted the authorities, NGOs, experts, donators, mentors (formerly known as godfathers and godmothers) and beneficiaries.

2015

Seven key stakeholders were consulted via surveys and interviews, whose results suggested six materiality topics.

2016

We engaged with three stakeholders –scholarship recipients, users and donators— and identified ten materiality topics.

2017

We consulted five key stakeholders and identified eight materiality topics.

2018

We consulted five key stakeholders and identified ten materiality topics.

Methodology

We carried out our most recent materiality assessment in 2019 based on the following methodology:

- a) Review of previous material topics and identification of stakeholders to consult.
- b) Analysis of internal studies carried out by the BBVA Foundation in Mexico 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



Board member profile

GRI: 102-27

Jaime Serra Puche **CHAIRMAN**

Length of service on the Board: 2 years

Current position:

- Funding partner and director of SAI Consultores S.C.
- Board member in Fondo México, Tenaris, Vitro and Alpek.

Education: PhD in Economics from Yale University.

Eduardo Osuna Osuna **CHAIRMAN**

Length of service on the Board: 9 years

Current position: CEO at Grupo Financiero BBVA Bancomer, S.A. de C.V.

Education: MBA from the IPADE

Luis Ignacio de la Luz Dávalos **REGULAR MEMBER**

Length of service on the Board: 3 years

Current position: CFO at Grupo Financiero BBVA Bancomer, S.A. de C.V.

Education: MBA from the Adolfo Ibáñez School of Management

Rafael Humberto del Río Aguirre **REGULAR MEMBER**

Length of service on the Board: less than a year

Current position: General Director of Unique Experience

Education: B.A. in Accounting from the Autonomous University of Torreón

Hugo Daniel Nájera Alva **REGULAR MEMBER**

Length of service on the Board: 4 years

Current position: Head of Business Development at Grupo Financiero BBVA Bancomer, S.A. de C.V.

Education: B.A. in Administration from the Universidad Autónoma Metropolitana

Gabriel Alejandro Ramírez Landa **REGULAR MEMBER**

Length of service on the Board: 1 year

Current position: General Director of Business Banking and Governance at Grupo Financiero BBVA Bancomer, S.A. de C.V.

Education: M.A. in Finance, Senior Management and Positive Leadership from the ITESM and TECMilenio

Carlos Serrano Herrera **REGULAR MEMBER**

Length of service on the Board: 4 years

Current position: Chief Economist at Grupo Financiero BBVA Bancomer, S.A. de C.V.

