

Investorday

27 November 2018 London





Disclaimer

The purpose of this presentation is purely informative and should not be considered as a financial analysis service, advisement or any other investment service or offer of any financial product, service or advice, nor should it be interpreted as, an offer to sell or exchange or acquire, or an invitation for offers to buy securities issued by CaixaBank, S.A. ("CaixaBank") or any of the companies mentioned herein. The information contained herein is subject to, and must be read in conjunction with, all other publicly available information. Any person at any time acquiring securities must do so only on the basis of such person's own judgment as to the merits or the suitability of the securities for its purpose and only on such information as is contained in such public information set out in the relevant documentation filed by the issuer in the context of such specific issue having taken all such professional or other advice as it considers necessary or appropriate in the circumstances and not in reliance on the information contained in this presentation.

CaixaBank cautions that this presentation might contain forward-looking statements concerning the development of our business and economic performance. While these statements are based on our current projections, judgments and future expectations concerning the development of our business, a number of risks, uncertainties and other important factors could cause actual developments and results to differ materially from our expectations. Such factors include, but are not limited to the market general situation, macroeconomic factors, regulatory, political or government guidelines and trends, movements in domestic and international securities markets, currency exchange rates and interest rates, changes in the financial position, creditworthiness or solvency of our customers, debtors or counterparts.

Statements as to historical performance, historical share price or financial accretion are not intended to mean that future performance, future share price or future earnings for any period will necessarily match or exceed those of any prior year. Nothing in this presentation should be construed as a profit forecast. In addition, it should be noted that although this presentation has been prepared based on accounting registers kept by CaixaBank and by the rest of the Group companies it may contain certain adjustments and reclassifications in order to harmonize the accounting principles and criteria followed by such companies with those followed by CaixaBank. Accordingly, and particularly in the case of Banco Português de Investimento ("BPI"), the relevant data included in this presentation may differ from those included in the relevant financial information as published by BPI.

In particular, regarding the data provided by third parties, neither CaixaBank, nor any of its administrators, directors or employees, either explicitly or implicitly, guarantees that these contents are exact, accurate, comprehensive or complete, nor are they obliged to keep them updated, nor to correct them in the case that any deficiency, error or omission were to be detected. Moreover, in reproducing these contents in by any means, CaixaBank may introduce any changes it deems suitable, may omit partially or completely any of the elements of this presentation, and in case of any deviation between such a version and this one, CaixaBank assumes no liability for any discrepancy.

In relation to Alternative Performance Measures (APMs) as defined in the guidelines on Alternative Performance Measures issued by the European Securities and Markets Authority on 30 June 2015 (ESMA/2015/1057), this presentation uses certain APMs, which have not been audited, for a better understanding of the company's financial performance. These measures are considered additional disclosures and in no case replace the financial information prepared under the International Financial Reporting Standards (IFRS). Moreover, the way the Group defines and calculates these measures may differ to the way similar measures are calculated by other companies. Accordingly, they may not be comparable. Please refer to the Glossary section of the Business Activity and Results Report for the relevant period of CaixaBank for a list of the APMs used along with the relevant reconciliation between certain indicators.

This presentation has not been submitted to the Comisión Nacional del Mercado de Valores (CNMV – the Spanish Stock Markets regulatory authority) for review or for approval. Its content is regulated by the Spanish law applicable at the date hereto, and it is not addressed to any person or any legal entity located in any other jurisdiction. For this reason it may not necessarily comply with the prevailing norms or legal requisites as required in other jurisdictions.

Notwithstanding any legal requirements, or any limitations imposed by CaixaBank which may be applicable, permission is hereby expressly refused for any type of use or exploitation of the content of this presentation, and for any use of the signs, trademarks and logotypes contained herein. This prohibition extends to any kind of reproduction, distribution, transmission to third parties, public communication or conversion by any other mean, for commercial purposes, without the previous express consent of CaixaBank and/or other respective proprietary title holders. Any failure to observe this restriction may constitute a legal offence which may be sanctioned by the prevailing laws in such cases.





Agenda

Starting @ 13:30 h			
Welcome and agenda	Edward O'Loghlen, Head of Investor Relations, CaixaBank Group		
Strategic Vision	Jordi Gual, Chairman, CaixaBank Group		
2019-2021 Strategic Plan	Gonzalo Gortazar, CEO, CaixaBank Group		
Coffee break			
BPI: 2019-2021 Strategic Priorities	Pablo Forero, CEO, BPI		
Financial Projection and Targets	Javier Pano, CFO, CaixaBank Group		
Q&A session			
Ending @ 16:45 h			





Strategic Vision

Jordi Gual Chairman





2015-18 Strategic Plan: strong delivery



Reinforcement of our leadership

BPI acquisition

Profitability above the cost of equity

Increased focus on our core business

Reorganisation of the Group

Successful completion of the 2015-2018 Strategic Plan





114 years managing the business distinctively



Creating value for all stakeholders: Clients, employees, investors, society Long term vision

Anticipating change

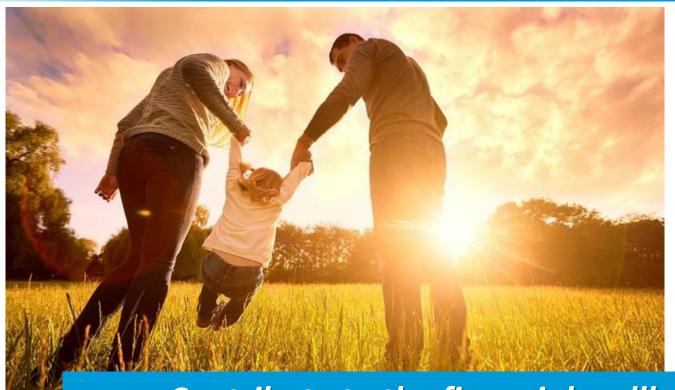
Prudent risk management

Commitment to service





Our mission



Contribute to the financial wellbeing of our customers and to the progress of society





Our values

Quality



Trust



Social commitment





Our strategic vision







2019-2021 Strategic Plan

Gonzalo Gortazar CEO







1 2015-18 Review

2 2019-21: Strategic priorities



Emerging from the crisis and the 2015-18 period as a clear winner

1. Excellent commercial performance

Reinforcement of the leading Iberian retail-banking franchise

2. Profitability already covers the cost of capital

With bancassurance segment as the main contributor

rates environment

A proven

business model

in a negative

3. Simplification and reorganisation of the Group

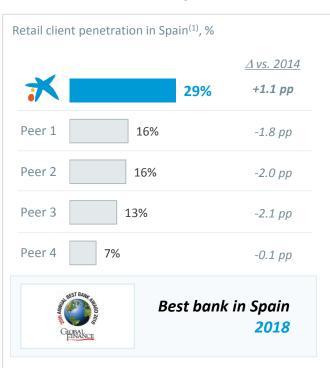
Fully-focused on the core business in Spain and Portugal





Our leading Iberian retail-banking franchise has been reinforced

The "bank of choice" for Spanish retail clients...



... with the highest digital penetration





Retail clients in Spain aged 18 or above. Evolution versus 2014 on organic basis. Peer group includes: Banco Santander (including Banco Popular), BBVA, Banco Sabadell and Bankia. Source: FRS Inmark 2018.

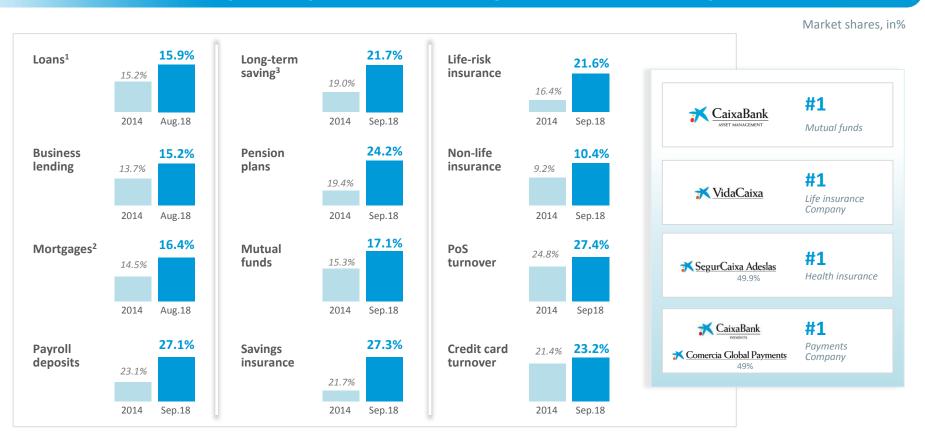
¹² month average, latest available data (September 2018). Peer group includes: Banco Santander, BBVA, Banco Sabadell and Bankia. Source: Comscore.

Evolution versus March 2015, as historical figures prior to that date are not comparable (methodological change by Comscore).





Building on a long-term track record of growth and market share gains



⁽¹⁾ Loans to other resident sectors, as per Bank of Spain data

⁽³⁾ Market share for own mutual funds, pension plans and life-saving insurance.

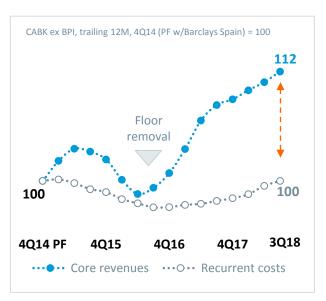
Sources: Social Security, BoS, INVERCO, ICEA, AEF and Cards and Payments System. Latest data available



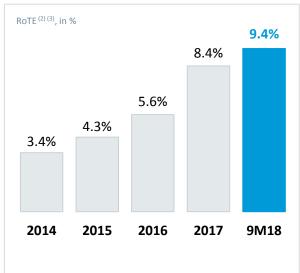


Profitability now covers the cost of capital

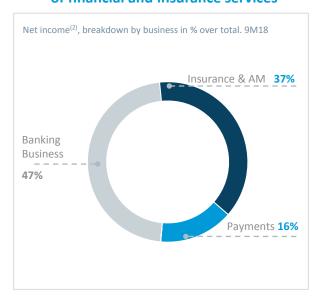
"Jaws" continue to widen



RoTE has come a long way



Thanks to a comprehensive offering of financial and insurance services





+3.2%

Rec. expenses CAGR 2015-18 (ex BPI)

~0%

CoR 1% 2014 - 0.2% 3Q18(4)

CABK bancassurance RoTE⁽⁵⁾

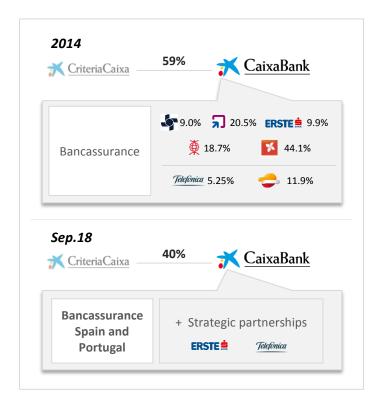
 \rightarrow ~6.1 pp from non-banking businesses

12.2%





A streamlined structure facilitates full attention on our bancassurance model



Decreasing the weight of non-strategic assets

- Boursorama (2015)
- BEA & Inbursa (2016)
- Repsol (2018)
- €22bn (-65%) reduction in NPAs¹

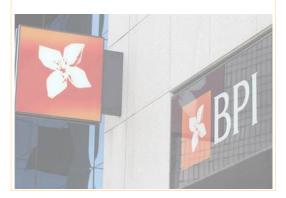


Taking control of BPI

BPI fully integrated into our bancassurance activity

An opportunity to replicate

CaixaBank model in Portugal





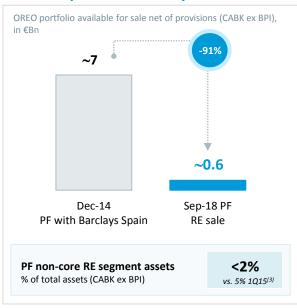


A cleaner balance-sheet with more focused capital allocation

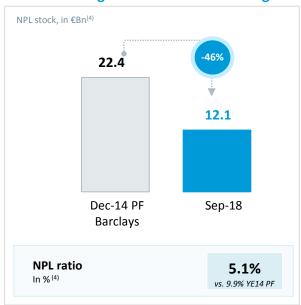
Capital tied to stakes cut to <3%



OREO exposure drastically reduced...



...accelerating balance sheet de-risking



Concentrating capital in the core bancassurance business

⁽¹⁾ Capital allocation defined as the capital consumption of the investment portfolio over total capital charge.

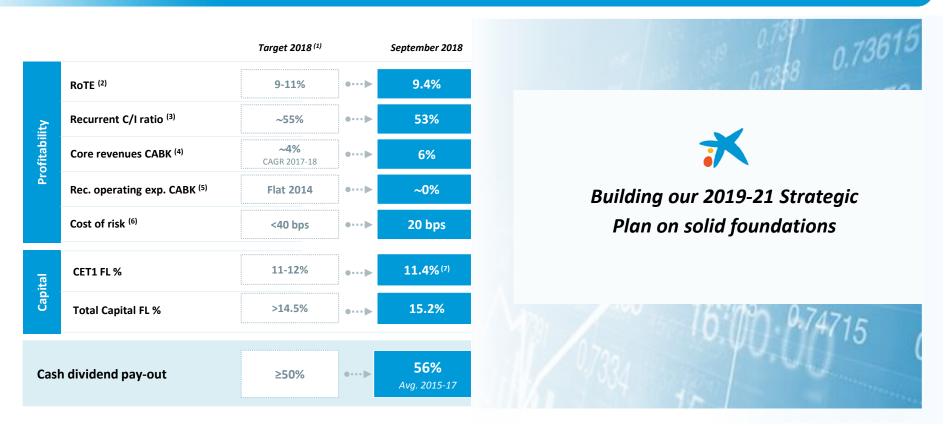
⁽³⁾ Current segmentation (including non-core RE segment) was introduced in 1Q15.

