



## Shareholder Advisory Committee

Virtual meeting of 2 July 2020

## Meeting participants:

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

Yolanda Torres

Navarre

Susana of the Castillo

Canary Islands

Gerard Arfinengo

Madrid

Aleix Riñé Casajuana

Catalonia

Ramon Grau Sala

Catalonia

Antonio Lucio-Villegas Ramos

Andalusia

Mercedes Basterra Larroude

Basque Country

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**CaixaBank personnel:**

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Merixell Soler – Director of Shareholder Relations – Committee Secretary

Zaida García – Shareholder Relations

Manuel Ripoll – Shareholder Relations

Josep Lop – Shareholder Relations

Anna Moix – Shareholder Relations

Inés Perrote – Shareholder Relations

Merixell Quintana – Shareholder Relations

David Quintana – Shareholder Relations

German Jover – Shareholder Relations

## Agenda:

### Virtual meeting of 2 July 2020

#### Agenda

9.30am	Start of connections
10.00am	Welcome
10.10am	Adjustment to the Aula programme following the COVID-19 health emergency
10.50am	Virtual corporate meetings
11.20am	Comic – “Las Finanzas de Carlota” (Carlota's Finances) 2020
12.00pm	End of the meeting

## Conclusions

### *Adjustment to the Aula programme following the COVID-19 health emergency*

#### Actions carried out:

- After declaring the state of alert due to the health emergency, the in-person courses were cancelled, 9 in total. In addition, the webinars were rescheduled, excluding the possibility of public attendance and moving the broadcasting centres to the speakers' homes.
- The initially scheduled webinars have been completed within the first half have of the year, although some of their content had to be reviewed in order to adapt them to the current circumstances. Three brief videos informing on the economic and fiscal impacts of the crisis generated by COVID-19 were also created.
- The result in terms of views and connected users shows a significant increase in number of users. The number of users connected to webinars increased fourfold (up to an average of 800-900 connected users ) and the three published Aula Talks registered 30,000 views (almost five times the views registered in Aula Talks 2019).

#### Comments:

- In general the members of the Advisory Committee believe that the Aula programme's response to the emergency situation has been swift and adequate.
- One of the members asked about the channels used to promote the Aula Talk by Oriol Aspachs, which registered 15,000 views. Information was provided specifying that the usual channels were employed: mailing for shareholders, the Accionistas CaixaBank twitter account, the newsletter and the corporate website.
- Another committee member requested the webinars recordings to be more visible on the website, so they can be accessed quicker and more directly.

### *Virtual corporate meetings*

#### Actions carried out:

- Among the different measures implemented within its digital transformation, and in a pioneering move, CaixaBank launched the first Virtual corporate meeting for CaixaBank's retail shareholders in December 2019. This has been carried out in line with the Strategic Plan.
- These are open meetings that complement the virtual meetings held for private groups. All CaixaBank shareholders can participate in these meetings, as there is no attendance limit, and their format is a 30-minute talk followed by a 30-minute Q&A session.
- In the first edition, held in 2019 and broadcast by YouTube, 121 shareholders connected to it, whereas a total of 303 connected to it in the second edition, held in May 2020.
- Other listed companies have subsequently launched initiatives of the same type and in the same format as the one carried out from CaixaBank Accionistas, again revealing CaixaBank's leadership.

#### Comments:

- In general the members of the Advisory Committee think that the virtual corporate meetings are very interesting for shareholders.
- A committee member stated that, in spite of believing that the initiative is of a significant added value for shareholders, the in-person meetings with the retail group should not be eliminated.
- With regard to the possibility of enabling a camera feed for shareholders when intervening, another committee member believes that we should avoid the virtual meetings from becoming a platform for people who want to enjoy their 15 minutes of fame.

#### *Comic – “Las Finanzas de Carlota” (Carlota's Finances) 2020*

#### Actions carried out:

- It was reported that the third edition of "Las Finanzas de Carlota" had been initiated, which aims to explain to the youngest ones what the corporate governance of a listed company is.
- The main governance body of a listed company is the General Meeting of Shareholders, and this is what the comic's plot will revolve around. The intention is to launch the comic during the financial education week in October.

#### Comments:

- The committee members received an outline of the comic with a week in advance of the meeting, and during the meeting, they provided various enriching points of view towards the project's evolution:
  - One committee member thinks that the description of the year's result should be added to the definition of concepts section.
  - Another committee member noted that the comic reminds him of when, years ago, history was explained through comics: the format helps embed the concepts in the learning process of the youngest ones. This committee member points out that it is a great initiative, as it is an easy and pleasant way of learning.
  - Some committee members think that the comic takes for granted that the readers have read the previous comics, and this is not always the case. Readers that have not read the previous comics should be brought up-to-date, although it is true that the comic already seems a bit long. We must find a way of solving both matters.
  - An idea was brought up of considering the possibility of supplementing the comic with a marketing item related to Carlota (e.g. a fridge magnet with a QR code).
  - Another committee member asked if other companies had come up with similar ideas or if CaixaBank was again the pioneer. In addition, this committee member invited everyone to think about holding a competition among those who read the comic and award prizes to those who correctly answer the questions.
  - Another idea put forward was that the young ones who read the comic participate in the decisions made in Huerto S.A., which is the comic's company that holds the General Meeting of Shareholders. A suggestion is made to consider the possibility of having the readers vote.