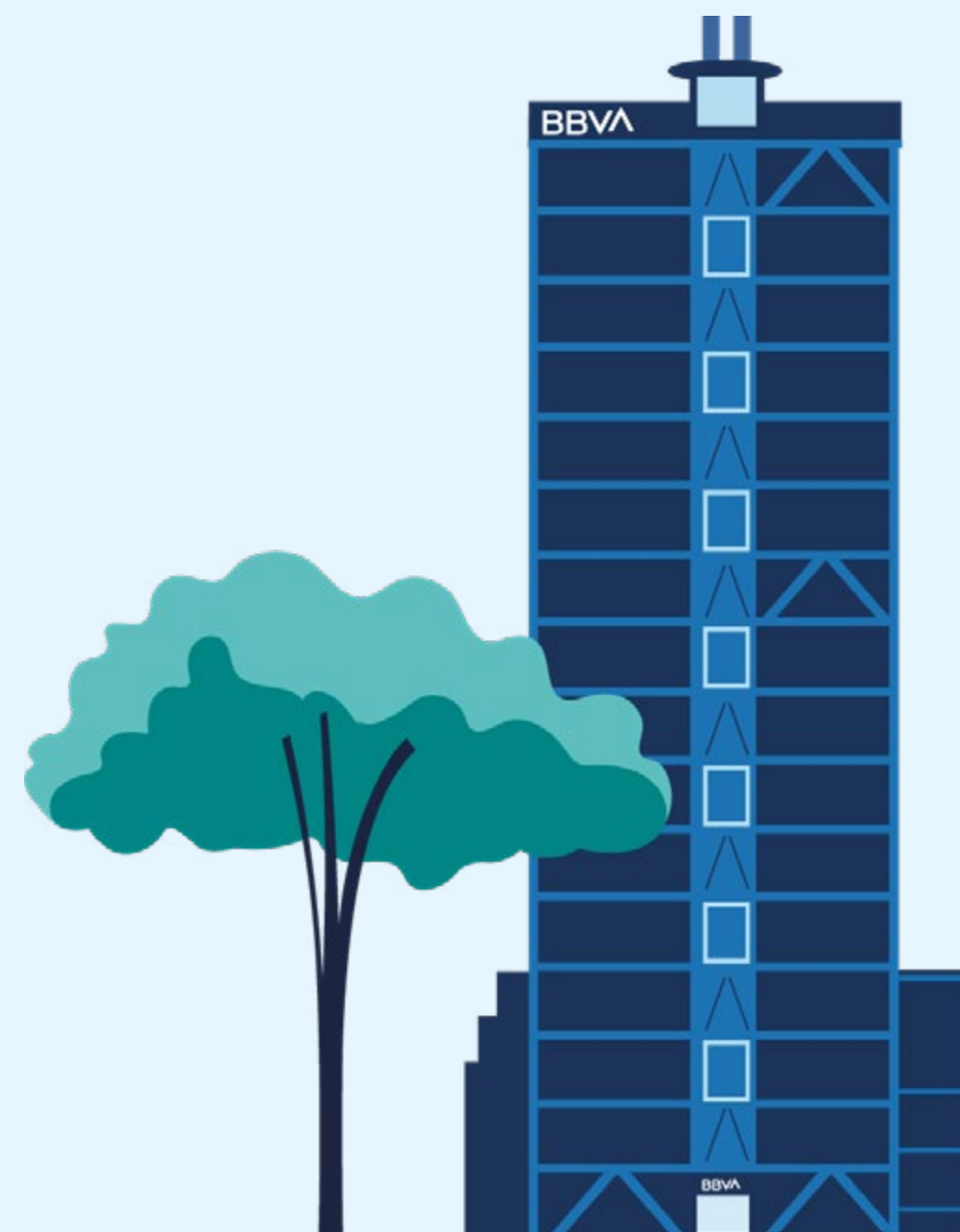
Education: PhD in Economics from the University of Berkeley

Pablo Alberto Martín Almaraz **REGULAR MEMBER**

Length of service on the Board: 1 year

Current position: General Director of Talent and Culture at Grupo Financiero BBVA Bancomer, S.A. de C.V.

Education: B.Sc. in Economics from the Universidad de Salamanca



Jorge José Terrazas Madariaga REGULAR MEMBER**Length of service on the Board:** 13 years**Current position:** Head of Communication and Corporate Identity at Grupo Financiero BBVA Bancomer, S.A. de C.V.**Education:** B.A. in Communication from the Universidad Iberoamericana**Guillermo Estrada Attolini** REGULAR MEMBER**Length of service on the Board:** 2 years**Current position:** General Director of the Commercial Banking Network at Grupo Financiero BBVA Bancomer, S.A. de C.V.**Education:** B.A. in Administrative Computer Systems from the ITESM**Mauricio Pallares Coello** REGULAR MEMBER**Length of service on the Board:** 4 years**Current position:** Head of Corporate Marketing at Grupo Financiero BBVA Bancomer, S.A. de C.V.**Education:** B.A. in Financial Administration from the ITESM**Martha Smith Baker** REGULAR MEMBER**Length of service on the Board:** 15 years**Current position:** Member of the Board of Directors and Audit Committee at Seguros Citibanamex**Education:**

- BA Cum Laude, Wheaton College, Norton, Massachusetts
- Postgraduate studies in Finance from Bentley College

María Eugenia Ramírez España REGULAR MEMBER**Length of service on the Board:** 28 years**Background:** Ample experience in the social sector.