PF Repsol stake disposal.





Delivering on strategic financial targets









1 2015-18 Review

2 2019-21: Strategic priorities





There are five strategic priorities for 2019-21



1 Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns and solid financials



A benchmark in responsible banking and social commitment







Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns and solid financials



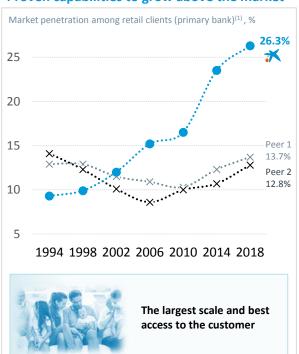
A benchmark in responsible management and social commitment



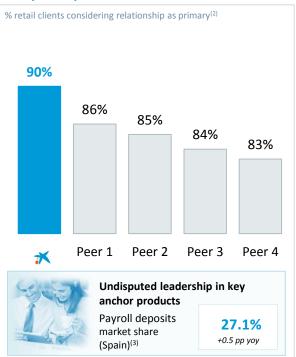


Track record of growth based on scale, customer loyalty and customer satisfaction to continue

Proven capabilities to grow above the market



The primary bank for 90% of our customers



High customer satisfaction



We have a unique omnichannel distribution platform with multi-product capabilities that continuously evolve to anticipate customer needs and preferences

⁽¹⁾ Retail clients in Spain aged 18 or above. Source: FRS Inmark 2018. Peers include SAN (including POP) and BBVA.

⁽²⁾ Retail clients in Spain aged 18 or above. Source: FRS Inmark 2018. Peers include SAN, BBVA, Bankia, SAB.

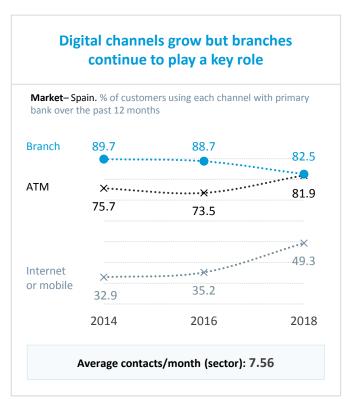
⁽³⁾ Source: CABK estimates based on data from Social Security.

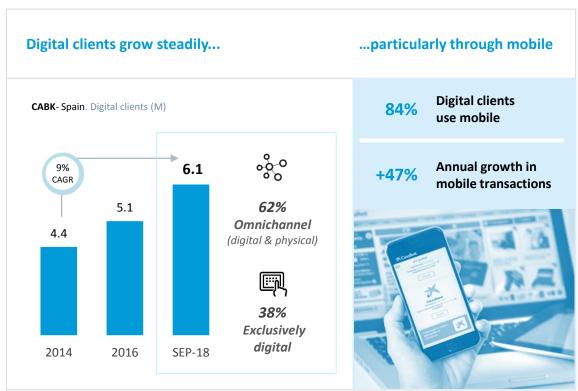


Source: FRS Inmark



Customer behaviour is changing rapidly but branches are still critical





23





Transactionality shifts to digital channels while branches improve value-added service

Double-digit growth in number of transactions through digital channels and means of payment

Total transactions 2018E

CAGR 15-18

>10bn

14%

<u>Distributio</u>	<u>n</u>	CAGR 15-18
5%	Branches 📆	~0%
6%	ATMs 🗔	~1%
24%	Internet	~5%
33%	Mobile	~47%
32%	Cards, PoS & Cards automated	~12%

BRANCH TRANSACTIONS: stable number-wise but higher value-added

Drastic decline
in transactional
operations



<u>e.g:</u>		2018 vs. 2014
	Payments and cheque deposits	-52%
	Cash deposits & withdrawals	-42%
	Transaction updates	-52%
	Wire transfers	-35%
	•	

Time spent on financial planning and customer interaction grows

% branch time dedicated to advisory and sales

75% 2014

79.6% 2018

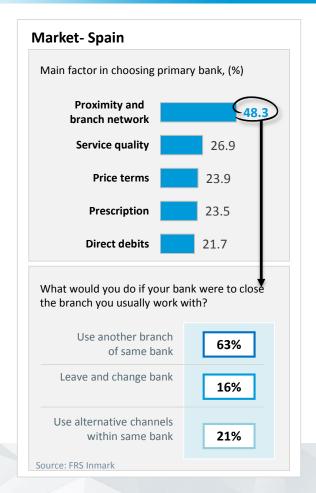
More time for planning and customer relationships







Proximity continues to be the most important factor for choosing a bank. Best customers are omnichannel



Omnichannel clients show higher loyalty and profitability CaixaBank No. of products per client **Omnichannel** Digital only 6.2 7.8 # monthly interactions **Customer income Omnichannel Digital only** (digital only = base 100) 18.9 28.5 % omnichannel customers 226 (market= base 100) 113 Omnichannel customers close twice the 100 number of transactions through digital 100 channels than digital only customers Use of channel **x2** Digital only Market **Omnichannel** to close a (ex CABK) purchase Digital only Omnichannel Source: FRS Inmark







Levers to fuel growth and drive our *Customer Experience* strategy



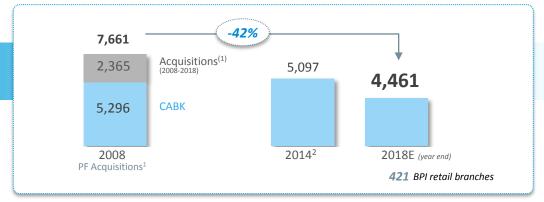
- Continue to transform the distribution network to provide higher added value to the customer
- 2 Strengthen the remote and digital customer relationship model
- Partnerships to broaden offering and build an ecosystem "beyond banking"
- 4 Segmentation and focus on customer journey



2008-2018: ten years of specialising and rightsizing the distribution network

Constant evolution of the distribution network: concentration of retail branches, creation of specialised branches and development of the best digital network

Retail branches in Spain



Specialised branches/ managers in Spain





Digital and remote channel development (e.g., CaixaBankNow, imaginBank, inTouch)



⁽¹⁾ BCIV, Barclays Spain, Banco de Valencia, Caixa Girona

⁽²⁾ Barclays Spain retail branches are not included (#261)





2019-2021: an opportunity to continue transforming the distribution network

עי

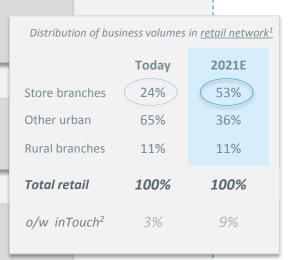


We will continue to promote our specialised offering in combination with a wider product range and the best digital service

Expand the "Store" model in urban areas (>600 by 2021)

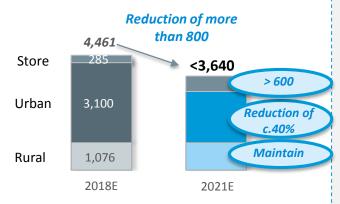
Consolidate and promote the **AgroBank** model in rural areas

Build on our remote account manager ("inTouch") relationship model



Reduction in mostly urban branches within 3 years. Rural network to remain the same

Number of retail branches. Spain



CaixaBank, exBPI. Loans+ customer resources. Specialised branches are not included

⁽²⁾ Customers managed by inTouch service continue to be accounted for in branches.





We expect to have >600 Store branches by the end of 2021

1

Store

Transforming branches into advisory hubs

- Closer to the customer
- Specialisation and greater service capabilities

Specialised account managers

Longer opening hours

No cash till

- ► Tech-supported customer intimacy: transparency and bespoke service
- ► More efficiently organised: open spaces, new teams, shared sales agenda, agile and dynamic work methods
- ► **Higher proactivity** and better time management (interactions with clients are scheduled)



Positive assessment from both customers and employees

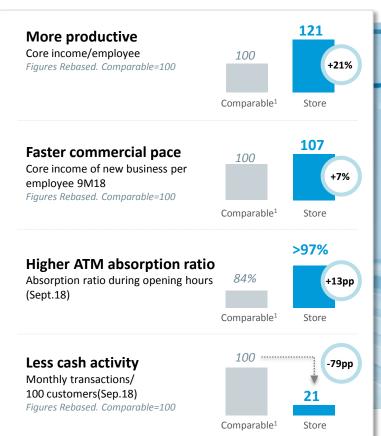




Leading to an improvement in commercial efficiency and productivity











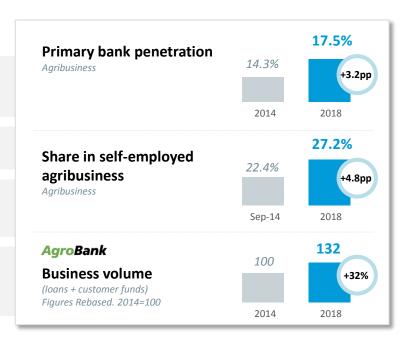
Promoting the AgroBank model in rural areas for a better service

1

AgroBank

Launched Sept 2014

- ► ~1,100 rural branches¹ (24% of network / 10% employees²)
 - 2.8 employees / branch
- Loyal customer base
- Account manager mobility and training are key for excellent service
- Contributing to a highly specialised sector



We are perceived by the agriculture sector as a specialised institution

A successful and profitable model with an opportunity to be more efficient

1. Branches with ≤5 employees in towns with <10,000 inhabitants 2. CABK standalone

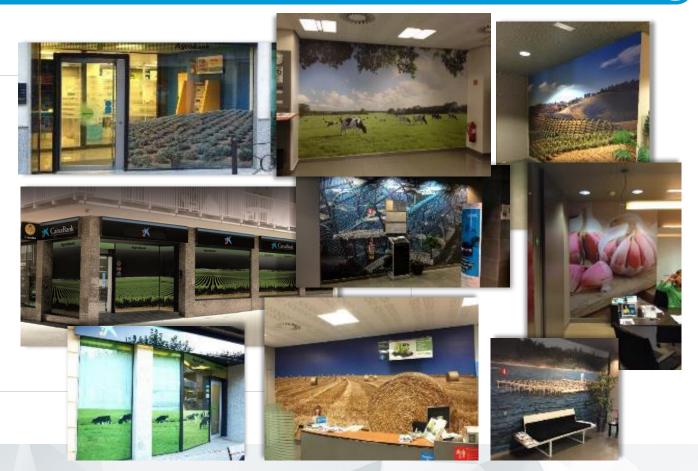


A sector which requires specialisation and high customer interaction

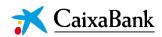
1

AgroBank

- Ad hoc thematic designs for branch layout
- Creating support and community networks for the sector
- Contributing to sector awareness and sharing of best practices









Levers to fuel growth and drive our *Customer Experience* strategy



- Continue to transform the distribution network to provide higher added value to the customer
- 2 Strengthen the remote and digital customer relationship model
- Partnerships to broaden offering and build an ecosystem "beyond banking"
- 4 Segmentation and focus on customer journey

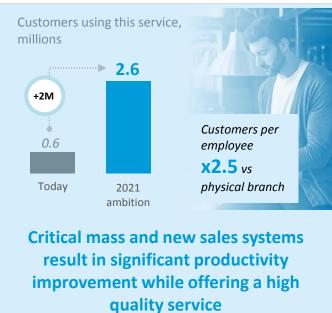


Promoting new digital and remote relationship models through inTouch

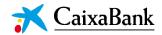
2

Remote account manager service

- inTouch **Customer with a digital** profile, infrequent branch access and limited time availability
- Remote relationship model with benefit of own account manager
- **▶** Longer opening hours
- Focus on customer relationship and commercial drive



Opportunity to seize new growth through a hybrid model

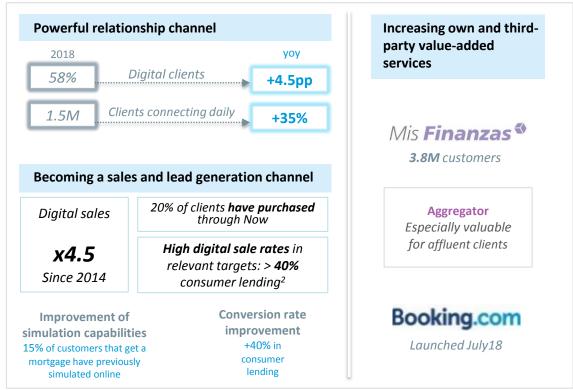




Digital channels are a complement that result in improved customer experience and higher sales

2







Best technology project in mobile category 2018



Best mobile banking app in Western Europe 2018



"Innovative touch-points & connected experiences" award 2018





imaginBank is our mobile-only offering to compete with neo banks and new entrants







#1 mobile-only bank in Spain

Launched Jan 2016

1.2 M customers

o/w 60% with recurrent income

Average age of customers is 23 Customers engage every 3 days with the bank

Constant product and functionality developments

"Gina" Chatbot , instant loans, insurance...





