



Shareholder Advisory Committee
Online meeting of 25 March 2021

Meeting participants:

Members of the Advisory Committee present:	Region
Yolanda Torres Lusarreta	Navarre
Susana del Castillo Bello	Canary Islands
Gerard Arfinengo	Madrid
Aleix Riñé Casajuana	Catalonia
Antonio Lucio-Villegas Ramos	Andalusia
Mercedes Basterra Larroude	Basque Country
Josep Casalprim Compte	Catalonia
Patricia Ripollés Albiol	Catalonia
María Bertolín Pérez	Valencia
Honorato López Isla	Madrid
Lluís Miquel Fernàndez Fernàndez	Catalonia

CaixaBank personnel

Gonzalo Gortázar – CEO of CaixaBank

Edward O’Loughlen – Director of Investor Relations

Merixell Soler – Director of Shareholder Relations – Committee Secretary

Zaida García – Shareholder Relations

Manuel Ripoll – Shareholder Relations

Josep Lop – Shareholder Relations

Anna Moix – Shareholder Relations

Inés Perrote – Shareholder Relations

Merixell Quintana – Shareholder Relations

David Quintana – Shareholder Relations

German Jover – Shareholder Relations

Agenda:

Online meeting of 25 March 2021

Agenda

- | | |
|---------|---|
| 09.00am | Start of connections |
| 09.10am | Welcome and mention of Rankia's recognition |
| 09.20am | Review of the 2020 Shareholder Relations Activity Report |
| 09.40am | CaixaBank new corporate website |
| 10.00am | Presentation by the CEO of CaixaBank, Mr. Gonzalo Gortázar. |
| 11.00am | 10-minute break |
| 11.10am | Presentation of the 2021 Aula shareholder training programme |
| 11.40am | Topics of interest to put on the agenda of future Advisory Committee meetings |
| 11.50am | Topics of interest to be mentioned by the chair or CEO at the next ASM |
| 12.00pm | End of the meeting |

Conclusions

Review of the 2020 Shareholder Relations Activity Report

Actions carried out:

- Summary presentation of the activity conducted in Shareholder Relations adapting the initiatives of communication with shareholders and service to them to the exceptional situation brought about by COVID-19, through:
 - Personalised service: With almost 1,500 queries handled by email and telephone and with online meetings and calls to major shareholders, receiving the Rankia Award for Best Shareholder Service in 2019 and 2020.
 - Information: Diversity of channels to inform our shareholders, substantially increasing followers on Twitter (single channel on the Ibex 35), with a Newsletter with opening ratios in excess of the market average and communications sent regularly by email and text message.
 - Participation: The voice of retail shareholders has continued to be heard thanks to the Advisory Committee, with 3 meetings during the year (two of them online). There have also been 3 online corporate meetings featuring upwards of 2,300 participating shareholders.
 - Training: Conducting 10 online training webinars with nearly 6,000 participating shareholders and publishing 3 new Aula Talks with over 30,000 views and the "Operación Junta (Operation Board)" Comic, explaining to children how the governing bodies work.
 - Network support: conducting multi-conferences on results and corporate operations, as well as intranet publications with a high number of clicks per article.
- High level of participation in the EGSM 2020, above the average of previous meetings of CaixaBank and comparable meetings.

CaixaBank new corporate website

Actions carried out:

- On 26 January, CaixaBank's new corporate website (www.CaixaBank.com) was launched, transmitting the bank's stance and brand values, incorporating regulatory requirements and the latest digital trends.
- The project, which is cross-cutting throughout the entity, is committed to a more visual and responsive design that makes it easier to access content on mobile devices and tablets.
- Transparency and accessibility are strengthened, with an improved, simpler navigation structure that facilitates access to information and the development of new features:
 - New investor agenda with the ability to synchronise with the personal calendar
 - Improved display and viewing parameters of the share price graph.

- Advanced search engine with predictive recommendations.
- The new corporate website has enabled the renewal and improvement of content available to shareholders:
 - New shareholder space, providing greater visibility and dynamism, with a new structure and improved subscription and information submission forms. There are also new visual components and a greater presence of multimedia elements (video integration, drop-downs, etc.)
 - The Aula section has been reorganised with a browsing menu that prioritises classification by subject of the contents.