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

Alicia Lebrija Hirschfeld REGULAR MEMBER**Length of service on the Board:** 3 years**Current position:** Executive Chair of Televisa Foundation**Education:**

- M.A. in International Relations from Fletcher School of Law and Diplomacy
- B.A. in Economics from the ITAM

Miguel Székely Pardo REGULAR MEMBER**Length of service on the Board:** 3 years**Current position:**

- Head of the Centro de Estudios Educativos y Sociales (CEES)
- Member of the Global Partnership for Education Independent Evaluation Committee, Washington D.C.

Education: Ph.D. in Economics from the University of Oxford**Claudio Xavier González Guajardo** REGULAR MEMBER**Length of service on the Board:** 10 years**Current position:** President of Mexicanos contra la Corrupción y la Impunidad, A.C.**Education:**

- Ph.D. in Law and International Relations
- M.Sc. in Law and Diplomacy from the Fletcher School of Law and Diplomacy, Tufts University.
- B.A. in Law from the Escuela Libre de Derecho

Eugenio Bernal Caso SECRETARY**Length of service on the Board:** 2 years**Current position:** Chief Counsel of Grupo Financiero BBVA Bancomer**Education:**

- B.A. in Law from the Escuela Libre de Derecho
- LLM, Georgetown University Law Centre

José Francisco Eduardo Uriegas Flores DEPUTY SECRETARY**Length of service on the Board:** less than a year**Current position:** Corporate Chief Counsel of Grupo Financiero BBVA Bancomer**Education:**

- B.A. in Law from the Universidad Anáhuac México Norte
- LLM with Business Certificate from the Berkeley School of Law, University of California


Jorge Tapia del Barrio STATUTORY AUDITOR**Length of service on the Board:** 15 years**Current position:**

- Auditor of Fundación BBVA Bancomer A.C.
- Auditor of INVEX Grupo Financiero.
- Retired partner in the auditing firm Galaz, Yamazaki, Ruiz Urquiza, S.C. (Deloitte).



Education: B.A. in Accounting, Universidad La Salle

2020 Employees



401-3

Workforce by contract & gender  



Permanent contract	59	173
Temporary contract	0	0

Workforce by work schedule & gender  



Full time	59	173
Part time	0	0

Employee category by gender  

Director	3	5
Sub-director	1	0
Advisor	4	1
Consultant	0	8
Coordinator	2	3
Economist	1	0
State supervisor	9	12
Secretary	0	1
Community promotor	39	143

New hires by gender  

< 25 years	0	0
25 - 45 years	3	3
> 45 years	0	0

Contract terminations by gender  

< 25 years	0	1
25 - 45 years	1	10
> 45 years	1	0

Turnover by age and gender

GENDER	
Male	3.0%
Female	6.0%
AGE	
< 25 years	5.0%
25 - 45 years	5.0%
> 45 years	7.0%

Total **6**

Total **13**

232

Total number of employees

Number of employees who took maternity or paternity leave during 2020

MATERNITY	
Maternity leave	6
Number of leaves covered	0
Number of women reinstated	6
PATERNITY	
Number of employees applying for paternity leave	0

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 each client's net return is a direct donation for us.

BBVA Race

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

ATMs

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

Other channels

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

Payroll donations

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

Independent review

GRI: 102-56



KPMG Cardenas Dosal, S.C.
Manuel Avila Camacho 176-01,
Reforma Social, Miguel Hidalgo,
C.P. 11660, Ciudad de México,
Teléfono: +52 (55) 5248 8300
kpmg.com.mx

Independent Limited Assurance Report on the Contents of the Standards *Global Reporting Initiative ("GRI")* (Non-Financial Information)

To the Management of Fundación BBVA Bancomer, A.C.:

We were engaged by the Management of Fundación BBVA Bancomer, A.C. (hereinafter "Fundación BBVA") to report on the Contents of the Global Reporting Initiative ("GRI") (Non-Financial Information), prepared and presented by the Evaluation and Intelligence Department of Fundación BBVA included in Fundación BBVA 2020 Annual Report for the period from January 1 to December 31, 2020 (the "Annual Report"), that are detailed in Annex A attached to this report (the "Contents"), in the form of an independent conclusion of limited assurance, regarding whether, based on the procedures performed and the evidence obtained, nothing has come to our attention that causes us to believe that the Contents are not prepared in all material respects, in accordance with the Standards of the Global Reporting Initiative (GRI).