One of the top financial apps rated by customers, aligned with best fintech solutions

► Strong customer base and further plans to grow in insurance and consumer lending

Partnerships with third parties

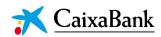






CaixaBank has 2.7M customers under 30







Levers to fuel growth and drive our *Customer Experience* strategy



- Transform the distribution network to provide higher added value to the customer
- Strengthen the remote and digital customer relationship model
- Partnerships to broaden offering and build an ecosystem "beyond banking"
- 4 Segmentation and focus on customer journey





We have developed a banking and insurance ecosystem...

CaixaBank is already an efficient financial supermarket with a broad scope of products

Over the years, CaixaBank has built a broad and competitive product and service offering, that caters to 100% of the insurance and financial needs of the customer

Full coverage of all customer needs Current accounts, payments, wire Daily transfers, debits, cheques, cards, **Banking** statements, donations, gifts, etc. Lending **Insurance & protection** Life-risk insurance Mortgage loans, personal Non-life: health, home, loans, PoS loans, auto, death, ... guarantees, micro-credit, Personal and home etc. protection services Savings accounts, mutual funds, pension Savings and plans, savings insurance and annuities, Unit linked, managed portfolios, securities and financial planning

other financial instruments.



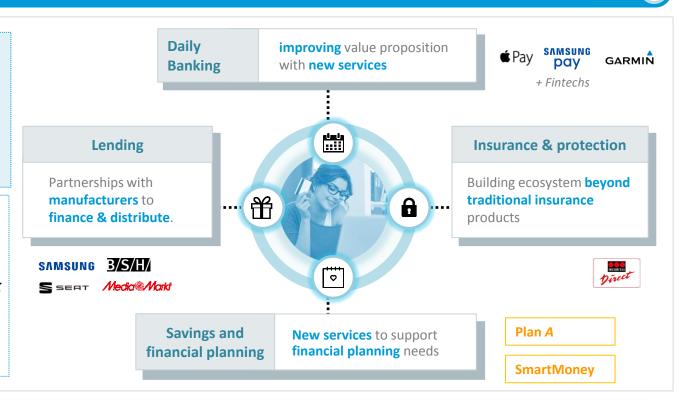


... that is now being complemented with partners to go beyond bancassurance

3

Enriching the ecosystem in collaboration with world-class partners that create value for the customer and for CaixaBank

With c.14M clients in Spain, over 5M direct interactions a day and over 10bn transactions a year, CaixaBank is a powerful platform on which to generate value through different alliances



IT IS ALREADY A REALITY

- Development and integration capabilities already in place
- High growth and high potential observed

- Moving successfully along the learning curve
- The ecosystem enriches our client knowledge and database





Constant innovation in this space creates additional value for our customers

Examples

Daily Banking

Consumer lending

Protect

Savings and financial planning

Leader in mobile payments

Credit cards stored in mobiles **860,000** Sep'18 (**x3.3** yoy)

Purchases through mobile **2.8%** Sep'18 (**x9** yoy)



Agreements with leading partners

≰Pay

+ Fintechs GARMIN

Superior distribution capabilities.

Partnerships with manufacturers to finance and distribute products adds value to customers

Compra Estrella **938k** since 2015

95k

2015

TV, cell phones... at 0%

B/S/H/ Telefonica SAMSUNG

410k x4.3 2018

30k Commercialised at the branch 2017-18 cars

S SEAT

Revenues over €100M in 2017-18

Senior protection. Tech device developed exclusively for CABK senior customers

Partner develops device and operates protection service. CaixaBank distributes, finances and offers additional services (e.g. insurance)



solutions for home and senior protection financed 9M'18

CaixaBank has over 2.6M senior customers

Plan A - New financial planning process for affluent and private banking customers

> >1.2 M affluent and private customers



Smart Money

Launch of roboadvisor for retail segment

> €31M in 7 months 7k portfolios





Small business segment

Merchants and Payments

Partnering with a global leader 49% CaixaBank JV Comercia Global Payments

Comercia Global Payments (CGP) is a clear leader in Spain

Penetration in businesses	26% ¹
PoS turnover share	27.4%
PoS machines, number	400k
■ Turnover (9M18, €bn)	37.5
PoS- growth yoy	+9%
Growth turnover yoy	+11%

globalpayments

- Worldwide leader in payments technology and software solutions. €14.5bn mkt cap.
- With \$3.5bn net revenues, processes 17bn transactions annually, supporting more than 140 payment types. Services over
 2.5M business partners in 35 countries.

Revenues for CaixaBank



- ~€15 M direct revenues (fees received from CGP)
- Indirect revenues related to higher customer loyalty: retailers with CGP PoS are x1.7 more profitable that ones without CGP PoS

e-commerce opportunity

- Fast growing sector(~20%yoy), particularly among small and medium sized businesses (~60% yoy)
- We already have a high penetration in e-commerce (~32%²)
- High incentive for merchants to position themselves quickly and efficiently in e-commerce- CABK can capture this value by providing new services
- Business customers value partners that have a combined e-commerce and physical capability.

⁽¹⁾ FRS Inmark 2018 – "comportamiento de los negocios España"

⁽²⁾ Source: Redsys





Innovation is particularly important

Investorday

Merchants and Payments

CaixaBank Solutions

E-COMMERCE SOLUTION

Addon-Payments



- Payments integration (more than 100 types: cards, sofort, giropay, paypal,...)
- Customer efficient and reliable processes- optimising conversion rates
- Functions to prevent and treat fraud.
- **Cybersecurity** solutions.
- Commerce Analytics. Omnichannel functionality (aggregates physical sales)
- Integrated solutions for purchase financing and escrow payments.

IN-STORE SOLUTIONS

PoS **Tablet**



PoS 2.0

Additional services added on to payments functionality:

- Operational management of the business (vertical solutions, e.g. restaurants)
- Management of accounting and finances
- Management of loyalty schemes and quality measurement
- Management of reservations, logistics, etc.
- App enabled service purchases

New PoS 2.0 with remote update capabilities

The best omnichannel solution in the market

Third party developers

API Portal





Social PAY

Efficient integration into development suites of e-commerce. Development of new services

PoS Cloud





ingenico

App development with new services







Levers to fuel growth and drive our *Customer Experience* strategy



- Continue to transform the distribution network to provide higher added value to the customer
- 2 Strengthen the remote and digital customer relationship model
- Partnerships to broaden offering and build an ecosystem "beyond banking"
- 4 Segmentation and focus on customer journey





We are evolving the customer experience to meet new standards with a client-centric focus





Redesign of processes and interaction

- Focus on customer needs (vs. technical needs)
- Ensure omnichannel relationship from start
- Implement best practices in interaction
- Continuous measurement of customer feedback
- Implement transparent tracking of the process.

Benefits

- Improve customer satisfaction (NPS) and sales conversion
- Improve process and relationship management (execution steps, expectations, commitments,...) and the ability to anticipate future customer needs.
- Increase employee performance and satisfaction

We aim to significantly improve NPS and conversion rates

Example: I-want-to-buy-a-property journey



- Anticipate conditions of the mortgage
- Lead sent to the branch or remote centre
- Full tracking available to both customer and branch
- App for branch employees to guide customers when in-branch visit and/or follow-up on mortgage initiated digitally

NPS at 60% as of Oct'18







Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns with solid financials



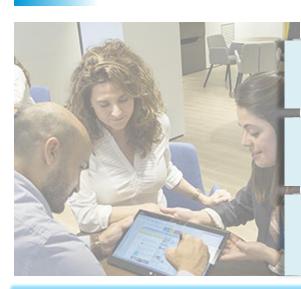
A benchmark in responsible management and social commitment





We are also digitalising our internal processes

Fundamental transformational lever to gain in efficiency and unique competencies



Where we are...

Process digitalisation



~100% processes are digitalised¹

Mobility



All employees operate a Smart PC (tablets)

Digital signature



>70 million digital signatures (latest 12 months)

What are we achieving

- Greater agility
- Simpler documentation
- Traceability and ease of filing
- Greater commercial and operating efficiency
- Focus on results vs presence
- Improvement in commercial effectiveness and interaction
- Facilitates compliance

Other technologies being implemented to generate efficiencies

Cognitive and Artificial Intelligence (IBM-Watson)

Robotics to support process automation

Biometrics to support digital onboarding







Data and Analytics are a bedrock that supports our transformational journey



We possess an excellent infrastructure

- A single datapool with effective governance processes already in place
- Substantial degree of use and education (Users of Corporate Data Model x2 in 9M'18)

We process a large amount of data (>10bn transactions/year)

We are getting good results with potential for more

Underwriting improvements

- e.g. Fine-tuning customer scoring models for clients and non-clients \rightarrow 5-10 point improvement in GINI indicator
- Sales effectiveness improvement
- e.g. Expanding sales targets and improving conversion rate up to 10 percentage points
- Process automation
- e.g. Reduction of 40-60% in repetitive tasks at branch level (direct debit, sorting mails, ...)

Systematic application of Data Analytics shows great potential throughout

Intensify and extend data and analytics capabilities across all the organisation (extend existing use cases, invest in training new areas and transform existing analytics roles). Specially intensify digital marketing capabilities to capture opportunity. Data Analytics is also being promoted in HR, ALM or facilities management to improve analytics and management outcomes.





We will continue to improve flexibility, scalability and efficiency of IT infrastructures



Continue shifting to cloud processing and solutions (to ~50% cloud adoption)



Progressively migrate to an internal

- API based IT architecture



Extend scope and use of agile methodology



Continue to invest in cybersecurity



Build an additional Data Centre



Foster use of collaborative tools across the organisation

Benefits



- Cost-efficiency
- Outsourcing diversification
- ▶ Time-to-market reduction
- Increase cadence of releases
- Flexibility and scalability
- Resilience
- Ability to extend to ecosystems







1 Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns with solid financials



A benchmark in responsible management and social commitment





Talent development is and will continue to be a top priority



 We have been heavily investing in talent development Masters in Advisory

Leadership capabilities

School of Risk Mgmt

School of Leadership

~14,000 employees

A significant proportion of employees has been reskilled

- Business managers
- Private Bank managers
- Affluent Bank managers
- CIB managers

■ "Intouch"

~6,400 employees

 We have redesigned processes to favour meritocracy and attract and develop talent

Promotion, incentives, appraisal, communication

100% employees

Goals



- Continue investing in developing skills in financial advisory, business, management and leadership
- Continue building digital and innovation skills
- ► Empower middle management and staff
- Promote diversity: gender, functional and age
- Attract and develop talent





Organisational redesign facilitates agility and collaboration



- Flatten and simplify structure (levels, committees, etc.)
- Foster horizontal collaboration and communication (by reinforcing management & HR processes and tools)
- Increase agile teams focused on business solutions
- Reward and encourage innovation
- Better reward output vs. presence

Goals / Outputs



- Reduce time-to-market and decision making processes
- Customer-centered solutions

Example





Global Customer Experience

RETAIL BANKING: From a divisional organization, to a customer centered unit.

SOLUTIONS

Enjoy Protect Daily banking Commerce Payments

SEGMENTS

HolaBank
AgroBank
Small businesses
Senior/ Young
Rest of retail

SUPPORT Marketing & IT

Reorganising retail banking

Reinforcing client centricity

New ways of working







1 Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns with solid financials



A benchmark in responsible management and social commitment





Financial targets







⁽¹⁾ Tangible equity redefined as own funds (including valuation adjustments) excluding intangible assets.

⁽²⁾ At the beginning of the year, when reporting the results of the previous financial year, the Board of Directors may set a cap on cash payout for dividend accrual purposes in regulatory capital. For FY2019, it is the intention of the Board to approve a cap of 60%





Core revenue expected to grow c.5% CAGR



CAGR 19E-21E

A long-term track record of generating growth

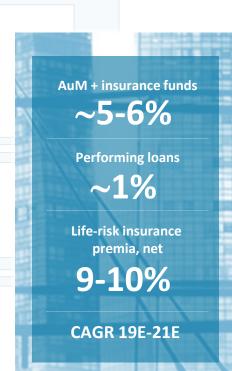


A proven business model that has grown revenues despite negative rates

Best-in-class omni-channel capabilities and digital leadership

Significant opportunities for growth still available

- 1. Long-term savings & protection
- 2. Consumer finance & Payments
- 3. Business & Corporate Banking
- **4.** BPI





Long-term

savings



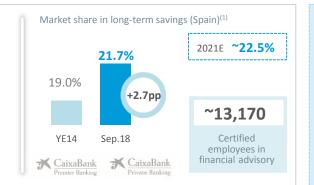
Growth through untapped potential in long-term saving and protection products

Increased activity

dic-14

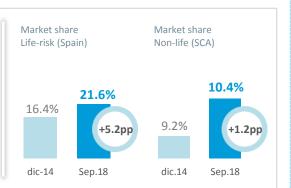
Life-savings insurance +mutual funds + pension plans, in €Bn 151 95 **★ VidaCaixa** CaixaBank Sep.18

Market share gains



Life-risk premia Non-life premia production (CABK), in €M production (SCA), in €Bn **Protection** insurance 791 2.7 593 637

9M15 9M16 9M17 9M18



Unrealised potential

Spain and Portugal remain below the European average in life-savings insurance penetration

Private saving insurance & pension plans penetration (% household)²







- CABK is the leader in business segments with higher growth potential in long term savings (self-employed, affluent, SMEs,)
- Luxembourg platform to better serve wealth customers

9M15 9M16 9M17 9M18

Market share for own mutual funds, pension plans and life-saving insurance.

