



## Shareholder Advisory Committee

Virtual meeting of 16 July 2019

## Meeting participants:

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**Members of the Advisory Committee present:****Region**

Josep Antoni Díaz Salanova

Catalonia

Josep Francesc Moragrega

Catalonia

Xavier Martinez Serra

Catalonia

Aleix Riñé Casajuana

Catalonia

Ramon Grau Sala

Catalonia

Antonio Lucio-Villegas Ramos

Andalusia

Mercedes Basterra Larroude

Basque Country

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**CaixaBank personnel:**

Meritxell Soler – Director of Shareholder Relations – Committee Secretary

Zaida García – Shareholder Relations

Manuel Ripoll – Shareholder Relations

Josep Lop – Shareholder Relations

Antonio Jerez – Shareholder Relations

Inés Perrote – Shareholder Relations

Meritxell Quintana – Shareholder Relations

David Quintana – Shareholder Relations

**Agenda:****Virtual meeting of 16 July 2019****Agenda**

9.30am	Start of connections
10.00am	Welcome
10:10	Assessment of Webinar and Aula Talks
11.00am	Results of the weekly report subscription contest
11.20am	The digitisation of communication materials: the future of <i>Accionistas</i> (Shareholders) magazine
11.40am	Improvements in the Advisory Committee
12.00pm	End of the meeting

## Conclusions

### *Assessment of Aula Talks and Webinars*

#### Actions carried out:

- Prior to the meeting, the Aula Talks videos – training videos, in a similar format to TED, intended for the shareholders – were distributed between the members of the committee to enable them to assess the initiative and indicate possible improvements for 2020.
- The webinars recorded in 1H19 were also distributed to enable members to give their opinions with respect to the contents.

#### Proposals:

- In general the members of the Advisory Committee believe that the Aula Talks initiative is positive and attractive for shareholders, with a direct approach and educational language. Its durations are also suitable and although some videos are insufficient, it is fair to say that the digital environment demands that shorter time is taken.
- Further to the query raised by Ramon Grau with regard to the distribution of the Aula Talks, David Quintana, head of communication of Shareholder Relations, answers that to give visibility to the new initiative, its own space will be generated on the CaixaBank corporate website where video clips will be accessible. The official launch of the Aula Talks initiative will be conducted at the same time with as financial education week, which will be held from 30 September. So far, messages have been posted on social networks regarding the different making-of aspects and a piece on Aula Talks has been distributed in the July newsletter as an advance of the full programme. The Aula Talks will also be distributed among the shareholders via the different proprietary communication materials, beyond the website, such as the Shareholders newsletter, action reports and the Twitter profile @AccionistasCABK.
- Josep Francesc Moragrega reflects on the format, since it is similar to the TED videos, although Aula Talks seeks to train viewers, whereas the objective of TED is more motivational. He also adds that the titles of the videos are too plain. In addition, he deems that livelier infographics would be more in keeping with the modern format of the videos.
- Adding to the previous comment, Aleix Riñé states that titles in a question format could be catchier for the potential viewer.
- With reference to new subject matters, Josep Antoni Díaz states that a good course would be how the listing of a share is formed and how the value of a share is differentiated from the theoretical book value and the target price. Ramon Grau points out that a course on how to foster Socially Responsible Investment from a bank would be suitable.

### *Results of the weekly report subscription contest*

#### Actions carried out:

- The participation period of the prize draw intended for the shareholders of CaixaBank, which announced the new weekly share report, finalised on 30 June. The requirement was, in addition to having shares deposited in CaixaBank, to subscribe to the weekly report. This promotion enabled the existing subscriptions to be multiplied fivefold, reaching a total of 10,524 new subscribed shareholders.

### *The digitisation of communication materials: the future of Accionistas (Shareholders) magazine*

#### Actions carried out:

- Elimination of the hard copy format of the *Accionistas* magazine, in line with priorities of the strategic plan on digital transformation and responsible banking.
- Migration of its contents to our own digital service channels: Shareholders Newsletter, Shareholder Space (corporate website) Twitter @AccionistasCABK, Shareholders YouTube (CaixaBank channel) and CaixaBank Blog

### *Improvements in the Advisory Committee*

#### Actions carried out:

- Reduction of the number of CaixaBank Advisory Committee members from 17 to 12 members, in line with the best practices conducted in this type of body in Europe. This reduction does not involve changes in the geographical representation of the shareholders in the Committee.
- Increase the number of fixed annual meetings to 3 (two in-person and one virtual meeting) and add fourth one-off meeting, not every year, that it is itinerant and contributes contents that enhance the Advisory Committee's work sessions.
- Amend the mission of the Advisory Committee standards from "assessing the communication actions with the shareholders" to "proposing, promoting and assessing" the same.

#### Comments:

- Josep Francesc Moragrega reiterates his desire for a communication channel between the committee members in order to be able to maintain a relationship beyond the meetings organised by the Shareholder Relations Management. In addition, in relation to the change of mission, he proposes that it goes beyond the subject matters of communication. Lastly he sets out the confusion between the brand "la Caixa" and CaixaBank.
- Antonio Lucio-Villegas states that a good voluntary initiative among shareholders could be to train young people leaving shelters with a lack of knowledge of day-to-day budgetary management.