



CaixaBank is known for combining its financial activity with its firm social commitment and its vocation for working in the interests of all.

Given its leadership position in the sector and its pledge to adapt, CaixaBank is one of the key economic agents in the country's economy; a responsibility which it honours staunchly, being fully aware of the decisive role it plays. Therefore, at all times the Entity endeavours to maximise its contribution to economic growth, resolve the most pressing social challenges and promote environmental sustainability.

This report quantifies the positive impact of CaixaBank in the regions where it operates and details the key indicators which endorse this.



## ABOUT

CaixaBank's banking and financial tradition spans an entire century, with a unique management model which has helped it become a benchmark institution in the European banking sector. It is the leading bank in Spain, with a large customer base (one in four Spaniards banks with CaixaBank) and the financial system's largest commercial network.

### LEADING ENTITY IN THE SPANISH MARKET

CaixaBank stands out for its financial strength, its vocation for forging close ties with communities and its proven innovative ability. It focuses on the quality of service and profitability while upholding its unyielding commitment to society. It therefore strives to maximise wealth generation and employment, cultivating a relationship of trust, maintaining its staunch social commitment and collaborating in moving towards a low-carbon economy.

**13.8 million customers.**



1 in 4 customers uses CaixaBank as its main bank.

€344,255 M total assets.

It boasts the **largest number of active digital** customers in the country:



**4.8 million**  
online customers

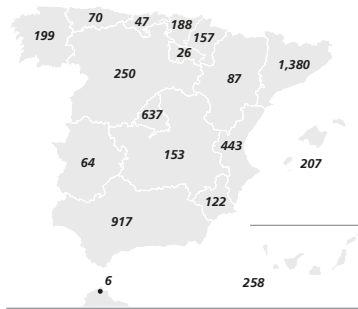


**2.8 million**  
mobile customers.

The most intensive branch network in Spain

5,211 branches

9,631 ATMs



#### EXTENSIVE REACH

Present in **100%** of towns with over 25,000 inhabitants.

Present in **99.5%** of towns with over 10,000 inhabitants.

**86%** of branches are accessible.

#### Globally recognised banking model



Best Bank  
in Spain 2015



Best Bank  
in Spain 2015



Forrester Research  
Best Mobile Bank  
in the World



Best Private Banking  
in Spain 2015

#### CONTENT AND SCOPE OF THIS REPORT

Using both quantitative and qualitative data, this report highlights CaixaBank's positive impact in the regions where it operates and its role as one of the economy's key agents. It focuses on the following key areas:



Its contribution to the economy in terms of GDP and public finance, income and jobs created and support for the production sector.



CaixaBank's position as a reliable banking institution, which is borne out by its extensive customer base, its strong balance sheet, the integrity and experience of its employees, the priority given to the security of its customers and employees and its initiatives to educate the population in financial matters.



The initiatives it promotes to encourage financial inclusion, long-term savings and retirement planning; providing access to housing and promoting the Welfare Projects of "la Caixa" Banking Foundation as well as corporate volunteering.



Its active role in combating climate change through its products and services, reducing its carbon footprint and its participation in various national and international initiatives promoting environmental sustainability.

Unless otherwise stated, the data in this report refer to 2015 and include the impact of CaixaBank and its subsidiaries, where applicable and where information is available.

The indicators and other information in the report are based on the Entity's own calculations using internal data and databases and external reports. This is stated where relevant.

The non-financial information included in this report was verified by Deloitte, in accordance with the terms expressed in its independent assurance report. The economic and financial information was obtained from the CaixaBank Group's audited 2015 financial statements. Both documents are available on the company's website.



## WEALTH AND JOB CREATION

CaixaBank's soundness and healthy earnings are essential for ensuring its future, the ability to remunerate shareholders (and thus help fund the welfare projects undertaken by "la Caixa" Banking Foundation), safeguard jobs and boost economic growth in our operating markets.

### CONTRIBUTION TO THE SPANISH ECONOMY

CaixaBank contributes to the country's economy through its financial activities and indirectly through the effect of its expenditure on suppliers, its employees and suppliers' employees when they spend their salaries, the dividends to its shareholders and the production activity of the businesses and self-employed professionals it finances.