ECB based on household financial survey.

Consumer

finance



Seizing growth opportunities in consumer lending and payments

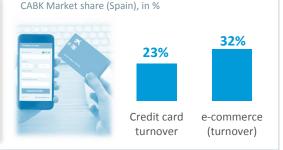
Increased activity



Market share gains



Payments CaixaBank WINDERS 465 100 2016 2017 Sept.18



Strategic alliances and commercial agreements with vendors

Unrealised potential

- Consumer book remains low relative to sector average (6% vs 7.5% in Spain)
- Sector consumer credit remains below historical peak
- Success of value-added propositions (CompraEstrella)
- Payments growth to be underpinned by innovative solutions, strategic alliances and market leadership

Merger of CaixaBank Payments with CaixaBank Consumer Finance (point of sale finance) to increase revenue opportunities and capacity to generate alliances

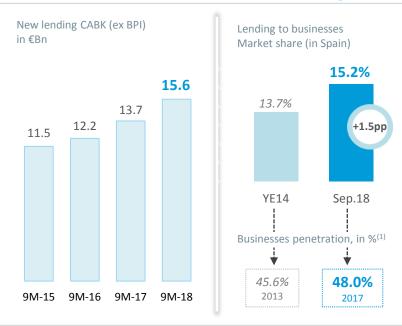




Business & Corporate Banking face a structural growth cycle



Increased activity



Market share gains

Significant investments made in recent years

- 124 Business Branches
- ~1,500 employees
- Specialist network
- New products and services: sector solutions and international expansion (international branch and rep office network)
- Continuous innovation and adoption of new technologies

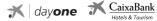
Unrealised potential

- High penetration not yet converted to product share
- Success of recent value propositions
 - Opportunity to enhance value proposition through partners
- Core strength in transactional services
- Potential to expand service to international clients (incoming and outgoing)

Segmentation and specialisation are key advantages









BusinessBank

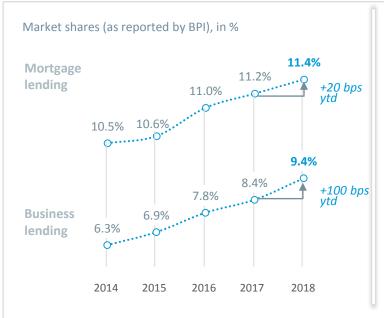




Positive operating dynamics in BPI drive market shares and profitability up

4

Market share gains



- Improving commercial dynamism
- Seizing market share
- Better risk than peers and growing profitability
- €120M synergies by 2020+







Sharing best practices to deliver revenue → higher BPI contribution

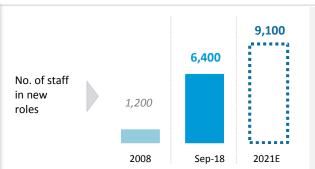




We have been consistently transforming the organisation



CABK stand-alone data



Creation and development of new roles in the organisation

Private Banking, Business Banking and CIB, Small businesses, Affluent, inTouch, others in HQ (Labs, Agile, Quants, etc.),

Since the beginning of the crisis investment has been made in changing the organisational profile, combining internal and external talent with a view to generate sustainable and growing returns

Transformation of <u>business</u> profile









41%

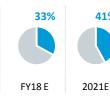
Aiming for high value added services: advisory and protection

Businesses with grow potential have been reinforced with new products and re-training of the sales network.

Transformation of distribution profile







Distribution evolves towards total mobility and omnichannel

New channels, IT systems and infrastructures (comms, new data centre, security, etc.) have been developed to prepare for and facilitate agility, mobility and scalability

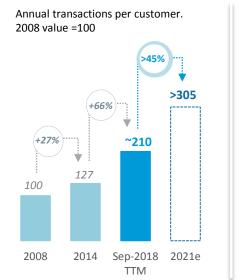


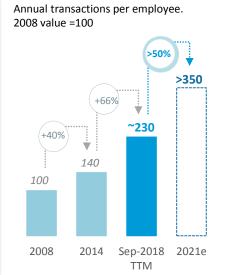


The service delivered and revenue per employee have been improving as a result

Transactions per customer and employee have doubled over the last ten years with more vigorous growth in recent years

We expect a similar pace for the next three years

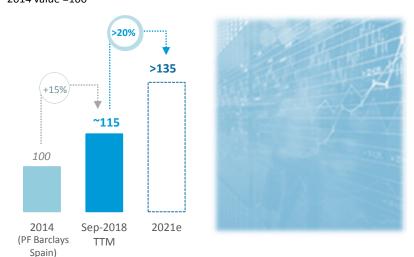




Our capabilities imply that revenue per employee will progressively increase

We expect a significant increase in revenues/employee

Core revenues per employee. CaixaBank Group, ex-BPI 2014 value =100







Maintain

At the same time, headcount has been optimised and will continue to be so

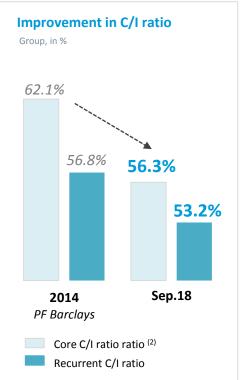






Resulting in a significant improvement in productivity metrics





2019-21 Strategic Plan
We expect that revenue growth will
continue to outpace expense growth
while we simultaneously continue to
transform the organisation

A period of intense transformation lies ahead as we build new revenue opportunities while future-proofing the franchise



Productivity improves while investments take place despite a negative rates environment

⁽¹⁾ Including NII, net fees and other revenues from insurance (life-risk premia, equity accounted income from SegurCaixa Adeslas)

⁽²⁾ Recurrent cost base (stripping out extraordinary impacts) over core revenues. Group core revenues include: NII, net fees, other revenues from insurance (life-risk premia, equity accounted income from SegurCaixa Adeslas) and other BPI bancassurance stakes. Trailing 12M.







1 Offer the best customer experience



2 Accelerate digital transformation to boost efficiency and flexibility



Foster a people-centric, agile and collaborative culture



Attractive shareholder returns with solid financials



A benchmark in responsible management and social commitment





Given our origin, our activity cannot be conceived without a strong social commitment

Inclusive banking

- Universal banking: bank for everyone.
- Capillarity: we strive to provide the most widespread coverage in Spain
- Accessibility: maximum degree of accessibility in all of our channels
- A benchmark for activities targeted at financial wellbeing and progress of society:
 - Microcredit → #1 in Europe
 - \circ Long-term savings and retirement planning \rightarrow #1 in Spain
 - Sector support beyond banking (e.g. networking, innovation) → #1 in Spain through AgroBank

Social awareness in our financial activity

- >350,000 loan restructurings
- >25,000 deeds in lieu of foreclosure
- Stock of social housing of more than 27,000 homes
- Mechanisms for consumer support and protection, e.g. SACH¹

1 Servicio de Atención al Cliente Hipotecario

Social projects in our communities

- More than 12,000 social projects annually carried out jointly with local NGOs and associations
- More than 10,000 employees take part in volunteering



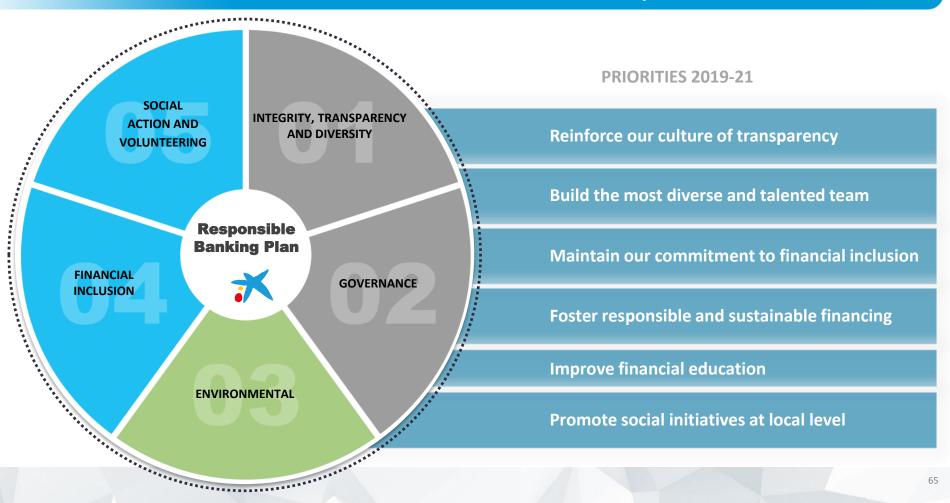








A firm commitment to Society: our CSR Plan



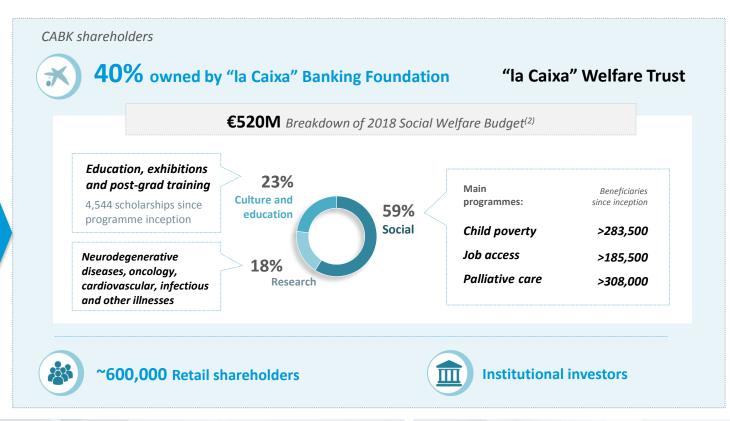




We are a uniquely differentiated bank: profitability and returns to society are fully aligned











BPI: 2019-2021 Strategic Priorities

Pablo Forero CEO – BPI







- 1 Macroeconomic backdrop
- 2 BPI: where we stand today
- 3 2019-21 Strategic Plan: highlights
 - i. Sustainable increase in profitability
 - ii. Accelerate transformation of customer experience
 - iii. Develop the bank's human resources
 - iv. Improve operational and organisational efficiency
 - v. Consolidate the bank's reputation based on quality of service to the customer and society



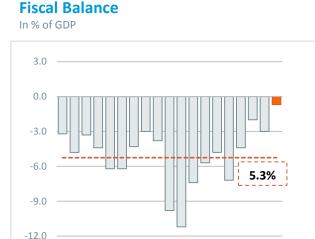


The Portuguese economy has addressed its macroeconomic imbalances

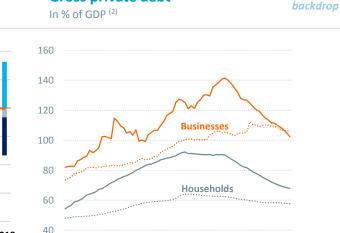


Macro

2018



Current account In % of GDP (1) 10 5 -5 -10 -20 2000 2003 2006 2009 2012 2015 2018 Trade balance: goods



2006

--- Portugal

Gross private debt

2000

Fiscal deficit expected to fall to 0.7% of GDP in 2018 - the lowest deficit in democracy

2009

Overall Balance ---- Average 2000-2017

2012

2015

2018

2006

- Sovereign bond spreads have narrowed substantially with Portugal credit rating back to investment grade by the 3 main agencies
- The current account has been in surplus for 5 consecutive years (first time in democracy) on the back of a narrower trade deficit in goods and a higher surplus in services

Current account balance

Frade balance: services

- **Exports now make up 43% of GDP** (vs 27% in 2005) underpinned by competitiveness gains
- Corporate debt has declined significantly from its 2012 peak supported by recovery in activity

····· Euro Area

2009

 Households' deleveraging process is also progressing favourably, albeit at a slower pace since most of the debt is mortgage-related and has a longer maturity

^{(1) 2018} data until August. Source: BPI Research and Bank of Portugal.

⁽²⁾ Source: BPI Research, based on ECB.