Management responsibilities

The Management of Fundación BBVA Bancomer, A.C., through its Evaluation and Intelligence Department is responsible for the preparation and presentation of the information subject to our review and the information and statements contained within it.

The Management of Fundación BBVA Bancomer, A.C is responsible for designing, implementing and maintaining the relevant internal control for the preparation and presentation of the information subject to our review, which is free from material errors, whether due to fraud or error. Likewise, the Management of Fundación BBVA Bancomer, A.C, is responsible for preventing and detecting fraud, as well as identifying and ensuring that BBVA complies with the laws and regulations applicable to its activities

The Management of Fundación BBVA Bancomer, A.C is also responsible for ensuring that the personnel involved in the preparation of the Contents are adequately trained, the information systems are duly updated and that any change in the presentation of data and/or in the form of reporting, include all significant reporting units.

Our responsibilities

Our responsibility is to carry out a limited assurance engagement on the information concerning the Contents included in the Fundación BBVA 2020 Annual Report and to express an independent conclusion of limited assurance based on the evidence obtained. We carry out our work based on the International Standard on Assurance Engagements (ISAE) 3000, "Assurance Engagements Other than Audits or Reviews of Historical Financial Information", issued by the International

(Continue)

Auditing and Assurance Standards Board, that standard requires that we plan and perform the engagement to obtain limited assurance about whether, based on our work and the evidence obtained, nothing has come to our attention that causes us to believe that the Contents included in the Fundación BBVA 2020 Annual Report for the period from January 1 to December 31, 2020, are not prepared in all material respects, in accordance with the Standards of the Global Reporting Initiative (GRI).

KPMG CARDENAS DOSAL S.C. (the "Firm") applies International Standard on Quality Control 1 and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

We have complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants, which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

The procedures selected depend on our knowledge and experience of the Contents presented in the Fundación BBVA 2020 Annual Report and other circumstances of the work, and our consideration of the areas in which material errors may occur.

When obtaining an understanding of the Contents included in the Fundación BBVA 2020 Annual Report, and other work circumstances, we have considered the processes used to prepare the Contents, in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing a conclusion as to the effectiveness of Fundación BBVA internal control over the preparation and presentation of the Contents included in the Fundación BBVA 2020 Annual Report.

Our engagement also included assessing the appropriateness of the main subject, the suitability of the criteria used by Fundación BBVA in the preparation of the Contents, assessing the appropriateness of the methods, policies and procedures, as well as models used.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement, and consequently the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained has a reasonable assurance engagement been performed.

Criteria

The criteria on which the preparation of the Contents has been evaluated refer to the established requirements and in accordance with the Standards of the Global Reporting Initiative (GRI) that are detailed in Annex A.

(Continue)

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Inherent limitations

Due to the inherent limitations of any internal control structure it is possible that errors or irregularities in the information presented in the Report may occur and not be detected. Our engagement is not designed to detect all weaknesses in the internal controls over the preparation and presentation of the Report, as the engagement has not been performed continuously throughout the period and the procedures performed were undertaken on a test basis.

Conclusion

Our conclusion has been formed based on, and is subject to, the matters outlined in this report.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusions.

Based on the procedures performed and the evidence obtained, as described above, nothing has come to our attention that causes us to believe that the Contents detailed in Annex A attached to this assurance report, prepared by Fundación BBVA's Evaluation and Intelligence Department and included in Fundación BBVA 2020 Annual Report for the period from January 1 to December 31, 2020, are not prepared in all material aspects, in accordance with the Global Reporting Initiative (GRI).

Restriction of use of our report

Our report should not be regarded as suitable to be used or relied on by any party to acquire rights against us other than Fundación BBVA's Evaluation and Intelligence Department, for any purpose or in any other context. Any party other Fundación BBVA's Evaluation and Intelligence Department who obtains access to our report or a copy thereof and chooses to rely on our report (or any part thereof) will do so at its own risk.