#### CONTRIBUTION TO SPAIN'S GDP

**€6,985 M** contributed directly  
and indirectly to Spain's GDP



**0.90%** of GDP

**18.4%** of GDP  
contributed by the banking sector\*

#### DIVIDENDS AND INCOME

Over **€470 M**  
distributed in dividends

Over **704,000**  
shareholders

**€500 M**  
budget for the Welfare Projects of the  
controlling shareholder, "la Caixa" Banking  
Foundation

**€1,915 M**  
paid in wages and salaries

#### PURCHASES FROM SUPPLIERS

**€1,429 M** in purchases from suppliers

**97%** are Spanish suppliers  
**95%** of invoices paid within the established deadline

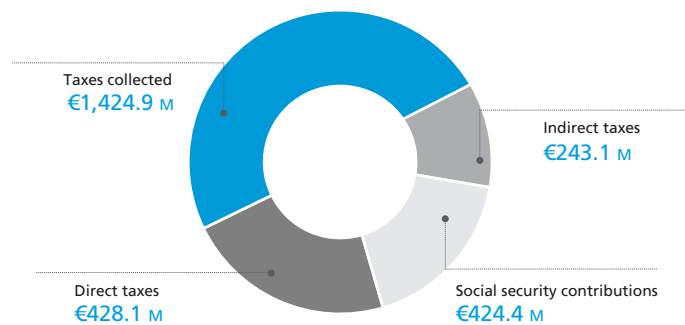


\*Source: CaixaBank Research, based on data by the National Institute of Statistics (INE).

## CONTRIBUTION TO PUBLIC FINANCES

The Bank believes it is duty-bound to the public finances that fund public services and infrastructure, which are crucial for society to operate effectively and which enable progress and local development.

**€2,520 M** in taxes paid and collected\*



Group net profit amounted to **€814 M**

\*Indicators drawn up according to OECD criteria set out in the "Guidance on Transfer Pricing Documentation and Country-by-Country Reporting".

## JOB CREATION

CaixaBank offers quality employment with fixed and permanent contracts for the majority of its employees. It contributes to job creation by financing clients, purchasing from its suppliers and collaborating with the Welfare Projects of the "la Caixa" Foundation.

**32,242** people working at the CaixaBank Group

97.3% permanent contracts at CaixaBank

99.5% managerial jobs filled internally

33.3% of women in positions of responsibility at the bank\*



**43,041** jobs generated indirectly, by CaixaBank  
via purchases from suppliers\*\*.



**21,321** jobs related to the microcredits  
extended to fund entrepreneurs and businesses\*\*\*.

**109,000** job opportunities through the Incorpora programme  
of "la Caixa" Foundation since 2006.



**36,512** collaborations with companies

With the participation of **370** social entities and **734** experts,  
who use various workplace integration methods and techniques.

\*Branch managers or higher.

\*\*Source: CaixaBank Research, based on the value added by the Group's activities, Spanish GDP, employment figures taken from the national accounts, productivity figures per worker and the use of input-output tables.

\*\*\*Source: Report on the Social Impact of the Microcredits 2015.

## BOOSTING ECONOMIC ACTIVITY

CaixaBank is Spain's leading Bank, offering a universal banking model to serve the largest possible number of customers. The bank strives to support the business sector through its clear commitment to innovation.

### FINANCING COMPANIES AND THE SELF-EMPLOYED



**57.4%** of small to medium-sized enterprises and major corporations are CaixaBank customers.

**€77,153 M** granted

▲ 26% vs 2014  
30% granted to SMEs

**211,088** new loans arranged

▲ 12% vs 2014

**32.7%** of self-employed workers in Spain are CaixaBank customers.

**€1,719 M** granted

▲ 17% vs 2014

**80,268** new loans arranged

▲ 14% vs 2014

**14% share of loans** to non-financial entities.

**84.6% of requests** accepted are granted loans.

**21,321 microcredits** granted to businesses and entrepreneurs.

▲ 15% vs 2014

### COMMITMENT TO INNOVATION

CaixaBank fosters collective intelligence, with experts collaborating and developing new technologies which enable it to offer customers the best service possible.