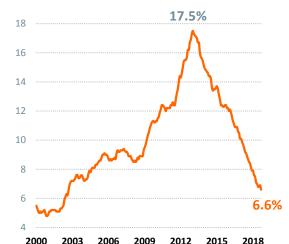
Setting the stage for sustained economic growth





Unemployment rate

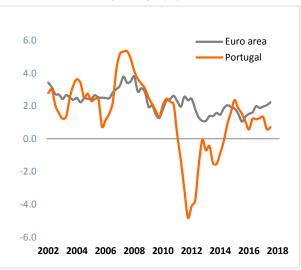
In % of active population (2)



Private sector wages

12-month moving average, yoy% (3)





Soft deceleration expected as the economic cycle matures

-4.0

2012

▶ Real GDP growth expected to **remain c.2% in 2019E-21E** with exports and investment (GFCF) as the main engines of growth

Forecasts

2018E 2021E

- Recovery in investment supported by increased business confidence, favourable financing conditions and tourism sector expansion
- The **unemployment rate has more than halved** since 2013 reaching 6.6% in September 2018
- Private sector wages grew by 0.1% per year between 2010-Q2 2018 (while they grew by 1.8% in the euro area)

Avg. 2000-2013: 0.3%

-4.0

-6.0

2000

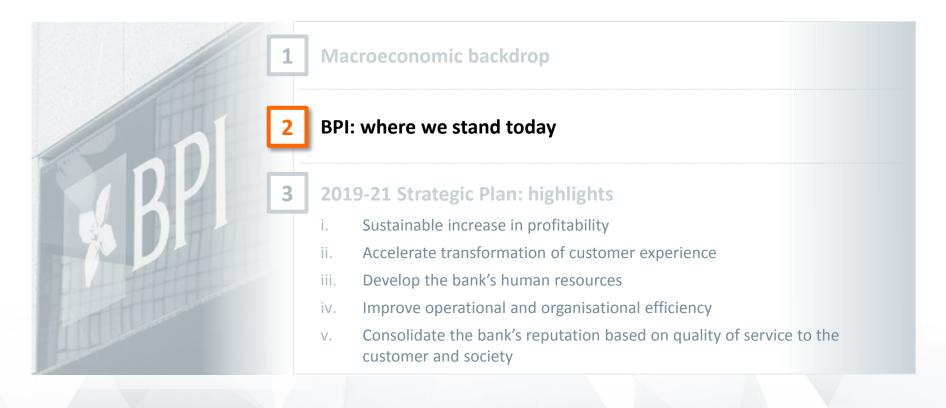
⁽¹⁾ Source: BPI Research, based on INE and BPI.

⁽²⁾ Seasonally adjusted figures. Source: BPI Research, based on INE.

⁽³⁾ Source: BPI Research, based on Eurostat.











Most of heavy lifting has been done – Cost savings and new revenue generation

Where we stand today



Cost-savings

- Headcount reduction: 334 people in 2016 + 617 people in 2017 yielding cost-savings of €53 M per year
- Infrastructure technology: successfully migrated all BPI's data centers to CABK's infrastructure and disaster-contingency data centers; savings of €4.1M per year
- Actively managing financial costs: ALM; ALCO Book, institutional funding, customer deposits etc.
- Simplification: Focusing all teams, investments and expenses in doing business in Portugal
- **Successful execution** of 139 cost saving projects so far



New revenue generation

- Complete review of fees and commissions for most products and services
- Creation of consumer lending as a separate business
- Full coordination of BPI's Corporate and Investment Banking (CIB) with CABK's CIB
- Launching **2 new retail products**: "Conta Valor" and "Habitação Taxa Fixa"
- Executing an "Efficiency Plan" to save 440,000 employeehours / per year of administrative work previously done by the sales teams in our branches
- Investing for the first time in 8 years in advertising campaigns



Very satisfactory results so far

2

Where we stand today

~€113 M

synergies already **fully executed** (131 projects)

~€12 M

in execution (29 projects)



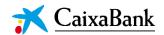
~€78 M

cost synergies

~€47 M

revenue synergies

Targeted synergies: €120 M in 3 years





Most of heavy lifting has been done – simplification and governance

Where we stand today



Exclusive resources and management focus on core business in **Portugal**

		Closed/sold	Expected close
•	BPI Capital Africa, P.L.	✓ April 2017	
•	BPI Macau (Branch)	✓ May 2017	
•	BPI Johannesburg (O.R.)	✓ Sept 2017	
•	BPI Geneva (O.R)	✓ Sept 2017	
•	BPI Newark (O.R)	✓ Sept 2017	
•	BPI Caracas (O.R)	✓ Nov 2017	
•	BPI Moçambique Sociedade de Investimento, SA	✓ Dec 2017	
•	BPI Madrid (Branch)		Nov 2018
•	BPI Cayman (Bank)		Dec 2018
•	BPI Cayman (Branch)		Dec 2018
•	BPI France (Branch)		Dec 2018
•	Banco Português de Investimento, SA (Bank)		Sale of assets and liabilities to Caixabank and closure by merger with Banco BPI, before year end



Governance

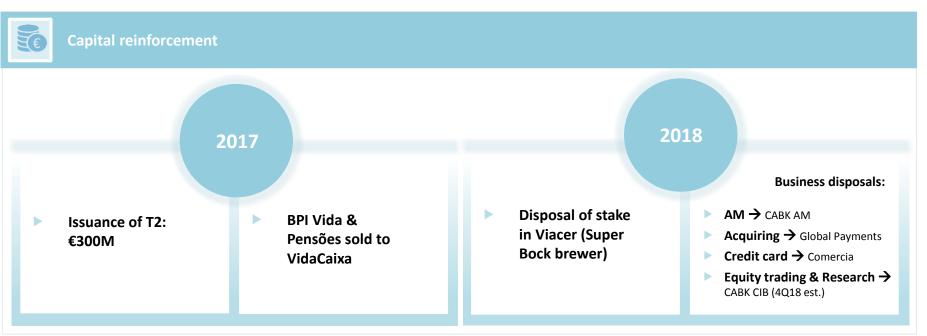
- New and smaller Board
- Board's Control committees with brand-new working dynamics → more effective governance
- **Decision making committees** mirroring CABK's governance structure
- New ICAAP, ILAAP, SREP, RDA... documentation and procedures within ECB's new requirements and expectations
- **3 "corporate functions"** established according to CRDIV regulation
- Continuous collaboration and know-how transfer between CABK's and BPI's teams





Most of the heavy lifting has been done – Capital reinforcement

Where we stand today



Positive impact on Total Capital ratios: ~ 400 bps





BPI at a glance

2

Where we stand today

5th largest financial institution in Portugal

- By total assets of €31Bn
- ▶ 2M customers
- ► 4.9 thousand employees

Focus on commercial banking in Portugal

- Market shares: 9.9% loans; 11.4% mortgages; 9.9% deposits (1)
- Multichannel distribution network

Part of CaixaBank Group

- ► A leading financial institutions in the Iberian Peninsula, which holds 94.9% of BPI capital
- It represents 8% of CaixaBank consolidated assets

Investment grade rating by 3 major agencies

Long-term debt is currently rated Investment Grade by Fitch (BBB), Moody's (Baa2) and S&P (BBB-)



Septem	
Consolidated net income (Jan. to Sep.; €M)	529.1
Net income in Portugal (Jan. to Sep.; €M)	324.4
Recurring net income in Portugal (Jan. to Sep.; €M)	164.2
Customer resources ⁽²⁾ (€Bn)	33.2
Customer deposits (€Bn)	20.7
Gross Ioan portfolio (€Bn)	23.4
Total Assets (€Bn, consolidated)	30.6
NPE ratio ⁽³⁾	3.8%
Coverage by impairments and collateral	126%
Fully loaded CET1 ratio	13.1%
Fully loaded Total Capital ratio	14.8%
Fully loaded Leverage ratio	7.2%
Branches (#)	496
Employees (#)	4,898
Customers(M)	1.95

⁽¹⁾ As of July 2018 for loans and deposits and August 2018 for mortgage loans; source: BPI and Bank of Portugal statistics.

⁽²⁾ Customer resources consist of deposits and retail bonds and off-balance sheet Customer resources (mutual funds, insurance capitalisation and public offerings).

⁽³⁾ According to EBA (European Banking Authority) criteria.



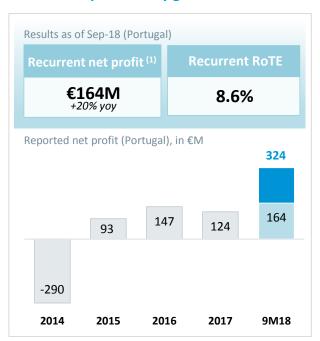


Where we stand today

BPI's positioning today - Positive dynamics and capital position

2

Consistent profitability growth



Improved efficiency



Solid capital position

2014

2015



2016

2017

Sep-18

BPI is undergoing a revenue growth story

⁽¹⁾ Recurrent profit excluding extraordinary impacts.

⁽²⁾ Recurrent operating expenses in % of core revenues.

⁽³⁾ Domestic activity in 2014-16 and consolidated figures in 2017-18 (phase in).





Where we stand today

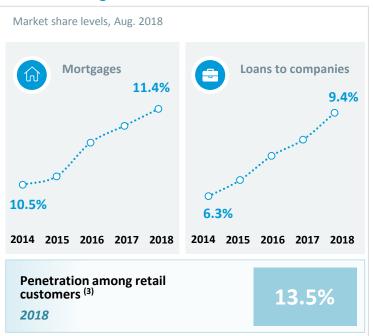
BPI's positioning today – commercial focus

2

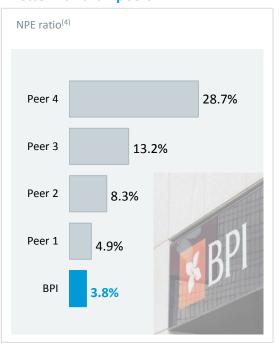
Improved commercial dynamism

Reported activity in Portugal, Sep. 2018 ytd (change in stock) Mortgage lending +1.4% Consumer lending(1) +14% Loans to companies +7.3% Customer deposits(2) +7.0%

Market share gains



Better risk than peers



Growing lending while maintaining low risk ratios

⁽¹⁾ Personal loans, car financing and credit cards.

⁽²⁾ Excluding deposits from BPI Vida, BPI Gestão de Activos and respective investment and pension funds.

⁽³⁾ Source: BASEF Banca.

⁽⁴⁾ As reported by entities, EBA criteria. Peers include Caixa Geral, Millenium BCP, Novobanco and Santander Totta. BPI data as of September 2018, peers as of June 2018.



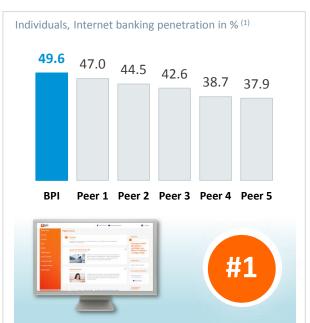


BPI's positioning - digital channels

2

Where we stand today

Leadership in internet banking penetration



BPI has been launching many new features in its Apps



Leadership in digital – businesses



BPI is at the forefront of the answer to customers' fast moving digital needs







Macroeconomic backdrop

BPI: where we stand today

2019-21 Strategic Plan: highlights

- Sustainable increase in profitability
- ii. Accelerate transformation of customer experience
- iii. Develop the bank's human resources
- iv. Improve operational and organisational efficiency
- v. Consolidate the bank's reputation based on quality of service to the customer and society





3

Strategic Plan 2019-21

5 Strategic priorities



Profitability

Sustainable increase



Customer experience

Accelerate transformation



Human resources

Development



Efficiency

Improvement



Quality

Service to customers and society





3

Strategic Plan 2019-21

Strategic Plan 2019-21

Profitability

Customer experience

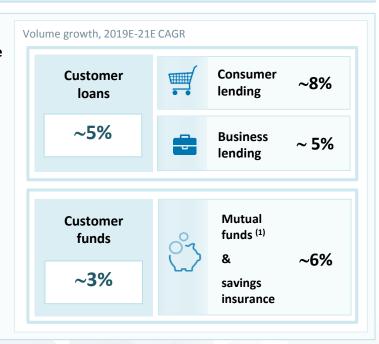
Human resources

Efficiency

Quality

Sustainable increase in profitability

- Selective lending growth: consumer, mortgages, corporate
- Promote customer savings diversification
- Focus on customer payroll deposits
- Reinforce insurance products distribution
- Strengthen profitability analytics per operation
- ▶ **IRB** adoption
- Simplify product offering, services and pricing
- Maintain a stable cost base









3

Strategic Plan 2019-21

Strategic Plan 2019-21

Profitability

Customer experience

Human resources

Efficiency

Quality

Accelerate transformation of customer experience



- Process-review focusing on customerexperience
- Leverage advanced analytics to better know and understand customer needs
- Develop ecosystem potential (Life Journeys, CABK technology)
- Provide adequate sales tools
- Increase percentage of digital customers⁽¹⁾
 → ambition 2021E: >50% (vs. 41% 2018)

Develop the bank's human resources



- Enhance training and development at all levels
- Foster talent management
- Promote agile culture that fosters motivation and involvement
- Promote cultural integration in Caixabank Group

(1) Percentage calculated with no age restrictions.





3

Strategic Plan 2019-21

Strategic Plan 2019-21

Profitability

Customer experience

Human resources

Efficiency

Quality

Improve operational and organisational efficiency

- Continuously review our distribution networks
- Simplify our processes
- Centralise non-commercial processes
- Differentiate service levels based on customer potential value
- Extensive use of digitalisation to improve efficiency

Consolidate reputation based on quality of service to the customer and society



- Maintain a high quality of service to customers
- Position BPI as a benchmark in responsible management and social commitment



Best bank in Portugal 2018



#1 Satisfaction index CSI Banca (1H18)







Business targets 2019E-21E

3

Strategic Plan 2019-21

Loan-book expected to grow above the market

Keep advancing digital channels and expertise in long-term saving products



Payroll deposits	~6%	CAGR 2019E-21E
Digital customers ⁽¹⁾	>50%	2021 E vs. 41% 2018
Customer satisfaction ⁽²⁾	Top 3	2019E-21E
Consumer credit	~8%	CAGR 2019E-21E
Business lending	~5%	CAGR 2019E-21E
Mutual funds ⁽³⁾ and savings insurance	~6%	CAGR 2019E-21E

⁽¹⁾ Percentage calculated with no age restrictions.

