



## Shareholder Advisory Committee

Virtual meeting, 4 July 2017

## Meeting participants:

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

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José Gabriel Martín Aguilar	Catalonia
Josep Maria Salvans Rifà	Catalonia
Marc Bonnín Vilaplana	Catalonia
María de los Ríos Jurado	Andalusia
María del Mar Santana Rollán	Madrid
Teodoro Palacios-Cueto Ruiz-Zorrilla	Cantabria

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**CaixaBank personnel:**

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Meritxell Soler – Director of Shareholder Relations – Committee Secretary  
Sergi Salvó – Shareholder Relations  
Ramón Fuentes – 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

## Agenda:

### Virtual meeting, 4 July 2017

#### Agenda

09:30 Start of connections

10:00 Welcome

10:10 Progress update on the Aula programme

10:45 Report from the Shareholder virtual office

11:00 Collection of shareholders' emails

- 2015 campaign to collect shareholders' emails
- Current status - update
- Proposals by Carlos J. Artaiz

12:00 End of meeting.

## Conclusions

### *Progress update on the Aula programme*

Actions carried out:

- Status review of the initiatives programmed for the first half of 2017.
  - New conceptual files
  - Promotional spots
  - Video on dividends
  - Tax guide (update)

Proposals:

- Increase dissemination of content.
- Assess whether to make a video on share buybacks and capital reductions.
  - This proposal will be postponed until the video on dividends has been viewed and assessed by the committee members, as it could include the issues required.

### *Report from the Shareholder virtual office*

Actions carried out:

- Report on all communication actions carried out to disseminate this pioneering initiative.

### *Collection of shareholders' emails*

Actions carried out:

- Details of the 2015 campaign released.
- Report on the current shareholder status.
- Report on the proposals submitted by Carlos J. Artaiz

Proposals:

- Proposal to use the internal KYC campaign to incentivate employees to collect emails. The success of this campaign will be assessed at the November meeting.
- Assess the inclusion of a banner in Línea Abierta requesting email addresses.