

# Shareholder Advisory Committee

Meeting of 15 November 2023



## Participants

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**Members of the Advisory Committee present:****Autonomous Community**

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Juan Dionisio González	Andalusia
Dhiraj Chhabria (Virtual)	Canary Islands
Àngel Canals	Catalonia
Blanca Guinea	Catalonia
Fernando Sainz de la Maza	Catalonia
Xavier Martínez	Catalonia
Núria Torras	Catalonia
Eduardo Chacón	Extremadura
Luis Collado	Madrid
María José Ballarín	Navarre
Ana Guzmán	Basque Country

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**CaixaBank personnel:**

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José Ignacio Goirigolzarri – Chairman

Marta Noguer – Head of Investor and Shareholder Relations

Jordi Guaus – Head of Research & Marketing Innovation

Sílvia Jové – Research & Trends Manager

Sara Rodríguez – Creativity & Strategy Manager

Meritxell Soler – Head of Shareholder Relations and Committee Secretary

Anna Moix – Shareholder Relations

Arnau Llauger – Shareholder Relations

Diego Marcou – Shareholder Relations

Inés Perrote – Shareholder Relations

Josep Lop – Shareholder Relations

María Gracia Moreno – Shareholder Relations

Meritxell Quintana – Shareholder Relations

Zaida García – Shareholder Relations

## Agenda

### Meeting of 15 November 2023

09:00 - Reception of the Advisory Committee in the O Building

09:30 - Visit to the ExperienceHUB

10:30 - Breakfast at ExperienceHUB.

11:00 - Transfer to Diagonal 621-629

11:30 - First working session

- Introduction of the new members of the Committee and approval of the minutes of the previous meeting
- Updating of regular reports
- Profile of shareholders participating in the shareholder competition

12:30 - Second working session

- Assessment of financial education week
- New Aula content site: CaixaBankTalks

14:15 - Lunch with the Chairman of CaixaBank, Mr José Ignacio Goirigolzarri

15:45 - End of the meeting

## Conclusions from the working sessions

### First work session

#### Introduction of the new members of the Committee and approval of the minutes of the previous meeting

Three new members were admitted to the Committee to fill the vacancies left by the expiry of the terms of office of the previous members.

The minutes of the virtual meeting of 15 September are approved.

#### Updating of regular reports

The regular reports are one of the main resources of the Shareholder Information Service. Through this, the bank intends to promote the transparency of information toward its shareholders.

It is a weekly and monthly digital publication (48 and 12 issues per year) sent by email to subscribing shareholders. It informs shareholders of different issues and is divided into the following sections:

1. The CaixaBank share: information on the performance of the share and its main indicators, as well as the key macroeconomic indicators covering the last few weeks.
2. Upcoming events: information on the upcoming corporate dedicated shareholder events (results, corporate governance, business areas, etc.).

In the first half of 2023, the regular reports had 11,902 and 6,431 subscribers, respectively, and had an **open rate of 29.7% (weekly) and 57.8% (monthly) and a click-through rate of 2.7% (weekly) and 6.0% (monthly)**. Putting the data into context, both reports have a reasonable click-through rate and open rate compared to the Spanish and European sector average.

At the same time, thanks to the preparation of a comparative report regarding the Spanish and European banking sector, we were able to learn about the communication practices regarding the share performance of comparable entities.

The Committee was informed of the possibility of updating the format of both reports. As for the format of the monthly report, there have been no proposals to date.

The new proposal aims to:

1. Make information on share performance more readily available to shareholders.

2. Generate added value by providing a qualitative analysis of the reporting period.
3. Give greater exposure and visibility to corporate shareholder events.
4. Achieve more dynamism and flexibility in the quantity and type of content to be published.
5. Increase the number of clicks on all reports received and opened.
6. Turn regular reports into an informative reference point for all the company's shareholders.

### *Comments from the Committee members*

The committee members regard the improvements as a positive development. They are interested in how to receive the reports, which is via email, as well as how they can be viewed on mobile devices. In this regard, it is suggested that the proposals put forward could be a major breakthrough.