**€165 M** invested in development and technology



**€64.2 M** in R&D&I



The IBM Digital Innovation Centre, a CaixaBank-IBM partnership, develops emerging IT infrastructure management technologies.



Prizes created to identify, acknowledge and accompany innovation start ups in Spain with highest growth potential.

**737** participants in the 9th edition of EmprendedorXXI Prizes



Best Mobile Bank  
in the World (2015)



The best mobile payment  
innovation bank (2015)



## A TRUSTWORTHY BANK

CaixaBank has inherited a century-old financial tradition and strives to strengthen its reputation as a paradigm of a responsible bank. Based on heritage values, it works to establish a relationship of trust with society based on the professionalism and integrity of its employees, responsible management of the business and close ties and responsibility with the regions where it is present.

### EXTENSIVE CUSTOMER BASE

CaixaBank is the market leader in Spain with a 24% share among individual customers who make it their main bank.

**13.8 M customers**

**1 in 4 banking customers**

**1 in 3 young people** (between 18 and 35 years)

**28.5%** of the over 65s



**€296,599 M funds managed**

**↑ €24,841 M funds managed vs 2014**

**↑ 9.1% vs 2014**

**1 in 4 people**

**have their salary** paid into a CaixaBank account.

**1 in 5 senior citizens**

**receive their social** security pension via CaixaBank.

**21.5%** of all savings insurance and pension plans

are managed by CaixaBank.

CaixaBank has the **most net supporters** among its customer base.



**Second highest Net Promoter Score (NPS)\*** vs. its main competitors.\*\*

**↑ Up one position vs. 2014**

**92%** of total customer retention and

**97.98%** of high-value customer retention index.

\*According to BMKS FIN Report by Stiga.

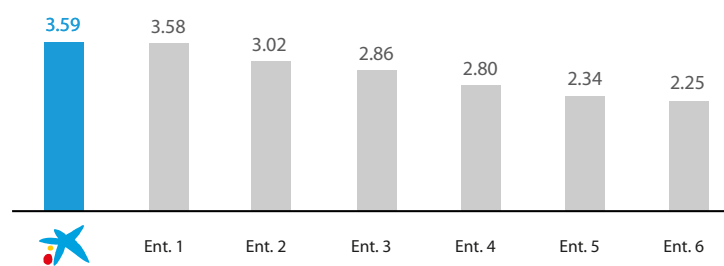
\*\*Includes: Banco Santander, BBVA, Banco Sabadell, Banco Popular and Bankia.

## STRENGTH



CaixaBank has **one of the largest capital buffers of the Spanish banks** as per the ECB's minimum capital requirements.

Regulatory CET1 ratio, listed Spanish banks  
Difference between CET1 ratio and required regulatory ratio (pp)\*



Includes BBVA, Bankia, Bankinter, Banco Popular, Banco Sabadell and Banco Santander.

**15.9%, highest of all the large banking entities**

**Total liquidity of €54,090 M** (15.7% of assets).

**NPL ratio below** the sector average

**7.9%, CaixaBank NPL ratio** < **10.4%, sector average NPL ratio\*\*.**

\*Note: SREP requirements of 9.31%, including additional considerations of 0.0625% as it is an Other Systemically Important Institution (O-SIIS), applicable from January 2016.

\*\*Source: Bank of Spain

## INTEGRITY



Everyone who works at CaixaBank must adhere to the **Code of Business Conducts and Ethics, the Anti-corruption Policy and other internal conduct regulations covering specific areas** (for example the securities market, contributions to the Euribor, anti-money laundering and counter terrorist financing).



The **internal whistle-blowing channel** ensures employees comply with these.

Complaints by customers and other stakeholders are handled through the normal customer service channels.

**94% of staff** completed the **ethical conduct and anti-corruption policy course**.

CaixaBank's 2015 Corporate Social Responsibility Policy published.

CaixaBank integrates **ethical, social and environmental values** in all decisions it takes.



All contracts signed by the Group's suppliers include **clauses concerning compliance with ethical, environmental and social conduct.**

**Adheres to international corporate responsibility initiatives** such as the UN Global Compact, the UN's Women's Empowerment Principles and the Equator Principles.

In 2015, it adhered to the **Code of Best Practices published by the Spanish tax authorities.**

CaixaBank **has a Transparency Committee** which ensures all transparency-related aspects of the design and marketing of financial instruments, banking products and savings and investment plans.



