



**Shareholders' Advisory Committee**  
October 4, 2022 meeting

## Meeting participants

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

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Dhiraj Chhabria

Canary Islands

Luis Collado

Madrid

Josep Casalprim

Catalonia

María Bertolín

Valencian Community

Lluís Fernández

Catalonia

Eduardo Chacón

Extremadura

Àngel Canals

Catalonia

Ana Guzmán

Basque Country

Xavier Martínez

Catalonia

Blanca Guinea

Catalonia

Juan Ignacio Lema

Madrid

María José Ballarín

Navarre

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**CaixaBank Staff**

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José Ignacio Goirigolzarri – Chairman

Edward O’Loghlen – Director of Investor &amp; Shareholder Relations

Severiano Solana – Director of Sustainability Monitoring and Strategy

Íñigo Roy – Director of Strategy, Metrics and Communication Projects

Manuel García – Director of Tax Advisory Services

Meritxell Soler – Director of Shareholder Relations and Secretary of the Committee

Zaida García – Shareholder Relations

María Gracia Moreno – Shareholder Relations

Josep Lop – Shareholder Relations

Anna Moix – Shareholder Relations

Meritxell Quintana – Shareholder Relations

Inés Perrote – Shareholder Relations

Manuel Ripoll – Shareholder Relations

## Meeting agenda

### October 4, 2022 meeting

9:30 a.m. Welcome and breakfast.

10:00 a.m. Presentation of the new committee members.

10:15 a.m. First working session

- The Investor Relations function by Edward O'Loughlen, Director of Investor and Shareholder Relations at CaixaBank.

11:00 a.m. Second working session

- Reconfiguration of the Shareholders Newsletter
- Presentation of the brochure "What does it mean to be a shareholder?"
- Results of the promotion to boost followers on Twitter
- Corporate meetings: Presentation of the annual results

12:00 p.m. Presentation by Severiano Solana, Director of Sustainability Strategy and Monitoring.

1:00 p.m. Third working session.

- Support for the proposals of the 2022 General Shareholders' Meeting

2:00 p.m. Lunch with the Chairman of CaixaBank, Mr. José Ignacio Goirigolzarri.

3:30 p.m. Coffee in the room

4:00 p.m. Fourth working session

- Gravamen on the bank and reputation

5:00 p.m. Close of the meeting.

## Conclusions of the working sessions

### Second working session

#### Reconfiguration of the Shareholder Newsletter

The CaixaBank Shareholder Newsletter is one of the main resources within the framework of the Shareholder Information Service intended to promote the transparency of the company's information to its shareholders.

This is a monthly digital publication (10 issues per year) that is emailed to the company's shareholders who authorise the receipt of information through electronic channels. This communication informs shareholders of a range of issues, divided into the following sections:

1. CaixaBank in detail: Corporate information on the most relevant aspects of the company (results, corporate governance, business areas, etc.)
2. CaixaBank shares: Information on the performance of the shares and their main indicators, as well as the key macroeconomic indicators from recent weeks.
3. Shareholder benefits: Dissemination of the latest initiatives, advantages and exclusive benefits for the company's shareholders.
4. Calendar: Communication of the most important events aimed at CaixaBank's shareholder base.

In the first half of 2022, the Shareholder Newsletter was sent to an average of 238,237 shareholders, with an open rate of 43% (well above market standards) and a CTO of 6.82%.

The new content proposal contains the following outline:

1. CaixaBank news: Features on key corporate information and a selection of the most important news items (awards, issues, conferences, etc.) published on the Communication website.
2. CaixaBank shares and financial markets: CaixaBank share performance and a report on the financial markets published on the CaixaBank Research website. Video clips on specific topics could also be included.
3. Of interest to shareholders: Publication of any content related to initiatives aimed at shareholders (podcasts, videos, news on events and meetings, campaigns, etc.)
4. Offers and promos: Discounts, travel and raffles aimed at CaixaBank's shareholder base
5. Calendar: Notification of the events that will take place with details of the date, time, theme and link to the registration form.

