



**Comité Consultivo de accionistas**  
Virtual meeting of 15 September 2023

## Meeting participants

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<b>Members of the Advisory Committee present:</b>	<b>Autonomous community</b>
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Dhiraj Chhabria	Canary Islands
Xavier Martínez	Catalonia
Angel Canals	Catalonia
Luis Collado	Madrid
Blanca Guinea	Catalonia
Juan Ignacio Lema	Madrid
Eduardo Chacón	Extremadura
Ana Guzmán	Basque Country
María José Ballarín	Navarra

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### **CaixaBank personnel**

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Meritxell Soler – Director of Shareholder Relations – Committee Secretary

Zaida García – Shareholder Relations

María Gracia Moreno – Shareholder Relations

Josep Lop – Shareholder Relations

Arnau Llauger – Shareholder Relations

Inés Perrote – Shareholder Relations

Meritxell Quintana – Shareholder Relations

Diego Marcou – Shareholder Relations

## Virtual meeting of 15 September 2023

### Agenda

- 9:50 Start of connections
- 10.00am Welcome
- 10.10am Redesign of the sections for shareholders on the corporate website of CaixaBank
- 10.30am Impact of campaign to encourage voting at the AGM
- 10.45am Shareholder prize draw 2023
- 11.00am Classroom during financial education week
- 11.00am Candidates for the Shareholder Advisory Committee
- 11.40am Next meetings: logistics for booking trips and confirming attendance
- 11.50am Other business
- 12.00pm End of the meeting

## Conclusions

### *Redesign of the sections for shareholders on the corporate website of CaixaBank*

The project to reorganise the shareholder area and the structure for browsing the contents of the Classroom programme is explained. In the first phase, the Classroom financial training section is restructured:

- Change the current browsing structure for a new one based on the type of content/resource. Creation of seven new main sections.
- Apply the classification by theme to all the sections.
- New main page of the Classroom section to showcase the most recent content published, which allows retrieving all the content using filters.
- Shift the majority of the content to an HTML layout to boost its visibility ( e.g. Classroom Cards)
- Promote the autonomous initiatives, such as "Training on wheels" and "Classroom Podcast".
- Adapt the structure to, in the future, migrate all the recorded videos of the Classroom webinars to the online platform of CaixaBank Talks.

In the second phase, the shareholder area will be restructured:

- Simplify the main page of the "Shareholder area" to emphasise the most recent and relevant published content.
- Facilitate access to the subject matters that most interest shareholders (corporate information, dividends, AGM, etc.)
- Improve visibility of the "Information service for shareholders" and the subscription to the *Shareholder Newsletter*.
- New sections for those resources that need to be promoted more.

The goals of this redesign include easier browsing and access to the most recent content for shareholders published on the corporate website, and to showcase multimedia resources, especially those dedicated to financial education (Classroom).

## *Impact of the campaign to encourage minority shareholders to vote*

### **Context:**

At the previous in-person meeting, the launch of an outreach campaign was mentioned in order to encourage shareholders to participate in the 2023 Annual General Meeting (AGM). This campaign consisted of donating €3 to the Save the Children's "Impulsa" programme to fight child poverty for every shareholder who participated in the AGM by voting or delegating their vote.

### **Shareholder Relations Activity:**

- A series of activities were carried out aimed at encouraging minority shareholders to get involved:
  - An intensive campaign was conducted intended to advertise the campaign to turn out the vote:
    - Emails were sent out (a total of three).
    - The campaign was published in the space on the website announcing the AGM.
    - Two newsletters were published with this information (March and April).
    - A notice was sent out just a few days before the campaign ended.
    - It was published on X (Twitter), YouTube and the corporate website.
    - Lastly, it was also mentioned in the letter that the chairman sent out to shareholders via postal mail.
  - As a result, 16,576 shareholders participated in the AGM, which entailed a financial impact of €49,728.
  - It is explained that the goal is to continue offering incentives to increase turnout of minority shareholders.
  - Moreover, it is mentioned that, in the current year, participation was slightly smaller than last year's, as explained by the fact that private banking advisers were not as incentivised to encourage their customers to vote as in the previous year, which could have had a significant impact on the final result.
  - It is noted that we are in a very unfavourable position in terms of shareholder participation at the AGM compared to our peers.