**All products for individual customers have information sheets** on the related characteristics and risks.

Customers receive these information sheets before signing up for the product in question.

CaixaBank has a **Commercial Communication Policy** to ensure all its advertising is transparent, responsible and complies with prevailing legislation.

CaixaBank is one of the **entities which most frequently decides to rectify information**, accepting the findings of the Bank of Spain's reports, which are not binding for the entity. This is clearly above the sector average\*.



Most responsible financial entity and best corporate governance according to Merco Responsabilidad y Gobierno Corporativo 2015.

\*According to the Bank of Spain's 2014 annual claims report and provisional figures for 2015.

## PROFESSIONAL MANAGEMENT

CaixaBank invests in its employees' abilities to **maximise the quality of the service supplied**

### CERTIFIED ADVISE



More than **7,000 professionals certified** in financial advisory services.

**1.4 employees certified** in each branch of the commercial network.



Its **Business Banking professionals are AENOR certified (2015)**



**Premier Banking AENOR certified (2014)**

**Post-graduate degree programme in Financial Advising** of the Universidad Pompeu Fabra (UPF) and in Certificate of Wealth Management of the Chartered Institute for Securities & Investment (CISI).

**New CaixaBank Risks School** working with the Pompeu Fabra University (UPF), the Institute of Stock Market Studies (Instituto de Estudios Bursátiles - IEB) and the Universitat Oberta de Catalunya (UOC).

Some **1,900 employees** were awarded the first Risks Analysts Certificate and the Postgraduate Retail Risk Analysis Diploma - specialising in retail.

**4,800 employees at CaixaBank Group** are taking the Postgraduate course in Savings and Retirement given by the Universidad Pompeu Fabra and the Barcelona School of Management.

€11.4 M de invested in training

48.9 hours of training per employee.

100% of customer-facing employees are trained.



96.86% of employees are entitled to variable remuneration for service quality.



European Model of Excellence in Management +600 EFQM for the bank's management model.

## FINANCIAL TRAINING

CaixaBank actively contributes to increasing the population's knowledge of the basic concepts of the economy and finance.



### 100 financial workshops

for vulnerable groups given by trained teachers and social workers with the support of volunteers from the entity.

1,667 attendees

100 volunteers

31 social collaborators



### 16 courses for minority shareholders

on the economy and finance

1,036 attendees



The bank's research department compiles information and spreads this both within and outside the entity.

252,000 mail shots of the *Monthly Report*

95,000 newsletters sent by email

465 articles published

1,500 people attended the classes and conferences given by "la Caixa" Economy and Society Chair

112,000 visits to [www.caixabankresearch.com](http://www.caixabankresearch.com)



## MAXIMUM SECURITY AND ADVANCED TECHNOLOGY

Information on the bank, its customers and employees is protected against any internal or external security threat.

The entity has a **business continuity plan**

- ISO 22301 certified



- Guarantees the continuity of transactions in the event of high impact incidents.

Advanced **cyber security model**

- ISO 27001 certified



- With a specialist, highly-trained team available 24/7 to prevent, detect and act in the event of a cyber threat.

Largest number of active digital customers in the country.

**DIGITAL**

Highest **penetration ratio** of any domestic entity (including Spain, Italy, Germany, France, UK and US) according to ComScore.

**31.9%** of online bankers in Spain are CaixaBank customers.

**20.1%** of all customers' transactions are made using **mobile banking**.



Over **27.6** million SMS alerts sent.



**100%** of card or Linea Abierta customers are covered by CaixaProtect®, the free online fraud protection service.



**[2015] SOCIO-ECONOMIC IMPACT REPORT**

ABOUT | ECONOMY | TRUST | **COMMUNITY** | ENVIRONMENT



## SUPPORT FOR THE COMMUNITY

Social commitment stands alongside quality and trust as one of CaixaBank's corporate values and hallmarks.

As part of its commitment, the entity helps publicise and implement the welfare projects championed by "la Caixa" Banking Foundation which is CriteriaCaixa's sole shareholder and which continues the work carried out over the past 111 years to help people and society advance. It also promotes long-term savings and investment, encourages financial inclusion and works to provide solutions for people and families in financial difficulties.

