



Shareholder Advisory Committee

Meeting of 18 February 2025

Meeting participants

Members of the Advisory Committee	Autonomous Community
Juan Dionisio González Martínez	Andalusia
Xavier Ibars Gilart	Catalonia
Blanca Guinea Llorente	Catalonia
Fernando Sainz de la Maza Cemeli	Catalonia
Maurici Olivé Riu	Catalonia
Núria Torras Crespo	Catalonia
Luís Collado Bito	Madrid Community
Juan Ignacio Lema Devesa	Madrid Community
María Jose Ballarín Domeque	Navarre
Almudena Eizaguirre Zarza	Basque Country
María Teresa Pujante Marcos	Murcia Region

CaixaBank staff	Charge
Gonzalo Gortázar Rotaeché	Chief Executive Officer
Eugenio Solla Tome	Director of Sustainability
Sandra González Urbano	Head of Transversal Projects and Sustainability Communication
Josep Parareda Climent	Director of Social Action of the Network
Marta Noguer Masó	Director of Investor and Shareholder Relations
Meritxell Soler Farrés	Director of Shareholder Relations and Committee Secretary
Anna Moix Socorregut	Shareholder relations
Arnau Llauger Callejon	Shareholder relations
Diego Marcou Fernández	Shareholder relations
Inés Perrote Banet	Shareholder relations
Josep Lop Casañas	Shareholder relations
María Gracia Moreno Amaya	Shareholder relations
Meritxell Quintana Puigbò	Shareholder relations
Zaida García Castelló	Shareholder relations
Manuel Ripoll Rajadell	Shareholder relations

Agenda of the day

Meeting of 18 February 2025

09:30 First working session

- Approval of the minutes of the previous meeting
- Communication campaign of results 2024
- Summary of the Shareholder Relations Report for 2024
- Activities following the December meeting
 - New weekly report
 - FSR video on finance in female

11:00 Presentation by CEO of CaixaBank, Mr Gonzalo Gortázar

12:00 Second working session

- New shareholder voting channel at the AGM via CaixaBank Now
- Channel X draw (before Twitter)
- Initiatives to encourage participation in the AGM

13:00 Presentation by the Director of Social Action of the Network at CaixaBank, Mr Josep Parareda

14:00 Third working session

- Topics of interest to be mentioned at the AGM

14:30 Lunch with the Director of Sustainability at CaixaBank, Mr Eugenio Solla.

16:15h End of the meeting.

First working session

Approval of the minutes of the previous meeting

The minutes of the meeting of 11 December were approved with no comments by the Committee members.

Communication campaign of results 2024

The committee members were informed of the communication actions carried out during the presentation of the results for 2024, including the update of the corporate website, the sending of emails and the dissemination on social networks. He highlighted the importance of keeping the network informed via the intranet, since they are the visible face before the shareholders who go to the branch. He also highlighted the newsletter that was sent with the full information to all the shareholders with an informed email during the first week of February and the presentations and calls made to shareholders.

Comments by Committee members:

With regard to SMS communication, a member of the advisory committee commented that he missed a link to access the full information (given the limited number of characters of the SMS). Nonetheless, the member of the advisory committee is informed that this has been prohibited in the bank so as not to give rise to confusion with a phishing.

Another member of the committee expressed an interest in knowing the extent of the relationship with the media reporting the results, as many shareholders ultimately use these media for reporting. It is indicated that there is a fluid relationship with the media and that the most important attend the press conference following the publication of results.

Another member of the advisory committee commented that the Newsletter should be *responsive*, which means that it is adapted to the format of the device to which it is connected, because otherwise it is the case that, in mobile phones or small devices, the letter is seen too small and this limits the access of senior shareholders. The member of the advisory committee is informed that work is being done to ensure that the Newsletter is *responsive* and thus adapted to all the devices, providing access to all the public.