To the fullest extent permitted by law, we accept or assume no responsibility and deny any liability to any party other than Fundación BBVA for our work, for this independent limited assurance report, or for the conclusions we have reached.

Our report is released to Fundación BBVA, on the basis that it shall not be copied, referred to or disclosed, in whole or in part, without our prior written consent.

KPMG CARDENAS DOSAL S.C.



Juan Carlos Resendiz Muñiz
Partner
Mexico City, May 14th, 2021.

Appendix A

Description of the Contents object of the limited assurance engagement.

GRI Standard	Content	Description
General Disclosures	102-1	Name of the organization.
	102-2	Activities, brands, products, and services.
	102-3	Location of headquarters.
	102-4	Location of operations.
	102-5	Ownership and legal form.
	102-6	Markets served.
	102-7	Scale of the organization.
	102-8	Information on employees and other workers.
	102-9	Supply chain.
	102-10	Significant changes to the organization and its supply chain.
	102-12	External initiatives.
	102-13	Membership of associations.
	102-14	Statement from senior decision-maker.
	102-15	Key impacts, risks, and opportunities.
	102-16	Values, principles, Standards, and norms of behavior.
	102-17	Mechanisms for advice and concerns about ethics.
	102-18	Governance structure.
	102-19	Delegating authority.
	102-20	Executive-level responsibility for economic, environmental, and social topics.
	102-21	Consulting stakeholders on economic, environmental, and social topics.
102-22	Composition of the highest governance body and its committees.	
102-23	Chair of the highest governance body.	
102-25	Conflicts of interest.	
102-26	Role of highest governance body in setting purpose, values and strategy.	

	102-32	Highest governance body's role in sustainability reporting.
	102-33	Communicating critical concerns.
	102-34	Nature and total number of critical concerns.
	102-42	Identifying and selecting stakeholders.
	102-43	Approach to stakeholder engagement.
	102-44	Key topics and concerns raised.
	102-46	Defining report content and topic Boundaries.
	102-47	List of material topics.
	102-48	Restatements of information.
	102-49	Changes in reporting.
	102-50	Reporting period.
	102-51	Date of most recent report.
	102-52	Reporting cycle.
	102-53	Contact point for questions regarding the report.
	102-54	Claims of reporting in accordance with the GRI Standards.
	102-55	GRI content index.
	102-56	External assurance.
Performance indicators		
Economic Performance		
GRI 103 Management approach	103-1	Explanation of the material topic and its Boundary.
	103-2	The management approach and its components.
	103-3	Evaluation of the management approach.
GRI 203 Indirect economic impacts	203-1	Infrastructure investments and services supported.
	203-2	Significant indirect economic impacts.
GRI 205 Anti- corruption	205-1	Operations assessed for risks related to corruption.
	205-2	Communication and training about anti-corruption policies and procedures.

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	205-3	Confirmed incidents of corruption and actions taken.
Social Performance		
GRI 401 Employment	401-1	New employee hires and employee turnover.
	401-3	Parental leave.
GRI 404 Training and education	404-1	Average hours of training per year per employee.
	404-2	Programs for upgrading employee skills and transition assistance programs.
GRI 405 Diversity and equal opportunity	405-1	Diversity of governance bodies and employees.
GRI 103 Management approach	103-1	Explanation of the material topic and its Boundary.
	103-2	The management approach and its components.
	103-3	Evaluation of the management approach.
GRI 413 Local communities	413-1	Operations with local community engagement, impact assessments, and development programs.
N/A	N/A	Innovation

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GRI content index

GRI: 102-55



SDG MAPPING SERVICE

2021



CONTENT INDEX SERVICE

2021

“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.”

“For the SDG Mapping Service, GRI Services has confirmed that the contents included in the contents index was cross-checked with the SDGs.”