### **Comments:**

- The members of the Committee appreciate the effort made by the Shareholder Relations team to boost shareholder involvement at the AGM and increase attendance.
- A member of the Committee adds that it would be helpful to convert these absolute value figures to ones of relative value in order to determine the level of compliance with the targets proposed initially.

## *Impact of the promotional campaign to encourage the subscription service*

### **Context:**

- In May and June, a promotional campaign was launched to advertise the shareholder information service and increase the number of subscriptions.
- On this occasion, it was done by giving away four Apple Watches series 8.

### **Results:**

- 7,284 participants signed up, with 3,054 shareholders entering the prize draw.
- Thanks to this campaign, the number of new subscribers rose by 8.2%.
- This is compared to the same initiative carried out in the previous year, the figures for which were significantly lower, despite also being considered good.
- There is an upward trend that exceeds expectations.

### **Comments:**

- The members of the Committee state that the process used was the right one and they note the bank's transparency.
- A Committee member adds that it would be possible to increase the participation of shareholders who do not have their shares deposited in CaixaBank. Shareholder Relations notes the difficulty of implementing this proposal.
- A Committee member asks if there is some characteristic in common to the 3,054 shareholders. He is told that the participation data will be analysed.
- A Committee member states his belief that there is no culture in a traded company that can translate into special treatment for shareholders, even taking into account regulatory conflict of interest criteria.

### *Classroom during financial education week*

- Monday, 2 October is financial education day, and the Committee is informed of the initiatives that have been prepared during the week:
  - On Monday the 2nd, an episode of FSR (Training On Wheels) will be released with the chairman of CaixaBank, José Ignacio Goirigolzarri.
    - As with other FSR, it will be published on different social media platforms and internal portals.
  - On Tuesday, 3 October, in-person training will be given at the *All In One* branch in Barcelona with Enrique Castellanos. The topic of the talk will be financial planning.
  - On Wednesday the 4th, there will be an AulaTalks with influencer Natalia de Santiago titled “Why do they call it risk when they mean to say opportunity”.
  - On Thursday the 5th, there will be a hybrid seminar from Barcelona and Madrid, with Fernando Rodríguez and Pilar Torralba, on investing in the age of artificial intelligence.
  - On Friday the 6th, the tenth episode of the podcast's third season will be released, on the importance of insurance in financial planning.

### *New members of the 2023-2025 Advisory Committee*

#### **Context:**

- The selection of new members of the Advisory Committee of shareholders is explained, with the goal of having the new composition of the Committee ready for the meeting of 15 November, at which the chairman of CaixaBank will be present.
- The candidates are summarised and various topics are discussed:
  - The shortage of women candidates compared to the composition of shareholders.
  - The decrease in the number of candidates submitted.

#### **Actions carried out:**

- The deadline for submitting candidates for the Advisory Committee of shareholders was 30 June. A total of 58 candidates, 53 men and 5 women, were submitted, the majority of them from Catalonia (50,0%), Andalusia (13,79%), Madrid (8,62%) and the Valencian Community (5,17%).
- They have to fill three vacancies: two for Catalonia and one for either the Valencian Community or Andalusia.
- The composition of the Advisory Committee reflects the minority shareholders of CaixaBank, a group of over 600,000 people, in terms of their gender, age and location.

**Comments:**

- A Committee member notes the under-representation of women. He is told that this ratio does not represent the shareholder base, and that this could be because securities files do not distinguish between the 1st and 2nd account holder.
- A Committee member asks about the criteria for being a member thereof. He is explained the criteria in detail.
- A Committee member mentions two initiatives that could help boost participation: on one hand, more broadly communicate the participants' experience to show what it is about and, on the other, rely on the Advisory Committee for gender diversity.

*Next meetings: logistics for booking trips and confirming attendance***Context:**

- The year 2023 is proving to be intense in terms of meetings of the Advisory Committee:
  - Meeting in Barcelona in March for the first half of the year, with the CEO of CaixaBank.
  - The AGM in March in Valencia.
  - The itinerant meeting at BPI (Lisbon) in May with the CEO of BPI.
  - The virtual meeting in September.
- The members of the Committee are convened to the 2H23 meeting in Barcelona on 15 November, with the chairman of CaixaBank
- To improve travel logistics, attendees are asked to confirm their presence ASAP, and that each one indicate their needs clearly and early.

**Comments:**

- The members promise to confirm their attendance ASAP and to indicate their needs clearly as quickly as possible.