



Shareholder Advisory Committee

Meeting of 16 November 2017

Meeting participants:

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

Antonia Rogelia Mesa Hernández	Canary Islands
Antonio Valle Rincón	Andalusia
Carlos Javier Artaiiz Wert	Madrid
Gabriel Puig Romagosa	Catalonia
Julián Gómez del Campo	Madrid
Xavier Martínez Serra	Catalonia
José Antonio Díaz Salanova	Catalonia
Mónica de Quesada Herrero	Valencia
Josep Francesc Moragrega Font	Catalonia
María de los Ríos Jurado	Andalusia
José Antonio Conde Salazar	Castile-Leon
María del Mar Santana Rollán	Canary Islands
Pablo García Pérez	Madrid
Teodoro Palacios-Cueto Ruiz-Zorrilla	Cantabria

CaixaBank Personnel:

Jordi Gual – CaixaBank Chairman and chairman of the Committee
Antonio Massanell – CaixaBank Deputy chairman
Edward O’Loughlen – Corporate Director of Investor relations
Meritxell Soler – Director of Shareholder Relations – Committee Secretary
Sergi Salvó – Shareholder Relations
August Masa – Shareholder Relations
Antonio Jerez – Shareholder Relations
Germán Jover – Shareholder Relations
Inés Perrote – Shareholder Relations
Meritxell Quintana – Shareholder Relations
David Quintana – Shareholder Relations
Alberto Alegre – Shareholder Relations

Agenda:

Meeting held 16 November of 2017

Agenda

9:30 Welcome and breakfast

10:00 Presentation by Caixabank Deputy Chairman Antonio Massanell

11:00 Presentation of new Committee members

11:15 1st working session

Presentation of the Shareholder Relations Benchmark

12:45 2nd working session

Presentation of the updated shareholder base

- Breakdown of the shareholder base by Autonomous Community (at the request of Carlos Javier Artaiz)
- Breakdown of shareholder emails by age group
- Impact of KYC on the collection of shareholder emails
- Improvements in the Línea Abierta shareholder services area

14:00 Luncheon with Caixabank Chairman Jordi Gual

16:00 3rd working session

Follow-up report on improvements proposed by the Committee at the previous meeting

- Improvements in the Weekly Report
- Inclusion of training video in earnings emails
- Changes to the Shareholder Magazine
- Launch of the new Aula app

17:30 End of the meeting

Conclusions of the working sessions

1st working session :

Presentation of the Shareholder Relations Benchmark

Along with the inclusion of new members to the Committee, a benchmark study was conducted on shareholder initiatives at Ibex35 companies.

In the area of “*advantages for shareholders*” the Committee members noted that discounts on insurance products could be increased.

The Committee members also suggested researching best practices among non-banking companies and extending the scope beyond the Spanish market.

2nd working session :

Presentation of the updated shareholder base

Breakdown of the shareholder base by Autonomous Community (at the request of Carlos Javier Artaiz)

Breakdown of shareholder emails by age group

Impact of KYC on the collection of shareholder emails

Improvements in the Línea Abierta shareholder services area

3rd working session :

Follow-up report on proposals made at the November meeting

1. Link information presented on the website to training content

Actions carried out:

The following training cards were designed and made available in Aula:

- Dividends: Pay-out, interim dividend, final dividend, special dividend, ex-dividend date
- General economics: GDP, CPI, unemployment rate, budget deficit/surplus
- Accounting: statement of profit or loss, balance sheet, provisions, reserves
- Accounting: operating expenses, own funds and goodwill
- Profitability metrics: ROE and ROTE, efficiency ratio, cost of capital, coverage ratio, cost of risk, capital ratios (CET1)
- Market indicators: P/E, EPS, BV

Results:

- Project by semester. The second phase is currently ending.

Degree of fulfilment: 75%

2. Assess migration from the current Call Centre line to other operations

Actions carried out:

- The telephony manager and Call Centre were consulted about the possibility of including a 93 number.
- After receipt of a favourable technical report, this was implemented in September.

Results:

- Full usability

Degree of fulfilment: 100%

3. *Improvements in the Weekly Report*

The Committee members expressed their satisfaction with the changes made reflecting their suggestions.

A proposal was made to enhance the report by adding more information on the company itself where possible.

4. *Inclusion of training video in earnings emails*

Committee members also rated positively the introduction of training videos in information emails and proposed recording a video of the quarterly earnings presentations for retail investors.

5. *Changes to the Shareholder Magazine*

The Committee was informed that the publication frequency of the magazine has been reduced from two to one per year.

A proposal was made to link the content of the magazine's digital format to CaixaBank Research, since its content is considered to be of high quality.

The Committee also noted the need to obtain metrics on shareholder preferences for the development of future content.

6. *Launch of the new Aula app*

The Committee members were informed of the communication of the Aula app.

As part of the Aula ('classroom') programme framework, a Committee member proposed creating a "*library for dummies*" to help shareholders with limited financial literacy.

7. *Metrics.*

Data must be compiled and analyzed to provide information on future agenda items, upward/downward risks, etc.