⁽²⁾ For individuals and companies, overall, internet banking and digital channel satisfaction indexes from independent market research companies.

⁽³⁾ Excluding real estate, money market investment funds and products with guaranteed capital. Includes public offerings.

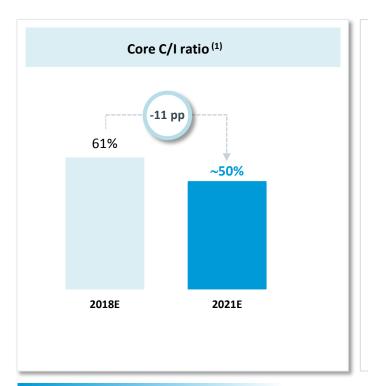


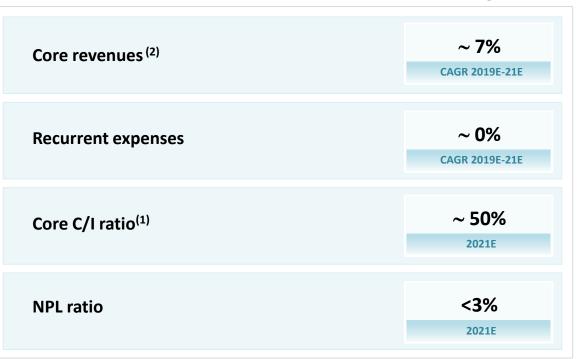


Financial targets 2019E-21E

3

Strategic Plan 2019-21





Net income improvement underpinned by revenue growth, stable expenses and low CoR

⁽¹⁾ Recurrent operating expenses in % of core revenues.

⁽²⁾ NII, dividends, fees, equity accounted income (Allianz, Unicre and Cosec) and services paid by the businesses sold to CaixaBank.





with Values





Financial Projections and Targets

Javier Pano CFO







- 1 A solid starting point
- 2 Key levers for sustainable profitability
- 3 Capital distribution
- 4 Financial targets

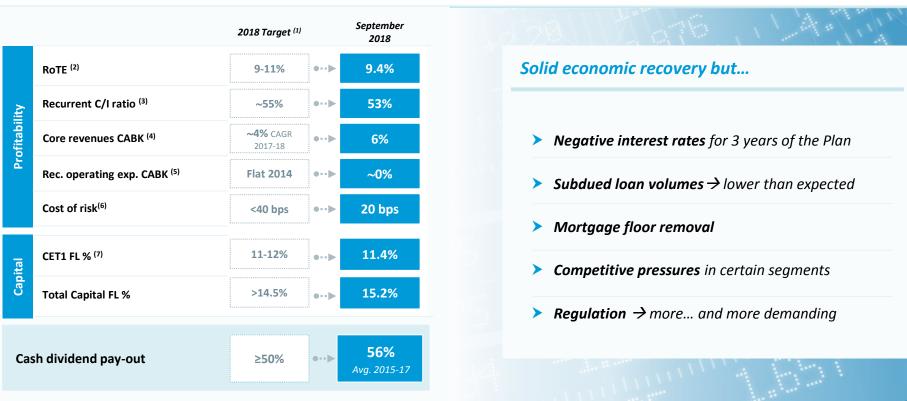




An established track record of delivery

2015-18 Strategic Plan mostly delivered...

...in spite of a challenging backdrop



⁽¹⁾ Targets revised in the mid-term review of the plan (December 2016). (2) Trailing 12M. RoTE as reported in 3Q18. Adjusting for the new definition (including valuation adjustments in the denominator) RoTE TTM as of September 2018 would stand at 9.5%. (3) C/I ratio trailing 12M stripping out extraordinary expenses. (4) NII + Fees + insurance revenues from life-risk premia and equity accounted income from SegurCaixaAdeslas. Trailing 12M. (5) Recurrent administrative expenses, depreciation and amortization. 2014 PF w/Barclays Spain. Trailing 12M. (6) Trailing 12M. Excluding extraordinary provision write-back in 3Q18. (7) 11.7% September 2018 PF RE and REP disposals, as per current estimate.





1.9

1.8

2021E

Macro tempers in line with expectations and maturity of the economic cycle



Firing on most cylinders Organic/inorganic growth Organic growth Sustainable profitability An evolving strategy **Cost-cutting efforts** ↑ Profitability to cover Ke Future-proofing the bank → Reinforcing B/S Managing crisis legacy investing and transforming





More sustainable growth lies ahead

Favourable labor market dynamics

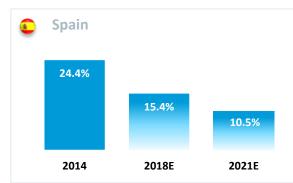
Unemployment rate (annual average), %

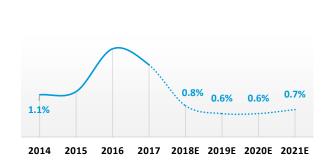
Sustained external rebalancing

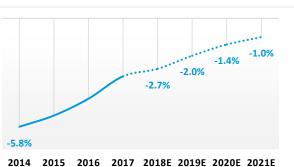
Current account balance, in % of GDP

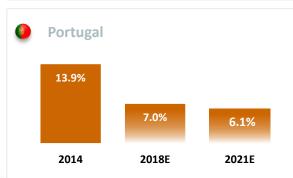
Continued fiscal consolidation

Fiscal deficit, in % of GDP











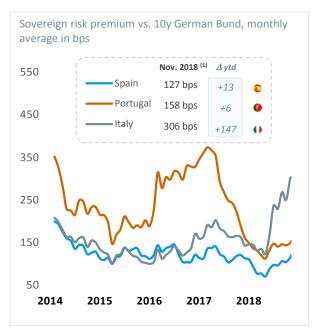




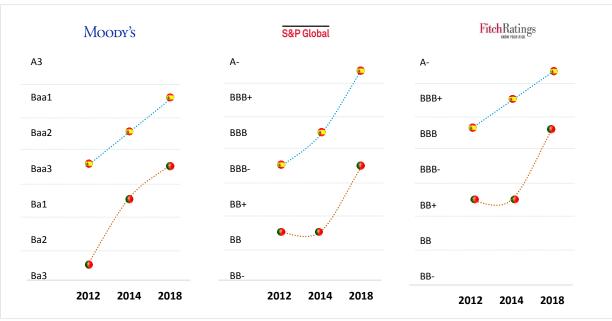


Lower risk-premia and rating upgrades reflect improved fundamentals

Risk premia stable at low levels



Sovereign credit rating: Spain and Portugal



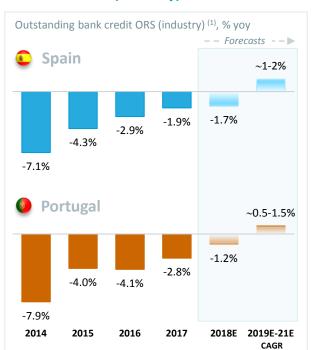
Lower financing costs have facilitated economic rebalancing



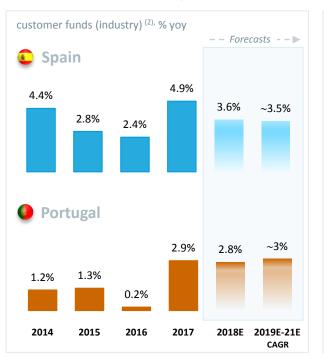


Expecting modest growth in sector volumes and a very gradual increase in interest rates

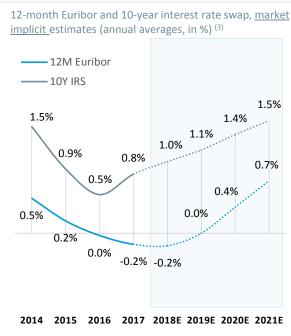
Loan volumes (industry)



Customer funds (industry)



Market interest rates



Plan based on conservative assumptions on volumes and rates

- (1) ORS as in "other resident sectors". CaixaBank Research forecasts 2018E-21E. The evolution of outstanding credit is subject to an unusual degree of uncertainty given the volatility induced by portfolio sales.
- (2) CaixaBank Research forecasts 2018E-21E.
- (3) Interest rate forward rates as of 31 July 2018 used in financial projections. Current forward rates are not materially different from those used in the plan's projections. Annual averages. Sources: Bank of Spain, Bank of Portugal, ECB and CaixaBank Research.







- 1 A solid starting point
- 2 Key levers for sustainable profitability
- 3 Capital distribution
- 4 Financial targets





Key RoTE drivers







Core revenue growth and lower NPA costs drive RoTE improvement

RoTE⁽¹⁾ bridge Sep-2018 TTM – 2021E, in % and pp post-tax



BFA results are not included in projections

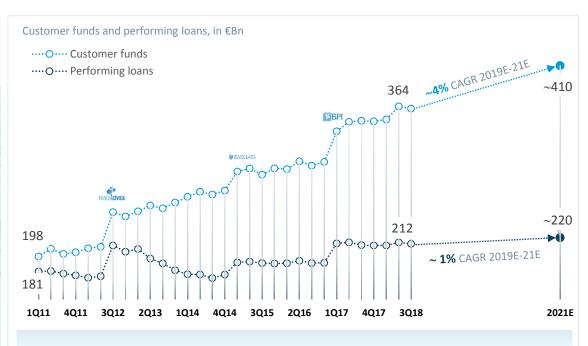
- 1) Tangible equity redefined as own funds (including valuation adjustments) minus intangible assets.
- (2) RoTE adjusted for one-offs (REP disposal, ServiHabitat repurchase and extraordinary provision write-back in 3Q18) and pro-forma excluding REP and BFA earnings.
- (3) Includes other core revenues (CABK) not included in previous categories and other than funding costs (which are allocated among previous categories).
- Including other P&L and equity impacts.





Growth in volumes is a key enabler for core revenue growth

Customer funds ~4% **Performing loans** ~1% **CAGR 2019E-21E**



- ▶ Long-term savings to keep pushing customer funds growth
- Gradual performing loan-book improvement underpinned by production growth and NPL trends







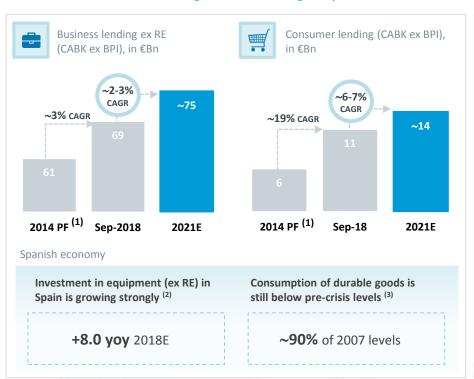
+2.1 pp

П

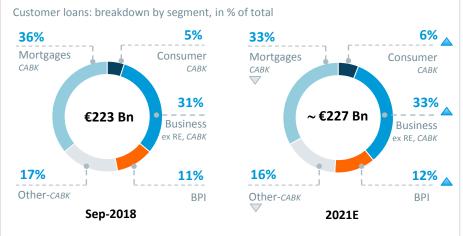
Loan growth focused on higher-yielding segments with larger untapped potential

1

Growth skewed toward segments with higher potential



Towards a more diversified and higher-yielding loan book



- ► Change in mix towards higher-yielding segments
- Conservative outlook for mortgage production as focus is on value rather than volume
- Positive loan-growth trends at BPI continue

PF Barclays Spain.

Source: INE (Spain)

⁽³⁾ Source: CaixaBank Research, based on INE (Spain) data.





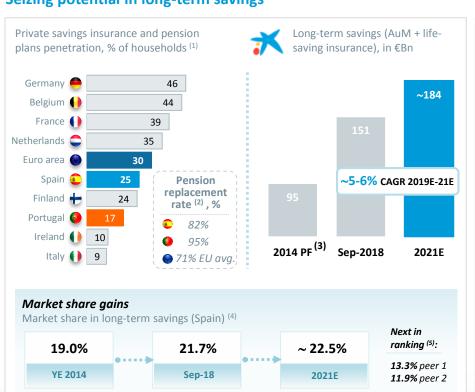


+1.2 pp

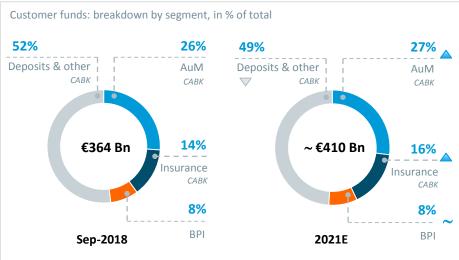
Profitable shift to AuM and savings insurance in customer savings mix to continue

1

Seizing potential in long-term savings



Profitable mix-shift



- ▶ Growing weight of long-term savings → resilience in a low-rate environment
- ▶ Advisory capabilities and owned product factories are key enablers
- ▶ High proportion of zero-cost retail deposits provides upside to rate-cycle
- ▶ Granular accounts from a large retail customer base provide stability

- Source: ECB based on household financial survey.
- (2) Net pension replacement rate: individual net pension entitlement divided by net pre-retirement earnings for an average wage earner (2016). Source: OECD.
 - PF Barclays Spair
- 4) Market share in own mutual funds, pension plans and life-saving insurance. Sources: ICEA and Inverco.
- Peer group includes BBVA and Santander.