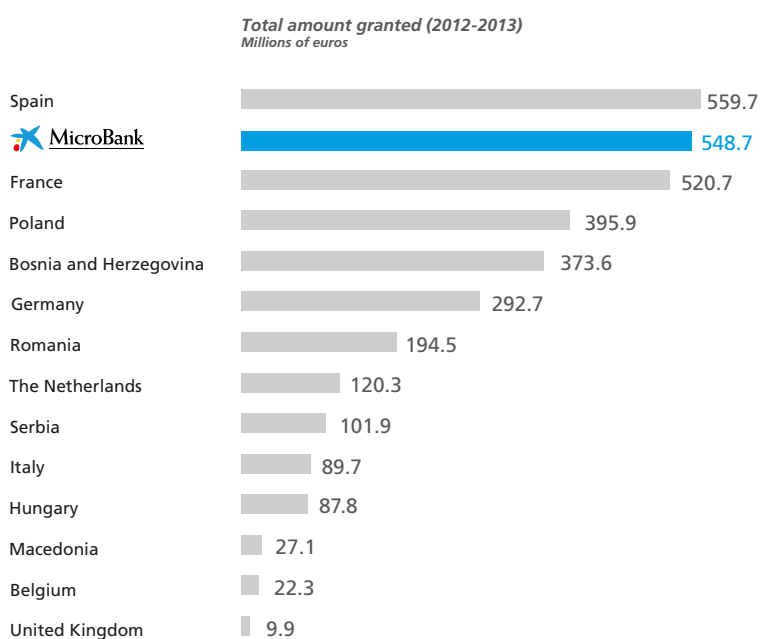
## MICRO-FINANCE AND FINANCIAL INCLUSION



### MicroBank, CaixaBank's social bank, is Europe's leading micro-finance institution

It has been in operation since 2007, through CaixaBank's branch network, to boost production, job creation, self-employment, personal and family development, and financial inclusion.

MicroBank grants **5% more microcredits** than all of France's entities, which are ranked second in the table below\*:



**121,625** microcredits granted in 2015

€588 M volume granted

€4,800 average volume of the transactions

46% of the recipients are women



\*Source: "Overview of the Microcredit Sector in the European Union". European Microfinance Network (EMN). September 2014 and compilation.

## PROMOTING RETIREMENT PLANNING AND LONG-TERM SAVINGS



CaixaBank helps raise public awareness and provides solutions to address this social need.

The founding of Caja de Pensiones para la Vejez y de Ahorros de Cataluña y Baleares "la Caixa" in 1904 started the tradition of managing family savings and offering its customers pension insurance well before this type of social benefit was established.\*

In 1905, "la Caixa" issued the first pension book for 10,000 pesetas.



In 2015, CaixaBank, through VidaCaixa, is the most popular entity for people wishing to save for their retirement.



VidaCaixa is CaixaBank's insurance and pension plan management company.

Pays nearly one third of all private pensions in Spain, with **€3,728 M** in retirement payments.

It pays the highest number of pensions in Spain, second only to the Social Security authorities.

VidaCaixa manages its investments in accordance with the United Nations Principles for Responsible Investment (UNPRI).

**21.5% market share** of pension plans.

**230,000 SMEs and self-employed** workers are covered by employment pension plans managed by VidaCaixa.

**€8,622.5 M** in employment pension plans managed.

**28 Ibex 35 companies** have entrusted their corporate pension plans to VidaCaixa.

**1.1 million people** have life-savings insurance with VidaCaixa.

### CaixaFu[tu]ro

Through this programme, VidaCaixa promotes a culture which favours systematic savings.

#### CaixaFu[tu]ro Events:

conferences aimed mainly at retired customers or those approaching retirement, to help them plan for their retirement.



In 2015:

**180 sessions**

Around **18,000 attendees**

More than **110 towns**

Since 2014:

More than **700 information sessions**

**45,000 attendees**

#### Prepares studies in collaboration with prestigious universities:

In 2015, with the University of Barcelona, it published a paper on retirement and SMEs and self-employment workers

\*"la Caixa" transferred its financial business to CaixaBank in June 2011. In June 2014, "la Caixa" became Fundació Bancària Caixa d'Estalvis i Pensions de Barcelona, "la Caixa", in keeping with the Savings Banks and Banking Foundations Law of 27 December 2013.