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
GRI 101: Foundation 2016						
	102-1	Name of the organization	Fundación BBVA Bancomer, A.C.			
	102-2	Activities, brands, products and services	Our achievements Having an impact with our programs	15 and 27		
	102-3	Location of headquarters	Torre BBVA - Paseo de la Reforma 510, Col. Juárez, C.P. 06600, Mexico City.			
	102-4	Location of operations	Having an impact with our programs	27		
	102-5	Ownership and legal form	Fundación BBVA Bancomer, A.C.			
GRI 102: General Contents 2016	102-6	Markets served	Our achievements Having an impact with our programs Alliances with an impact	15, 27 and 64		
	102-7	Scale of the organization	Our achievements Our employees	15 and 75		
	102-8	Information on employees and other workers	Our employees	75	8.5, 10.3	
	102-9	Supply chain	Suppliers and responsible purchasing	89		
	102-10	Significant changes to the organization and its supply chain	Letter from our Director	5		

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
	102-11	Precautionary principle or approach	We focus on the development of talent			
	102-12	External initiatives	Alliances with an impact	64		
	102-13	Membership of associations	Alliances with an impact	64		
	102-14	Statement from senior decision-making executives	Letter from our Director	5		
	102-15	Key impacts, risks and opportunities	Letter from our Director	5		
	102-16	Values, principles, standards and norms of behaviour	Our achievements Ethics and integrity	15 and 85	16.3	
	102-17	Mechanisms for advice and concerns about ethics	Ethics and integrity	85	16.3	
	102-18	Governance structure	Corporate governance	70		
	102-19	Delegating authority	Corporate governance	70		
	102-20	Executive-level responsibility for economic, environmental and social topics	Corporate governance	70		
	102-21	Consulting stakeholders on economic, environmental and social topics	Corporate governance	70	16.7	
GRI 102: General Contents 2016	102-22	Composition of the highest governance body and its committees	Corporate governance	70	5.5, 16.7	
	102-23	Chair of the highest governance body	Corporate governance	70	16.6	
	102-24	Nominating and selecting the highest governance body	Corporate governance	70	5.5, 16.7	
	102-25	Conflicts of interest	Corporate governance	70	16.6	
	102-26	Role of the highest governance body in setting purpose, values, and strategy	Corporate governance	70		
	102-27	Collective knowledge of highest governance body	Corporate governance	70		
	102-28	Evaluating the highest governance body's performance	Corporate governance	70		
	102-29	Identifying and managing economic, environmental, and social impacts	Corporate governance	70	16.7	
	102-30	Effectiveness of risk management processes	Corporate governance Process for allocating resources	70 and 83		
	102-31	Review of economic, environmental and social topics	Corporate governance	70		

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
GRI 102: General Contents 2016	102-32	Role of highest governance body in sustainability reporting	Corporate governance	70		
	102-33	Communicating critical concerns	Ethics and integrity	85		
	102-34	Nature and total number of critical concerns	Corporate governance	70		
	102-35	Remuneration policies	The Board members waive their remuneration.			
	102-36	Process for determining remuneration	Reason for omission: Confidentiality constraints. In order to guarantee the employees' security and confidentiality, the institution keeps this information confidential.			
	102-37	Stakeholders' involvement in remuneration	Reason for omission: Confidentiality constraints. In order to guarantee the employees' security and confidentiality, the institution keeps this information confidential.		16.7	
	102-38	Annual total compensation ratio	Reason for omission: Confidentiality constraints. In order to guarantee 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. In order to guarantee the employees' security and confidentiality, the institution keeps this information confidential.			
	102-40	List of stakeholder groups	Materiality and stakeholders	9		
	102-41	Collective bargaining agreements	The BBVA Foundation in Mexico's workforce does not include any unionized employees.		8.8	
	102-42	Identifying and selecting stakeholders	Materiality and stakeholders	9		
	102-43	Approach to stakeholder engagement	Materiality and stakeholders	9		
	102-44	Key topics and concerns raised	Materiality and stakeholders	9		
	102-45	Entities included in the consolidated financial statements	Fundación BBVA Bancomer, A.C.			
	102-46	Defining report content and topic boundaries	About this report Materiality and stakeholders Global Compact and Sustainable Development Goals	8, 9 and 20		
	102-47	List of material topics	Materiality and stakeholders	9		

