



CriteriaADVISORYCOMMITTEE

Minutes of October 27, 2010 meeting

Meeting participants:

Members of Advisory Committee present:

	Region
Miguel Angel Crespo	Aragón
Eva Belenguer	Catalonia
Pedro Berruezo	Balearic Islands
Silvestre Bernaus	Catalonia
Juan Carlos Carballeda	Madrid
Joseph de Marfà	Catalonia
Jesús García	Valencia
María Jesús García	Galicia
Faustino Hermoso	Extremadura
Luis Llena	Madrid
Javier Manrique	Canary Islands
Juan Ignacio Ureta	Basque Country
Rafael Pérez	Andalusia
Daniel Punseti	Catalonia
Josep Rollant	Catalonia
Laura Rosell	Catalonia

Absent (excused):

Eneko Huarte Mendioca	Catalonia
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Criteria personnel:

Gonzalo Gortázar – CEO and Chairman of the Advisory Committee
 Antoni Garriga – Director of Corporate Office and Investor Relations
 Artur Callau – Secretary of the Advisory Committee
 Ramón Fuentes – Shareholder Relations Officer



Photo showing members of Criteria’s Shareholder Advisory Committee accompanied by the CEO and other members of Criteria.

Meeting agenda:

Working lunch with the CEO

Gonzalo Gortázar Rotaeché gives a corporate presentation on Criteria and the objectives of the Shareholder Advisory Committee, followed by a question and answer session for attendees.

Working session

Members of the Committee split into two groups to evaluate shareholder communication activities implemented by the Company as part of its “Criteria and its Shareholders” program. The following objective was to identify areas where current initiatives can be improved and propose new activities.

Conclusions and close

After the working sessions, all the committee members came together to discuss the evaluations made.

Areas for improvement identified:

The areas for improvement identified by the members of the Shareholder Advisory Committee with regard to the Company’s various shareholder communication channels and activities are provided hereon. The Company will carefully assess the suggested improvements and will implement them as long as they fit with the communications strategy.

Shareholder roadshow program:

- Enlarge the program by increasing the number of cities to be visited
- Strengthen channels for calling meetings to maximize participation: website, mailshots, text messages

Shareholder Office:

- Better communication, dissemination and more flexible timetable
- Launch of a traveling office

Learn with Criteria:

- Hold courses in more cities
- Publish courses on the website

Shareholder magazine (printed) and Reporting and Newsletter (online):

- Include new sections covering topics such as market positions, macro-economics and key indicators

Website:

- More interactive/up-to-date formats:
 - Better dissemination of corporate presentations
 - Include section on market and macro-economic issues

Use of mobile devices:

- Greater dissemination of news
- Consider online link to platforms to be able to operate on the stock market

Azul Criteria Program:

- Revise offers and ensure any shareholder can have access, irrespective of their place of residence
- Extend discounts to cultural events
- Continue holding draws that raise awareness of investees

Participation in stock market fairs:

- Continue attendance in order to build brand and present new products/services

Next meeting:

Wednesday April 7, 2011. Place and agenda to be decided.

Shareholder Relations

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