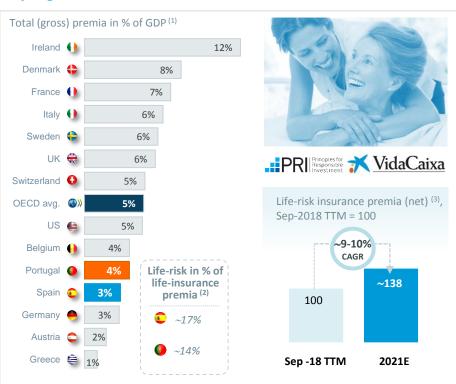


+0.9 pp

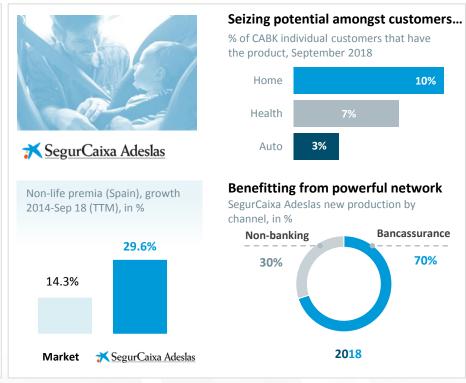
Life-risk and non-life insurance also set for growth

1

Rapid growth in life-risk insurance



Taking share from competitors in non-life insurance



⁽¹⁾ Source: OECD (data for 2016).

²⁾ Latest available data: 2018 Jan-Sep for Spain; 2016 for Portugal.

⁽³⁾ Income and expense under insurance and reinsurance contracts.





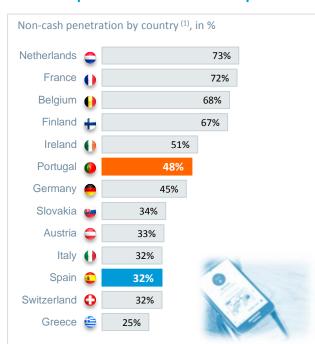


+0.5 pp

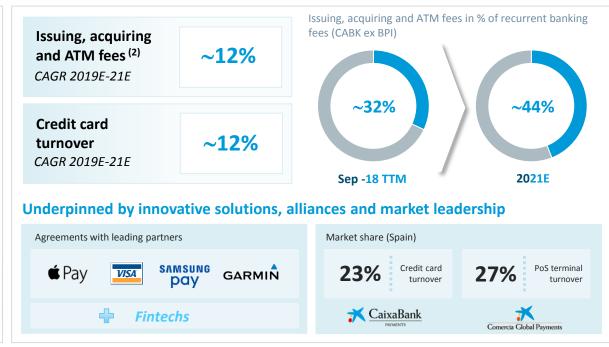
New business opportunities in payments support banking fees

1

Non-cash penetration still low in Spain



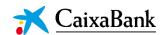
Growing credit card turnover increases contribution to recurrent banking fees



A proprietary data environment provides a unique competitive advantage

⁽¹⁾ Share of non-cash transactions per country at points of sale (value of transactions). Source: ECB Occasional paper #201 "The use of cash by households in the euro area" (November 2017).

Note that the category "payments" in the RoTE bridge includes issuing, acquiring and ATM fees and other transactional fees.







+0.6 pp

BPI segment contribution to Group core revenues and net income grows

1

Key financial targets – BPI segment



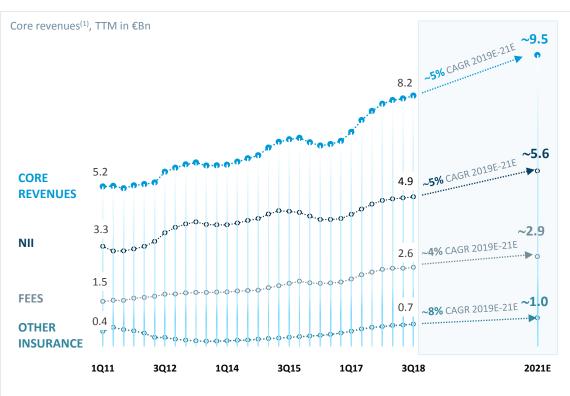
BFA results are not included in projections



Core revenues expected to grow c.5% CAGR with broad-based support









Investorday



NII growth underpinned by new lending in selected segments

NII ambition



NII bridge



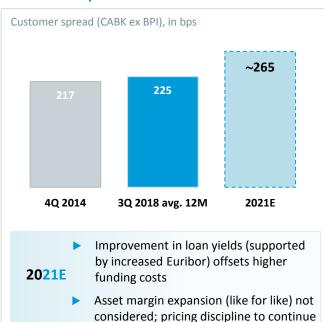
- Consumer and business lending expected to drive NII growth
- Yields supported by pricing discipline, mix-shift and slightly higher rates
- Positive mortgage contribution underpinned by Euribor resets
- Higher funding costs (TLTRO) and MREL requirements detract from NII



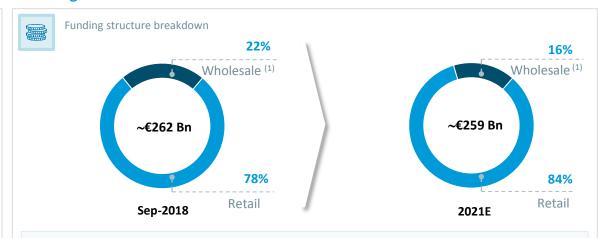
Customer spread to improve despite higher funding costs

1

Customer spread



Funding costs set to increase and TLTRO II redeemed in 2020



- TLTRO redemption and MREL will negatively impact NII
- Large base of sight deposits provides optionality to higher rates
- Interest rate sensitivity (post TLTRO redemption): a parallel shift of 100 bps would increase NII in year 2 by c. 15% (2)

Higher funding costs reflect deposit pass-through of higher rates, TLTRO redemption and MREL

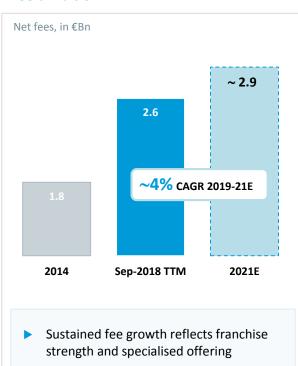
^{.)} Including €28.2Bn TLTRO in Sep. 2018. Excluding other net interbank funds.

⁽²⁾ Assumes balance-sheet structure in 2021E as in the Plan projections and redemption of TLTRO by YE2020.

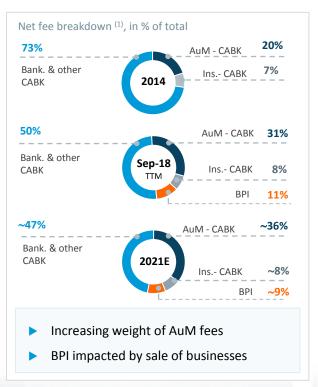


Fee revenue growth mostly underpinned by AuM fees

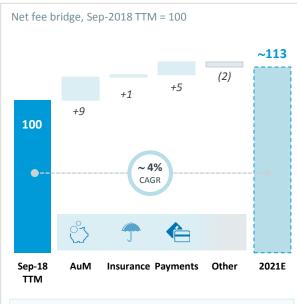
Fee ambition



Fee breakdown evolution



Fee bridge



AuM, insurance and payments fee growth more than offsets other banking fees decline





Core revenue growth and lower NPA costs drive RoTE improvement





Core operating income (1)

~7%

CAGR 2019E-21E

Core C/I ratio (2)

56.3% **<55%**

2021E

SEP-18 TTM



Positive jaws lead to efficiency improvements

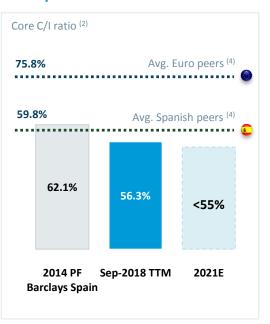
Core revenues vs. recurrent cost base

Core C/I ratio

~9.5

~4.4

2021E



Core revenue growth expected to exceed recurrent cost base growth



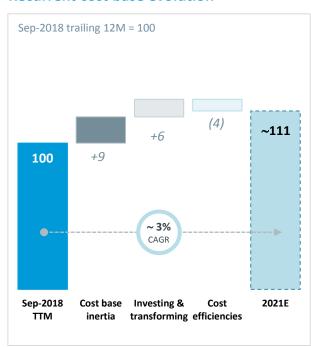


1.8 pp

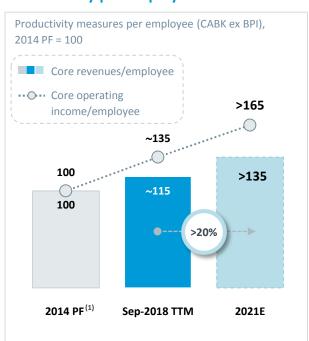
Changes in customer experience drive transformation of distribution model

2

Recurrent cost base evolution



Productivity per employee



- Cost inertia mostly derived from collective bargaining agreements for salaries in a benign economic environment
- Transformation and investment in the distribution model related to changes in customer experience requires some additional expenditure
- Savings from restructuring enabled by deployment of new relationship models (headcount optimisation, branch closures and re-skilling) have also been identified
- Cost management partly based on productivity considerations: high quality revenues require investment

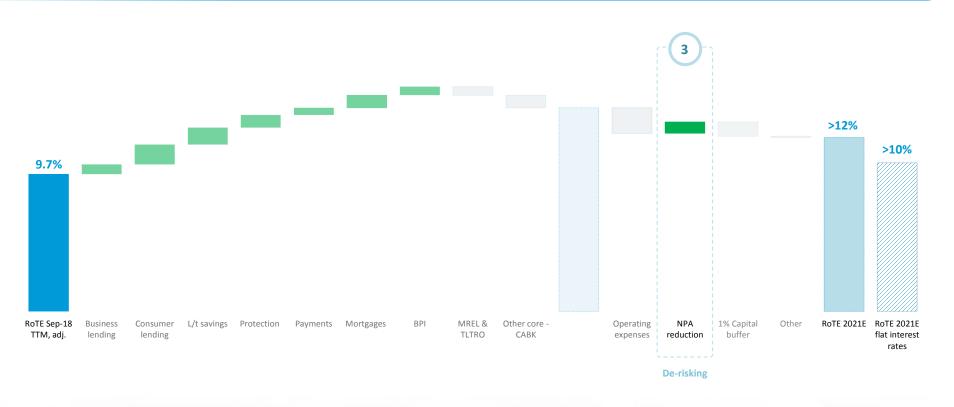
No material growth in intangible assets despite investment in transformation

PF Barclays Spain.





Core revenue growth and lower NPA costs drive RoTE improvement



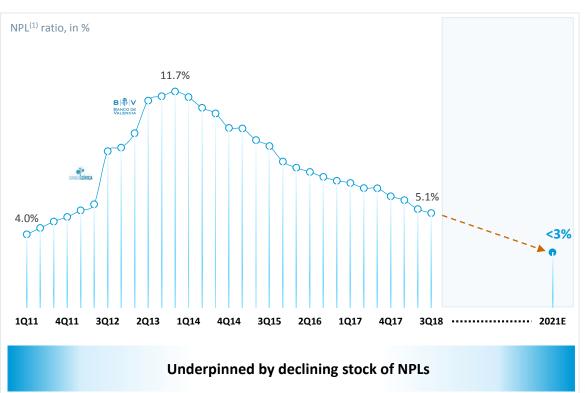




NPL ratio expected to fall to <3% by 2021E







NPLs including contingent liabilities.





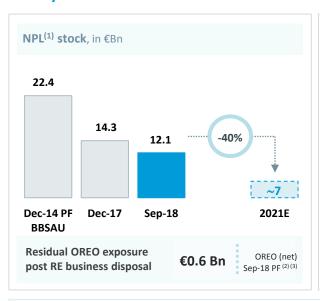


+0.8 pp

Constant NPL reduction and strong coverage support low CoR levels



Steady NPA reduction



CoR expected to remain below 30 bps



Additional cost-savings from RE de-risking



- ▶ NPL reduction supported by positive macro, strong coverage and pro-active approach → early delinquency management unit in place since 2H17
- ► CoR expected to remain < 30 bps during the Plan supported by above factors → back-book mix does not change materially in spite of push for consumer and business lending
- ▶ Lower RE expenses post Lone Star deal⁽⁵⁾ from reduced management and sale fees





Core revenue growth and lower NPA costs drive RoTE improvement





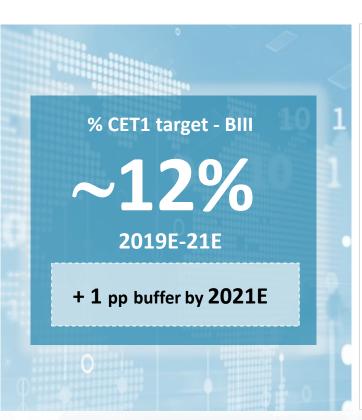


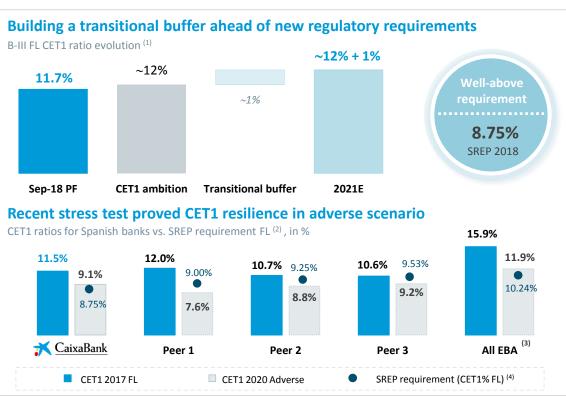


-1 pp

Strong capital position to be reinforced throughout 2019-21E







⁽¹⁾ September 2018 ratio pro-forma RE (Lone Star) and REP disposals, as per current estimate.