## SOCIAL PROJECTS

"la Caixa" Banking Foundation is the largest charitable foundation Spain and the third-largest worldwide by assets.

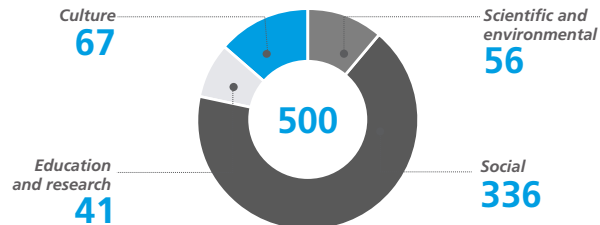
Annual budget of **€500 M** for the Welfare Projects for the eighth consecutive year.

9.9 million beneficiaries

46,209 initiatives undertaken



Distribution of budget for welfare programmes  
In million €



**€43.3 M** allocated to the CaixaBank branch network

to be directly and autonomously managed, as part of the collaboration between the bank and "la Caixa" Banking Foundation.

Over 13,000 education, scientific and cultural activities funded and developed.

790,000 beneficiaries.

Over 2.5 million children in Africa and Latin America vaccinated thanks to the collaboration with GAVI the Vaccine Alliance.

Over **€1,62 M** was raised in 2015

**€1 M** contributed by "la Caixa" Foundation

Over **€466,000** contributed by 210 companies and nearly €35,000 by 119 Private Banking customers.

Over **€78,400** contributed by 29,880 individual customers.

Over **€46,800** contributed by 753 Group employees.

Since 2008, over **€20,8 M** has been contributed



"la Caixa" Foundation

Sole private partner of Gavi the Vaccine Alliance in Europe

**€18 M**



Business Alliance for Child Vaccination

For corporate customers, who can channel their contributions as part of their CSR programmes

**€2.4 M**

523 companies  
119 Private Banking customers  
780 contributions



Micro-donation programme

For individual customers, through one-off or regular donations

Over **€120,000**

41,516 customers



Charity Corner

For employees, through one-off or regular donations

Over **€340,000**

753 employees



Over **€470,000** raised for charity projects through the puntos estrella loyalty programme.

## HOUSING ACCESS



**1.44 M** mortgages outstanding

Market share of **17.5% \***



**33,084** social dwellings

"la Caixa" Banking Foundation has the **largest number of social housing in Spain** (with rents lower than the market average).

Since 2005, CaixaBank has collaborated in informing customers about "la Caixa" Foundation's Accessible Housing programme which offers over **15,760 dwellings with subsidised rent**:

**Accessible Housing**, since 2005.

- **3,936 dwellings** with reduced rent delivered for young people, families and senior citizens.

**Centralised Social Rent**, since 2011.

- **5,741 dwellings with contracts signed**, for people whose income has been affected by the financial crisis.

**Decentralised Social Rent**, since 2012.

- **6,083 dwellings with contracts signed**, for people whose homes have been foreclosed or a dation in payment arrangement made.

**2,489 dwellings offered to the Spanish Social Housing Fund (FSV):**

- This is more than double the entity's initial pledge of 1,085 dwellings.
- The largest contribution from a Spanish financial institution.



### Solutions for people and families facing financial difficulties

CaixaBank is the first entity in Spain to set up a specialist team to offer customised solutions to customers having difficulty honouring the mortgage payments on their primary home.

Since 2013, **CaixaBank has had a Mortgage Customer Advisory Service (SACH)**, a toll-free service line for customers whose homes are subject to a foreclosure notice.

More than **465,000** assistance measures for families with mortgage loans and undergoing financial difficulties since 2009\*\*

**22,638** dations since 2009:

- **2,235 dations in 2015, ↓ 60% vs. 2014.**
- **72%** of these carry an associated rental contract.

CaixaBank has adhered to the government-approved **Code of Good Practices** for the viable restructuring of mortgage loans on primary residences.

- Branch employees have received training on how to apply the Code.

Since 2012 it is a signatory of the **mediation agreement with the regional government of Catalonia for the prevention of evictions.**

\*Figures from November 2015.