### *Profile of the shareholders participating in the competition*

At the last Committee meeting, the profile of shareholders participating in the shareholder competitions was discussed. This session provided a numerical analysis of the latest prize draw of four Apple Watches among all shareholders who subscribe to the information service. A total of 7,284 participants were registered, of which 3,054 fulfilled all the requirements set out in the terms and conditions. Thanks to this programme, the number of subscribers increased by 8.2%. A breakdown of the profiles of the shareholders who participated in the prize draw according to gender, age group, business segment, number of shares and, lastly, place of residence was provided.

The conclusion reached was that the profile of the shareholders who participated in the prize draw was the average shareholder of the entire shareholder base, except for the gender category.

Lastly, it was added that a new prize draw had been launched, in this instance for three Samsung TVs, and in order to participate in the draw, participants must answer three questions about the content of the Aula webinars.

### *Comments from the Committee members*

Committee members asked whether ownership of securities portfolios could influence the data, as in some cases the holder on the portfolio does not match who really makes the investment decisions (they gave the example of a married couple sharing a securities portfolio and where the person who decided to buy the shares is not the one listed as the holder).

## Second work session

### Assessment of financial education week

Monday 2 October (the first Monday in October) was Financial Education Day. The Aula programme dedicated the whole week to promoting financial education to all shareholders through various events.

The main event was on Monday, with the publication of an episode of FSR (Formación sobre Ruedas) with the bank's Chairman, José Ignacio Goirigolzarri, in which the social function of a bank was discussed. The publication was accompanied by a press release and published on the main social networks, with a great deal of success across the board.

On Tuesday, an in-person training session on financial planning was held at the All in One branch with speaker Enrique Castellanos. The opinion of the 45 shareholders who attended was very positive.

An Aula Talks segment with finance expert Natalia de Santiago was published on Wednesday. The video was also very successful on both corporate media and social media. The possibility of collaborating further with Natalia in the future was mentioned.

On Thursday, a hybrid webinar was held in Barcelona and Madrid with Fernando Rodríguez, from the Private Banking Strategy Department, and Pilar Torralba, the head of Private Banking's advisory committees.

Lastly, on Friday, the tenth episode of the season of the financial education podcast Aula was published, on the importance of insurance in financial planning, by Pilar Gracia.

### *Comments from the Committee members*

Some members of the Committee showed interest in the differences between the profiles of shareholders interacting with corporate networks and on social media. Along these lines, they also asked about the different internal communication tools in place between the Shareholder Relations unit and the rest of the bank.

Another member asked about how to remain informed regarding the materials published by the Shareholder Relations without having a profile on X (formerly Twitter). This member was told that the initial idea of the Aula programme was precisely to promote the X profile, so it is recommended that they keep informed through this channel, although other options to keep up to date via social media were also mentioned.

A member of the Committee asked about the programme's criteria in relation to the venues and whether there was an option for events to be held throughout the country.

### **New Aula content site: CaixaBankTalks**

CaixaBank Talks is CaixaBank's events platform that allows users to view online videos of the sessions held.

A new section has been opened within the corporate events platform to view the videos of the delayed broadcasts of all shareholder content.

The aim is to bring together in a single web space all the videos of broadcasts of shareholder events, as well as to improve access to audiovisual content and allow searches in this regard.

Thanks to this project, it has been possible to improve the content for shareholders, as there is now a single integrated space for accessing the online content of the Aula programme and corporate events.

It aims to:

- Increase the visibility of recorded broadcasts of the webinars held.
- Obtain content viewing statistics.
- Comprehensively manage the pre- and post-events process of shareholder events through the Salesforce platform.

#### *Comments from the Committee members*

The committee members asked whether there will be a special section for shareholders on the new platform, which was answered in the affirmative.

A member of the Committee asked whether there would be content that would be shared between the different categories to create synergies. Shareholder Relations commented that this is not the case and that each section has its own specific content, without crossing over into other categories.