In addition, a new emailing format is being developed to incorporate a varied number of news items or information for each section. Therefore, the length of the email shot

will vary according to the available content, Images and graphic resources will be prioritised in order to make the material attractive and easy to read.

The new proposal aims to achieve the following objectives:

1. To make the most current and important corporate information available to shareholders
2. To generate added value by offering specialist content from other departments in the company
3. To increase the circulation and visibility of all the differential initiatives made available to the campaign's shareholders
4. To achieve greater dynamism and flexibility in the number of articles and type of content to be published.
5. To increase the number of clicks on the total number of newsletters received and opened.
6. To convert the Shareholder Newsletter into an informative reference for all the company's shareholders.

#### Comments from committee members:

The committee members view the improvements positively. They are interested in the Newsletter's delivery method, via email, as well as how it is displayed on mobile devices. In this respect, it was noted that the microsite where the Newsletter is hosted can be easily adapted to the mobile environment.

The idea of sending out a leaflet with a QR code through which shareholders can register to receive the Newsletter and other information prepared by the Shareholder Relations Department was also discussed. This leaflet would be enclosed with the letter convening the General Meeting, as this is the only communication that can be sent to all shareholders without exception.

#### Presentation of the brochure "What does it mean to be a shareholder?"

Each year, a brochure is produced to hand out to shareholders attending the various face-to-face events organised by CaixaBank's Shareholder Relations Department to inform them of their rights as well as the initiatives aimed at them.

The content is divided into five sections: information on CaixaBank, shareholder rights, the Advisory Committee, the Aula programme, and benefits. The brochure is handed out at corporate meetings, Aula courses, and at the AGM, and is valid until the payment of the 2022 dividend (April 2023)

#### Results of the promotion to boost followers on Twitter

In May 2022, a new promotion was launched aimed at CaixaBank shareholders to increase the number of Twitter profile followers @AccionistasCABK/@AccionistesCABK.

The promotion consisted of a prize draw for four 55-inch Samsung televisions. The entry requirements for the prize draw were that participants were CaixaBank shareholders with shares deposited with the bank and that they were following the Twitter profile when the promotion ended. The draw was announced through the May Newsletter, the corporate website, a Twitter campaign and 2 SMSs.

This promotional action increased the total number of followers of the Twitter profile by 2,526 for the two profiles, representing an increase of 44% as of 16 June.

### Corporate meetings: presentation of the annual results

CaixaBank organises a programme of Corporate Meetings with shareholders where the bank's executives present relevant corporate information and shareholders have the opportunity to ask questions about the company.

In recent years, face-to-face corporate meetings with shareholders have been held successfully in the main Spanish cities.

CaixaBank was a pioneer among the IBEX35 companies in terms of holding a virtual corporate meeting at the end of 2019.

On 16 June, we held our first hybrid corporate meeting. The venue was the Agora of the Madrid All in One office.

The entire shareholder base was invited by sending out invitations to attend the event online, and the on-site capacity was filled at the discretion of the Madrid Metropolitan Territorial Management, with 515 links and 49 spectators in the room. In addition, the event had repercussions in the written media, with a total of 3.3 million potential readers.

It is proposed that a hybrid meeting be offered each year for the presentation of the annual results.

### Comments from committee members:

The members who attended the hybrid corporate meeting found that the format was a success and should be repeated in the future.

## Third working session

### Support for the proposals from the General Shareholders' Meeting

The General Shareholders' Meeting held in Valencia on 8 April this year had a quorum of 76.14% and 20,475 shareholders participated.

It can be seen that, in general terms, participation has increased with respect to previous AGMs, and looking at the details, we can see that the participation of

institutional investors has fallen slightly while that of retail shareholders has increased significantly (almost doubling since 2021).

It should be noted that a campaign was run in collaboration with UNICEF to encourage retail voting, whereby CaixaBank donated 3€ to a children's education project run by UNICEF in Mali for each shareholder who participated by voting or delegating their vote. Thanks to this campaign more than 60,000€ was donated.

The results of the AGM votes and the issues of interest to each of the investor groups (retail/institutional) were reviewed.