Comments from Committee members:

- The investment calculator has been an addition to the website worth highlighting and it certainly brings added value to shareholders. However, it might be an idea to add the possibility of viewing the history, not from the founding of CaixaBank, but from the listing of Criteria on the market. It would also be good to include dividend yield.
- The CaixaBank Share Investment Account is deemed to be an under-promoted advantage among the retail collective. Shareholder Relations indicates that the product has been cancelled due to an issue of conflict of interest.
- New advantages are proposed to be applied among retail shareholders, not least featuring rewarding those with long-term holdings. Following this proposal, some ideas have emerged to reward the loyalty of retail shareholders:
 - A letter of appreciation signed by the Chairman or CEO.
 - A letter outlining the advantages obtained during the 15, 10, 5 years of shareholding. (share revaluation, dividends paid, courses taken, etc.)
 - Prize draw.
 - Conducting specific events for this group, such as courses, cultural visits and corporate meetings.
 - A small gesture in line with the budget of the area.
 - A top-level corporate event with the Chairman or CEO.
 - Being able to distinguish shareholders according to the time they have held shares by the colours on the shareholders' cards, which are given free of charge.
 - Discounts on direct holdings in CaixaBank.

Presentation of the training program for Shareholders Aula 2021

- The Aula program has grown for yet another year with many new features, including the new training podcast program, with 12 playlists that will be released episode-by-episode until August and will be hosted on major platforms like Spotify, iTunes, iVoox and Google Podcast. The Aula 2021 program will also notably feature:

- Aula webinars: They have been established in 2020 as the spearhead of the Aula program, thanks to the 10 webinars made and nearly 6,000 people trained with peaks of up to 1,000 people connected per webinar. A total of 11 new webinars of different subjects are planned for 2021, with an improved broadcast platform and the possibility of broadcasting one of them over LinkedIn in the second half of the year.
- Aula Talks: They have been consolidated in 2020 with 3 videos released during the strictest lockdown which had a major impact with more than 30,000 views. There are 6 more Aula Talks planned for 2021: 3 of them were already launched in January and 3 more are to be launched in October.
- Aula in person: With the pandemic remaining ongoing, it seems difficult to be able to hold in-person courses, although the key focus is to be able to take them up again during the last quarter of the year.
- Subjects and levels: Taking advantage of the launch of the new website, the Aula section has been reorganised, displaying the contents according to subject, with 5 main areas: your finances, business analysis, economic environment, banking sector and financial markets. Icons have also been added to easily identify whether the content is basic, intermediate, or advanced.

Comments:

- Committee members are interested in the launch of podcasts and how they can be accessed, thus, a reminder that there are links to the different platforms (Spotify, iVoox, Apple Tunes and Google Podcast) in the Aula section of the Shareholder Space (corporate website).
- In general, the Committee members find the direction chosen in terms of shareholder training entirely appropriate and laud the podcasts initiative and the welcome received thus far.
- The planned podcast on the Advisory Committee can be used to promote nominations for the upcoming appointment of members.
- It may be an option to consider taking advantage of open online courses to offer courses backed by more prestigious business schools such as LSE or Harvard.

Topics of interest to be mentioned by the chair or CEO at the next ASM

- Some members of the Advisory Committee have submitted proposals for inclusion on the agenda of future meetings, thus, it is proposed that the ideas of all members be discussed and included in this regard.

Comments:

- An explanation by a representative of the "la Caixa" Banking Foundation of the actions conducted in the context of the pandemic.
- A session conducted by Cristina González Viu, CEO of MicroBank to explain its business model.
- Bringing an expert to explain how the bank is managing digital transformation.

- Bringing an expert to comment on the SDGs – what has been achieved so far and what the bank's targets are. It is an option to take advantage of the creation of the new Sustainability Directorate represented on the Steering Committee.
- Reflecting on the developments to be followed by the Advisory Committee after the merger and the pandemic.
- Conducting a session explaining the activities carried out by CaixaBank and the environments in which the bank influences, may influence or is influenced, in order to gain a more “macro” view of what CaixaBank is, covering social, economic, administrative and other matters. And thus be able to give a more informed opinion on the actions to be carried out by the Advisory Committee.
- Presenting a cross-cutting view of the CaixaBank shareholding, to ascertain the number of shareholders by band, geographical distribution, age, etc.

Topics of interest to be mentioned by the chair or CEO at the next ASM

- Prior to the meetings, the members of the Advisory Committee are asked whether there is a matter that they deemed should be discussed by the Chairman or the CEO in their respective speeches.

Comments:

- The members of the Committee suggest:
 - Indicate that the banking employees played a significant role during the hardest months of the pandemic and they were also an essential service, even launching a video that shows this side of the employees and that extols the feeling of pride of belonging to CaixaBank.
 - Indicate a positive impact in terms of results for the medium and long term, thanks to the merger with Bankia.