\*\* Number of interventions in effect and terminated recalculated in 2015. Since a given contract may have been subject to more than one kind of intervention, there may be an overlap.

## CORPORATE VOLUNTEERING



"la Caixa" launched its **volunteering programme** in 2005.

**7,677** volunteers  
(including retired employees, relatives and friends)

**56%** are current CaixaBank employees

**40** volunteer associations

**221,795** beneficiaries  
in 2015.

**1,532** volunteering actions  
in 2015



## [2015] SOCIO-ECONOMIC IMPACT REPORT

ABOUT | ECONOMY | TRUST | COMMUNITY | **ENVIRONMENT** |



## TOWARDS A LOW-CARBON ECONOMY

CaixaBank manages its business, projects, products and services within the framework of its commitment to respect and protect the planet and its people. It therefore supports the most environmentally-conscious projects that help prevent, mitigate and address climate change.

## ACTIVE ADHESION TO KEY INITIATIVES

Signatory to the **Equator Principles** since 2007 which works to avoid, minimise, mitigate and remedy potential risks when financing projects that may threaten the environment or society.



Over **€17,808 M**  
invested in 14 projects:

**12** have been classified as **B**, meaning there are potential adverse social and environmental impacts which are limited and easily mitigated

**2** have been classified as **C**, meaning there is no impact or potentially minimum impacts

For projects over **€5 M**, CaixaBank applied a simplified **social and environmental risk** management procedure.

## Highest possible score in the CDP



CaixaBank received a 100A score in the CDP's "The Climate A List".

This global index rates transparency and measures taken to tackle climate change, positioning the entity among the top corporates worldwide in terms of environmental management.

Signatory to the **Green Bond Principles** in 2015.

Participated in the **Spanish Green Growth Group** which promotes economic growth and sustainable development.

Member of the **Clúster de Cambio Climático de Forética**, a networking forum where companies can exchange knowledge on climate change.

## FINANCING AND SUSTAINABLE COMMERCIAL OFFER



### 583 ecoLoans

extended to purchase efficient vehicles and household appliances and finance home improvements to improve energy efficiency.

€1.58 M granted

### 53 ecoLoans extended to fund farming projects

related with energy efficiency, efficient use of water, organic farming, renewable energies, waste management and the development of rural areas.

€3.58 M granted

New agreement in 2015 to install photovoltaic technology for customers with agricultural facilities.

### 393 ecoMicrocredits

granted to invest in improving efficiency in the consumption of ecological resources, products and services (e.g. eco-tourism), recycling, and waste treatment, etc.

€593,994 M granted

### 12,275 MWh

in installed capacity in the **renewable energy projects** financed since 2011.

### €8.3 M in the MicroBank Ecological Fund

which invests in environmentally-responsible funds in sectors such as renewable energies, organic food, recycling and water treatment.

### 3,965 MicroBank green accounts

which collaborate with the WWF in preserving the environment and sustainable development.

Over €16,000

earmarked for the NGO's reforestation programme, via green accounts.

Over 1,600 trees planted.



## MINIMISING OUR CARBON FOOTPRINT



### Carbon neutral in 2018

- CaixaBank has approved a plan to become **Carbon neutral** in 2018.
- All CO<sub>2</sub> emissions from CaixaBank's activities at Central Services (scopes 1 and 2) and the branch network (electricity and fuel consumption) will be offset.



### 98.75% of green energy

Virtually all of the electricity consumed by CaixaBank comes from renewable sources.

- 13,100 Smart PCs introduced, with energy consumption of below ~25%, as part of a computer upgrade programme.
- 77% of contracts are signed digitally when managers have a mobile device.
- One of the Data Processing Centres (DPC) holds LEED Silver certification as an environmentally-responsible area and another is currently in the process of being certified.
- 57,407 MWh in energy savings forecast for 2015 and over 2.9 million MWh in 2017, thanks to replacing 5,600 office lights with LED ones.



### 99% of the paper consumed is recycled

while the rest is certified by the Forest Stewardship Council (FSC) and the EU Ecolabel as coming from sustainably-managed forests.

↓ 8,7% reduction in paper consumed by employee vs 2014.