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
GRI 102: General Contents 2016	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 Global Compact and Sustainable Development Goals	8 and 20		
	102-50	Reporting period	January 1 to December 31, 2020			
	102-51	Date of most recent report	The previous Annual Report was published in 2020 with information from 2019.			
	102-52	Reporting cycle	Annual			
	102-53	Contact point for questions regarding this report	Contact	109		
	102-54	Declaration of preparation in accordance with the GRI Standards	About this report	8		
	102-55	GRI content index	GRI content index	102		
	102-56	External assurance	Independent review	99		
Material topics						
Impact on local communities						
GRI 103: Management approach 2016	103-1	Explanation of the material topic and its scope	Having an impact with our programs	27		
	103-2	The management approach and its components	Having an impact with our programs	27		
	103-3	Assessment of management approach	Having an impact with our programs	27		
GRI 413: Local communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	Having an impact with our programs	27		
	413-2	Operations with significant actual and potential negative impacts on local communities	The BBVA Foundation in Mexico does not have any negative impacts on local communities			
Strategic allocation of resources						
GRI 103: Management approach 2016	103-1	Explanation of the material topic and its scope	Process for allocating resources	83		
	103-2	The management approach and its components	Process for allocating resources	83		
	103-3	Assessment of management approach	Process for allocating resources	83		
GRI 201: Economic performance 2016	201-1	Direct economic value generated and distributed	Process for allocating resources	83	8.1, 8.2, 9.4, 9.5	
	201-2	Financial implications and other risks and opportunities due to climate change	Reason for omission: Not applicable. The BBVA Foundation in Mexico has no studies regarding risks and opportunities from climate change			

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
GRI 201: Economic performance 2016	201-3	Defined benefit plan obligations and other retirement plans	Reason for omission: Not applicable. The BBVA Foundation in Mexico does not have any retirement plans			
	201-4	Financial aid from government	Fundraising	80		7, 8, 9
G4: Non-Governmental Organizations sector	NGO 7	Identification of processes implemented	Processes for allocating resources	83		
Institutional partnerships						
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	Alliances with an impact	64		
	103-2	The management approach and its components	Alliances with an impact	64		
	103-3	Assessment of management approach	Alliances with an impact	64		
G4: Non-Governmental Organizations sector	NGO 6	Processes to consider and coordinate with other actors' activities	Alliances with an impact	64		
Monitoring and evaluation of programs						
GRI 103: Management approach 2016	103-1	Explanation of the material topic and its scope	Monitoring and evaluation	63		
	103-2	The management approach and its components	Monitoring and evaluation	63		
	103-3	Assessment of management approach	Monitoring and evaluation	63		
G4: Non-Governmental Organizations sector	NGO1	Processes for the participation of affected stakeholders in the design, application, follow up and evaluation of policies and programs	Monitoring and evaluation	63		
	NGO9	Feedback and complaint mechanisms for the workforce and their resolution	Ethics and integrity	85		
Communication and transparency						
GRI 103: Management approach 2016	103-1	Explanation of the material topic and its scope	Fundraising	80		
	103-2	The management approach and its components	Fundraising	80		
	103-3	Assessment of management approach	Fundraising	80		
GRI 203: Indirect economic impacts 2016	203-1	Investment in infrastructure and supported services	Having an impact with our programs	27	5.4, 9.1, 9.4, 11.2	1, 7, 8, 9
	203-2	Significant indirect economic impacts	Having an impact with our programs	27	1.2, 1.4, 3.8, 8.2, 8.3	
Please refer to general content 102-6						

