



## **Shareholder Advisory Committee**

Online meeting of 15 July 2021

## Meeting participants:

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

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Lluís Miquel Fernàndez

Catalonia

Susana del Castillo

Canary Islands

Gerard Arfinengo

Madrid

Josep Casalprim

Catalonia

María Bertolín

Valencia

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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

Anna Moix – Shareholder Relations

Inés Perrote – Shareholder Relations

Meritxell Quintana – Shareholder Relations

David Quintana – Shareholder Relations

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## Agenda:

### Online meeting of 15 July 2021

#### Agenda

9.20am Start of connections

9.30am Welcome

9.40am Pending matters from the previous meeting – Rewarding the longevity of shareholders

10.00am Fourth edition of the Aula (Classroom) comic - project status

10.20am Result of the Charity Dividend Project fostered by the Advisory Committee

10.40am CaixaBank shareholder structure

11.00am Rest

11.10am Specific newsletter

11.40am Podcast project

12.00pm End of the meeting

## Conclusions

### *Pending matters from the previous meeting – Rewarding the longevity of shareholders*

#### Foreword:

- At the previous meeting, the possibility of rewarding the shareholders that have been with the bank for the longest time was addressed.
- During the months that have followed the meeting in March, several internal meetings have been held regarding Shareholder relations to assess the feasibility of the proposal, and ultimately it has been concluded that:
  - This is not technically possible, since we know the date on which the shareholders became shareholders, but they may have bought and sold on several occasions. Furthermore, the date of entry of shareholders from Bankia is the date of the merger.
  - The volume of shares is more relevant than longevity.
  - It could be counterproductive from a communication viewpoint for shareholders that have been with us longer (Criteria public offering)

#### Counterproposal:

- We propose as an alternative a Welcome Pack to welcome the new shareholders by way of an email informing them of the initiatives they have at their disposal due to being CaixaBank shareholders.
- It will be sent on a monthly basis to all new shareholders who entered in the previous month.

#### Comments:

- A member of the committee proposes to give away a book summarising CaixaBank's history to shareholders who come from Criteria public offering.
  - Given the tight budget of the department it is proposed to make a video with this summary that can be sent to the shareholders.
  - Several members of the committee support the idea, believing that it can be extended to other groups such as shareholders who come from Bankia, in order for them to discover CaixaBank's history.
- One member of the committee adds that shareholders who joined through the public offering have had a good dividend yield.

### *Fourth edition of the Aula (Classroom) comic*

#### Actions carried out:

- A preliminary digital version of the Aula (Classroom) comic has been sent to the committee members (pencil version) so that they can assess and comment on the comic that will be launched in the second half of the year, scheduled for Financial Education Week (4–8 October).

- The Aula programme takes advantage of current affairs to explain to the youngest public recurring economic-financial concepts in the media that may, at the outset, be difficult to understand for newcomers.
- After explaining the operation of the stock market and a listed company, the social function of a bank and the governing bodies of a company, in the fourth edition of The Adventures of Carlota and her Friends we propose to explain to the little ones what mergers and acquisitions (M&A) are, and the reasons for them.
- A double edition will be conducted. On the one hand, 30,000 copies will be printed and distributed through CaixaBank's branches and at the various attendance-based shareholder events. Furthermore, a responsive online version will be scheduled, to view the comic in ebook format, which will be available through the corporate website. An increase of outreach within the materials offered by imaginBank, for the Kids and Teens collectives, is being assessed together with the project managers.

#### Comments:

- In general, the members of the Advisory Committee believe that the comic helps to provide a better understanding of what a business merger is.
- One member of the committee is of the view that the glossary should contain all the terms that are slightly more technical and will help in the overall understanding of the document.

### *Result of the Charity Dividend Project fostered by the Advisory Committee*

#### Actions carried out:

- Following the request of a member of the Advisory Committee, shareholders were offered the possibility of allocating the collection of the CaixaBank dividend to a social project.
- The social action chosen was "No household without food", a campaign promoted among other CaixaBank segments in partnership with "la Caixa" Foundation.
- Thus, a campaign was conducted in the usual communication channels (corporate website, Twitter, newsletter, action reports and ad hoc emails) to enable shareholders who wish to do so to donate the whole or part of the dividend to the chosen cause, with a feature enabled in CaixaBankNow to do so in a quick and user-friendly way.

#### Results

- Up to 29 June, the campaign had received 15,372 donations for a total amount of EUR 1,219,659.

## CaixaBank shareholder structure

### Actions carried out:

- The members of the Committee are informed of the CaixaBank shareholding structure.
- The information results from interest to the members of the committee.

## Specific newsletter

### Actions carried out:

- The CaixaBank Shareholders' Newsletter is a monthly digital publication (10 issues) that is sent by email to the bank's shareholders who authorise receipt of information through electronic channels.
- This communication informs shareholders of various matters of interest, distributed through four sections: CaixaBank in detail (with corporate information), the CaixaBank share (with information on developments of the share and its main indicators over the past 12 months), Shareholder benefits and Agenda.
- The CaixaBank Shareholders' Newsletter is one of the main resources of the Shareholder Information Service. Through this, the bank intends to promote the transparency of information toward its shareholders.
- The goals of the publication are:
  - To make the most relevant corporate information available to shareholders
  - To facilitate the monitoring of the progress of the CaixaBank share in the market
  - To report on the current macroeconomic context and the last approved remuneration policy
  - To reveal all the differential initiatives made available to the bank's shareholders
  - To offer the possibility of taking part in regular promotions and benefit from exclusive discounts
  - To communicate the dates of the various events, enabling immediate registration
- The Shareholders' Newsletter is not only a regular information resource available to shareholders, but it is also an instrument for informing of campaigns and events that contributes to increasing the participation and registration rates of the various initiatives conducted.

### Comments:

- The members of the committee believe that CaixaBank's Shareholders' Newsletter is a quality product and that it is interesting to read.
- One member of the committee comments that it would be good if the events on the agenda automatically included the possibility of them being incorporated into the personal agenda once they are registered.

## Podcast project

### Actions carried out:

- The podcast project is part of the Aula financial training programme and began on 9 March 2021 with the release of 3 episodes. Since then, new episodes have been launched every 2–3 weeks. The penultimate episode is published on 14 July, and the last episode will be released on 30 July, completing the 12-episode series.
- Final assessment of the project:
  - Very well received internally, with external communication collaborating and requests from other departments to copy the format.
  - It enables the diversification of channels and formats.
  - It has enabled us to create materials that will be reusable, either to explain the bank's results to shareholders or to explain how the Advisory Committee works.
  - It has enabled us to work with speakers who may be useful for future attendance-based courses or webinars.
  - Compared to other channels, it has a low production cost per listen.

### Comments:

- Members of the committee are of the view that the project has not only been successful because of the listens and impact, but also because of its innovative nature that is different from what was being done thus far.
- One member of the committee is of the opinion that the episode on the comic, the content of which is dramatised unlike the rest, may lack a natural aspect. It is stated that this is due to the lack of stakeholders due to the budget and that the shareholders and others close to the project team have provided selfless collaboration.
- Another member of the committee comments on the listen ratios, stating that the most interesting subjects are the most topical and this must be taken into account in the future. For example, the member believes that addressing an episode devoted to ESG investment in the future should be considered.