⁽²⁾ Peer group includes: Banco Sabadell, BBVA and Santander.

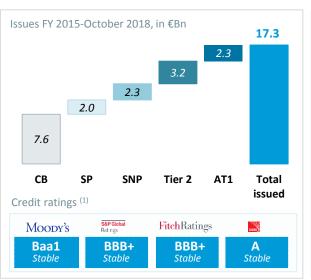
⁽³⁾ Excluding banks with no public information on SREP requirements: Barclays, Danske Bank, Handelsbanken, HSBC, JyskeBank, Lloyds, NordLB, Nordea, Nykredit, OP Financial Group, OTP, PKO, RBS, SEB, PolskaKasa



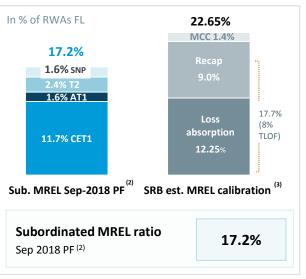


Solid capital position supports MREL build-up

Continued and successful market access



Maximum MREL calibration vs. capital stack 2019-21 wholesale maturity profile





- Strong total capital base with full T1 and T2 buckets and no refinancing needs in the near future
- Targeting manageable issuance with funding plan focused on subordinated instruments to address MREL needs
 - Issuance needs ≤ €8 Bn in the most demanding scenario
 - Upcoming maturities (€7.5Bn) expected to be mainly rolled over into SNP, with potential issuance of other funding instruments





Prudent liquidity management includes pre-financing of TLTRO

Liquidity ratios well above requirements

Group regulatory liquidity ratios (1) as of September 2018, in %

NSFR

193%

LCR

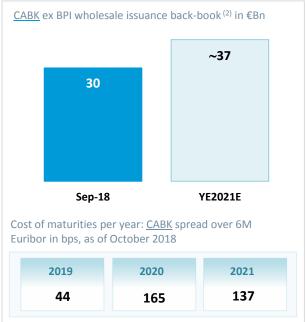
114%

Expected to remain comfortably above 100% regulatory requirement (post TLTRO redemption)

Record-high liquidity ahead of TLTRO maturity



Wholesale issuance



Recent rating upgrades facilitate continued market access

LCR 12 month average. NSFR: pending final definition.

Includes securitisations placed with investors and self-retained multi-issuer covered bonds. It does not include the AT1 issued in June 2017 and in March 2018.





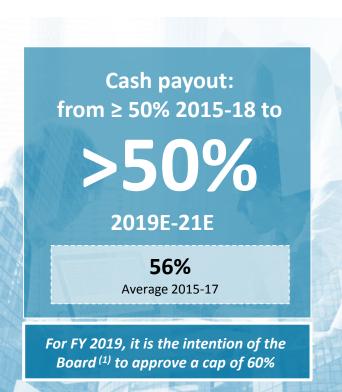


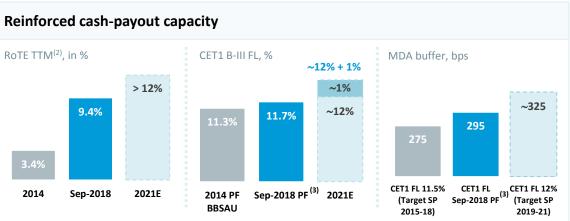
- 1 A solid starting point
- 2 Key levers for sustainable profitability
- 3 Capital distribution
- 4 Financial targets





Capital distribution supported by sustainable earnings and strong capital position







(3) Pro-forma RE (Lone Star) and REP disposals.

⁽¹⁾ At the beginning of each year, when reporting the results of the previous financial year, the Board of Directors may set a cap on cash payout for dividend accrual purposes in regulatory capital.

⁽²⁾ ROTE 2021E based on new definition, including valuation adjustments in tangible equity. ROTE 2014 and Sep-18 as reported. September 2018 ROTE based on new definition would stand at 9.5%.







- 1 A solid starting point
- 2 Key levers for sustainable profitability
- 3 Capital distribution
- 4 Financial targets





Financial targets



Profitability

Core revenues

~5%

CAGR 2019E-21E

Core C/I ratio

<55%

2021E

RoTE

>12%

2021E



Balance sheet

Performing loans

~1%

CAGR 2019E-21E

AuM + insur funds

~5-6%

CAGR 2019E-21E

NPL ratio / CoR

<3% / <0.30%

2021E

2019E-21E



Capital & liquidity

CET1 FL - BIII

 $\sim 12\% + 1$ pp

2021E

Cash payout

>50%

2019E-21E

LCR

>130%

2021E



Appendix





Glossary I/IV

In addition to the financial information prepared in accordance with International Financial Reporting Standards (IFRS), this document includes certain Alternative Performance Measures (APMs) as defined in the guidelines on Alternative Performance Measures issued by the European Securities and Markets Authority on 30 June 2015 (ESMA/2015/1057) (the "ESMA Guidelines"). CaixaBank uses certain APMs, which have not been audited, for a better understanding of the company's financial performance. These measures are considered additional disclosures and in no case replace the financial information prepared under IFRSs. Moreover, the way the Group defines and calculates these measures may differ to the way similar measures are calculated by other companies. Accordingly, they may not be comparable. ESMA guidelines define an APM as a financial measure of historical or future performance, financial position, or cash flows, other than a financial measure defined or specified in the applicable financial reporting framework. In accordance with these guidelines, following is a list of the APMs used, along with a reconciliation between certain management indicators and the indicators presented in the consolidated financial statements prepared under IFRS.

Term	Definition
ALCO book	Asset – Liability Committee banking book.
ALM	Asset – Liability Management
AT1	Additional Tier 1 Capital.
AuM / AM	Assets under Management including mutual funds and pension plans.
B/S	Balance sheet.
CAGR	Compound Annual Growth Rate.
ССВ	Capital Conservation Buffer.
ССуВ	Countercyclical Capital Buffer.
CET1	Common Equity Tier 1 Capital, or best quality capital according to Basel III rules.
CIB	Corporate and Institutional Banking division.
Consumer lending (Spain)	Unsecured loans to individuals, excluding those for home purchases. Includes personal loans from CaixaBank, MicroBank and CaixaBank Consumer Finance as well as credit cards (CaixaBank Payments) except for floating.
CoR	Cost of risk: total allowances for insolvency risk divided by average of gross loans plus contingent liabilities, using management criteria.
Core C/I ratio	Core cost-to-income ratio: administrative expenses, depreciation and amortisation divided by core revenues (last 12 months).
Core C/I ratio (recurrent)	Core cost-to-income ratio stripping out extraordinary expenses: administrative expenses, depreciation and amortization stripping out extraordinary expenses divided by core revenues (last 12 months).
Core operating income	Core revenues minus recurrent costs.
Core revenues (CABK/Group)	NII, fees, revenues from life-risk insurance business, equity accounted income from SegurCaixa Adeslas and revenues of bancassurance stakes of BPI.
CRD-IV	Capital Requirements Directives: the legal framework for the supervision of credit institutions, investment firms and their parent companies in all Member States of the European Union and the EEA. CRD IV commonly refers to both the EU Directive 2013/36/EU and the EU Regulation 575/2013.





Glossary II/IV

Term	Definition
Customer spread	Difference between: • Average rate of return on loans (annualised income for the quarter from loans and advances divided by the net average balance of loans and advances for the quarter); and • Average rate for retail deposits (annualised quarterly cost of retail deposits divided by the average balance of those same retail deposits for the quarter, excluding subordinated liabilities).
Digital customers (CABK)	Individual customers 20-74 years old with at least one transaction in the last 12 months as a % of total customers.
EBA	European Banking Authority.
ECB	European Central Bank.
FL	Fully loaded.
Gains/losses on disposals & others	Gains/losses on derecognition of assets and others. Includes the following line items: Impairment/(reversal) of impairment on investments in joint ventures or associates; Impairment/(reversal) of impairment on non-financial assets; Gains/(losses) on derecognition of non-financial assets and investments, net; Negative goodwill recognised in profit or loss; Profit/(loss) from non-current assets and disposal groups classified as held for sale not qualifying as discontinued operations.
GFCF	Gross Fixed Capital Formation.
ICAAP	Internal Capital Adequacy Assessment Process.
ILAAP	Internal Liquidity Adequacy Assessment Process.
INE	Instituto Nacional de Estadística (Spain) or Instituto Nacional de Estatística (Portugal): National Statistics Institute.
IRB	Internal Rating Based.
IRS	Interest rate swap.
LCR	Liquidity coverage ratio: High quality liquid asset amount (HQLA) / Total net cash outflow amount.
MCC	Market Confidence Charge. A component of MREL, necessary to ensure market confidence post-resolution.
MDA	Maximum Distributable Amount, estimated as the difference between current capital level of the entity and the sum of its capital requirements of Pillar 1 + Pillar 2 + capital buffers + possible shortfalls of AT1 and T2. MDA trigger is the capital level below which there are limitations in dividend distribution, variable remuneration and interest payments to the holders of additional tier 1 instruments.
MREL	Minimum Requirement for own funds and Eligible Liabilities.
Mutual funds (CABK/Group)	Includes own and third-party funds, SICAVs and managed portfolios.





Glossary III/IV

Term	Definition
Net fees	Net fee and commission income. Includes the following line items: • Fee and commission income; • Fee and commission expenses.
NII	Net interest income.
NIM	Net interest margin, or also balance sheet spread, difference between: • Average rate of return on assets (annualised interest income for the quarter divided by total average assets for the quarter); and • Average cost of funds (annualised interest expenses for the quarter divided by total average funds for the quarter).
NPA	Non-performing assets: including non-performing loans and contingent liabilities, and repossessed real estate assets.
NPL coverage ratio	Quotient between: Impairment allowances on loans to customers and contingent liabilities, using management criteria; Non-performing loans and advances to customers and contingent liabilities, using management criteria.
NPL ratio	Non-performing loan ratio: quotient between: Non-performing loans and advances to customers and contingent liabilities, using management criteria; Total gross loans to customers and contingent liabilities, using management criteria.
NPL stock / NPLs	Non-performing loans including non-performing contingent liabilities.
NSFR	Net Stable Funding Ratio. Quotient between: • the bank's available stable funding; • its required stable funding.
OCI	Other comprehensive income is those revenues, expenses, gains, and losses under both Generally Accepted Accounting Principles and International Financial Reporting Standards that are excluded from net income on the income statement. Instead it is registered under the equity section of the balance sheet.
OECD	Organisation for Economic Co-operation and Development.
Operating expenses	Include the following line items: • Administrative expenses; • Depreciation and amortization.
OR	Oficina de representación: representation office.
OREO	Other Real Estate Owned: repossessed real estate assets available for sale.
ORS	Other Resident Sectors.





Glossary IV/IV

Term	Definition
OSII	Other Systemically Important Institution. Institutions that, due to their systemic importance, are more likely to create risks to financial stability.
Other insurance revenues	Life-risk premia and equity accounted income from SegurCaixa Adeslas and BPI bancassurance stakes.
P&L	Profit and Loss Account.
RDA	Risk Data Aggregation.
RE	Real Estate.
PF	Proforma.
ROTE	Return on tangible equity: profit attributable to the Group, trailing 12 months, divided by the average own funds (including valuation adjustments) less intangible assets using management criteria (last 12 months). The value of intangible assets under management criteria is the value of intangible assets in the public balance sheet, plus the intangible assets and goodwill associated with investees, net of impairment allowances, recognised in Investments in joint ventures and associates in the public balance sheet. Profit attributable to the Group adjusted to reflect the amount of the Additional Tier1 coupon, after tax, registered in equity.
RWAs	Risk Weighted Assets.
SNP	Senior non preferred debt.
SRB	Single Resolution Board.
SREP	Supervisory Review and Evaluation Process.
T2	Tier 2 Capital, or supplementary capital.
TLOF	Total Liabilities and Own Funds.
TLTRO	Targeted long-term refinancing operation conducted by the European Central Bank.
TTM	Trailing 12 months.

Investor Relations



investors@caixabank.com



+34 93 411 75 03



Av. Diagonal, 621-629 - Barcelona



Pintor Sorolla, 2-4 46002 Valencia www.CaixaBank.com