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
Sources of income						
GRI 103: Management approach 2016	103-1	Explanation of the material topic and its scope	Fundraising	80		
	103-2	The management approach and its components	Fundraising	80		
	103-3	Assessment of management approach	Fundraising	80		
GRI 201: Economic performance 2016	201-1	Direct economic value generated and distributed	Process for allocating resources	83	8.1, 8.2, 9.1, 9.4, 9.5	
	201-4	Financial aid from government	Fundraising	80		
G4: Non-Governmental Organizations sector	NGO8	Sources of funding by category and the five largest donors and the monetary value of their contribution	Fundraising	80		
Corporate governance						
Please refer to general contents 102-18 to 102-23, and 102-25, 102-31 and 102-35						
Other non-material topics						
GRI 205: Anti-corruption 2016	205-1	Operations assessed for risks related with corruption	Anti-corruption	88	16.5	10
	205-2	Communication and training about anti-corruption policies and procedures	Anti-corruption	88	16.5	10
	205-3	Confirmed corruption cases and measures taken	Anti-corruption	88	16.5	10
GRI 207: Tax 2019	207-1	Approach to tax	Corporate governance	70		
	207-2	Tax governance, control and risk management	Corporate governance	70		
	207-3	Stakeholder engagement and management concerns related to tax	Corporate governance	70		
	207-4	Country-by-country reporting	Reason for omission: Not applicable. BBVA does not have operations in other countries.			
GRI 404: Training and education 2016	404-1	Average hours of training per year per employee	Training	77	4.3, 4.4, 4.5, 5.1, 8.2, 8.5, 10.3	
	404-2	Programs aimed at improving employee skills and transition help programs	Training	77	8.2, 8.5	
	404-3	Percentage of employees receiving regular performance and career development reviews	Reason for omission: Information not available. The BBVA Foundation in Mexico will compile the necessary information to report in the next Annual Report.			

GRI standard	Contents	Description	Chapter/Direct response	Page	SDGs and specific targets	Global Compact
GRI 405: Diversity and equal opportunity 2016	405-1	Diversity in governance bodies and employees	Workforce	76	5.1, 5.5, 8.5	
	405-2	Ratio of basic salary and remuneration of women to men	Reason for omission: Confidentiality constraints. In order to guarantee the employees' security and confidentiality, the institution keeps this information confidential.			
GRI 417: Marketing and labelling 2016	417-1	Requirements for product and service information and labelling	Fundraising	80	12.8	7, 8, 9
	417-2	Incidents of non-compliance concerning product and service information and labelling	There were no incidents of non-compliance concerning product and service information and labelling.		16.3	
	417-3	Incidents of non-compliance concerning marketing communications	There were no incidents of non-compliance related with marketing communications.		16.3	
GRI 401: Employment 2016	401-1	New employee hires and employee turnover	Workforce	76	5.1, 8.5, 8.6, 10.3	
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Reason for omission: Not applicable. As part of BBVA Mexico Group, this information is available in the Group's Annual Report.			
	401-3	Parental leave	Employees	97	5.1, 5.4, 8.5	
GRI 418: Customer privacy 2016	418-1	Substantial complaints regarding breaches	There were no substantiated claims related with privacy breaches or leaked information.		16.3, 16.10	
G4 Non-Governmental Organizations sector, non-material						
NGO G4	NGO2	Mechanisms for comments and complaints regarding programs and policies, and to determine which actions must be taken in response to failure to comply with the policies	Strengthening and management of programs	62		
	NGO3	System for program monitoring, assessment, assessment and learning (resulting from the effectiveness and impact of the measuring program) causing changes in the programs and the way they are communicated.	Having an impact with our programs Monitoring and evaluation	27 y 63		
	NGO4	Measures to integrate gender diversity in the design and implementation, and the monitoring, evaluation and learning cycle.	Having an impact with our programs	27		
	NGO5	Processes to formulate, communicate, implement and change defensive positions and public awareness campaigns.	Materiality and stakeholders	9		
	NGO10	Adherence to the rules on communication practices for fundraising and marketing	Fundraising	80		

Glosary

Stakeholder inclusiveness

Our relationship with our various stakeholders is essential to the success and continued permanence of both over time. That is why we have various personalized means of interaction and the materiality assessment to include the relevant topics for each of the stakeholders in this report.

Sustainability context

We adhere to the BBVA Bank's strategy of responsible banking to meet 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 carried out an updating exercise of the **materiality matrix** in order to identify the most important aspects for us and our stakeholders, and to include information in the report accordingly.

Completeness

From the materiality exercise, we report on the material topics for each of our stakeholders and our performance results in each of those issues.

Contact

GRI: 102-53

To obtain more information about this report or the programs carried out and supported by the BBVA Foundation in Mexico, please visit our official website:

www.fundacionbbva.mx

Or call:

800 122 6689



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