Summary of the Shareholder Relations report for 2024

A summary of the memorandum of the actions carried out by Shareholder Relations in 2024 is presented to the committee, where the following points stand out:

- The 1,935 queries answered (email + telephone) in the Shareholder Contact Center and the virtual calls or meetings with large Shareholders to report on quarterly results.
- The 10,057 followers on the X Shareholders channel, the only channel on the IBEX35, the 45.3% Newsletter opening ratio and the more than 10.5 million communications sent via emails and SMS
- The 24,680 subscribers only to the materials of information to the shareholder.
- The 4 meetings of the Advisory Committee (one of them virtual), the 5 Virtual Corporate Meetings (two of them hybrid) with 2,110 total connections and 130 attendees and the 32 face-to-face meetings with 792 attendees
- At the training level, 11 online training webinars with 7,648 shareholders, 23 new Training On Wheels chapters with over 100 thousand accumulated reproductions, 4 Aula courses

with 291 attendees and an average rating of 9.4 out of 10 and the fourth season of the Podcast Aula with 12 new chapters and over 50 thousand reproductions.

- In terms of internal communication, 37 results multiconferences with 9,916 connections, +100 news published on PeopleNow, with 93,085 visits and 626 subscribers. Redesign of the "Shareholders" site on the intranet to facilitate access to key content (34,697 visits)

Comments by Committee members:

One member of the committee commented that their experience with the contact centre has not been adequate, with responses that they did not have the quality that CaixaBank usually offers.

It is also proposed that a presentation be made at the next committee meetings with the analysis of the types of consultation carried out through the various contact channels.

In reference to the webinars held at CaixaBank Accionistas, one of the members congratulated the department for the quality of the presentations and the selection of topics and speakers.

Following the meeting of the Advisory Committee on 11 December

The new weekly report explaining the improvements made in the design and the inclusion of the highlighted information on the weekly evolution and the closing price is presented.

The Committee was also informed of the implementation and forthcoming publication of a special chapter on training on wheels entitled "Why we should talk more about finance in women", following the request made at the meeting held on 11 December.

Comments by Committee members:

With regard to the improvements in the weekly report, some members of the Advisory Committee showed some details that could be improved, such as the indication of the volume negotiated (which is not clear if it is the total share capital) or the appearance of some coloured figures other than the usual ones. These points will be reviewed to improve the weekly report.

In reference to the presentation of the chapter on Training on Wheels, on why we should talk more about finance in female, the committee members approve the chapter and they find it interesting the approach that has finally been given to it. After sharing the different points of view, there is unanimity as to the suitability of carrying out the chapter of Training on Wheels.

Second working session

Channel X promotional campaign

During the month of November and December of the year 2024 was carried out a promotional campaign with the aim of giving know our profile of Channel X and increase its number of followers. The draw, aimed at CaixaBank shareholders with the shares deposited in the bank and who were followers of the profile @AccionistasCABK or @AccionistesCABK of Channel X and registered their details in the participation form of the microsite of the draw, had 6 prizes of a 10.9" 64GB WIFI iPad. The draw was announced via the corporate website, in addition to Channel X, as well as the Newsletter and SMS.

A total of 3,125 participants were registered, of which 2,856 (91%) passed the participation filters in the draw.

This promotional action has allowed us to increase by 23% the number of followers of our profile in Channel X, with a total of 10,057 at the end of 2024.

New shareholder voting channel at the AGM via CaixaBank Now

This year, we have the CaixaBank Now app enabled us to take part in the General Shareholders' Meeting by voting or delegating voting rights. The tool also makes it possible to attend the AGM on the day of its celebration in a telematic way.

This enablement has some advantages, such as the mobile interface (which allows you to participate in the AGM from a mobile device), greater visibility of the Shareholder Space (accessing from the profile icon) and an increase in the impact of communications thanks to the banners on the App's home screen.

Initiatives to encourage participation in the AGM

For the 2025 General Shareholders' Meeting, some initiatives have been planned to motivate shareholder participation. Among them, the solidarity campaign in response to the DANA's effects stands out. This initiative consists of CaixaBank's donation of €5 to the Red Cross response plan for the purposes of the DANA by each shareholder who participates, voting or delegating their vote, in the 2025 General Shareholders' Meeting. Exceptionally, the donation has been increased from the usual €3 to €5.

The Red Cross Response Plan for the purposes of the DANA aims to support in a comprehensive and coordinated way the recovery of the people and territories affected by the DANA, guaranteeing their physical, emotional and social well-being.

The second initiative to encourage participation in the AGM is the draw of 20 Samsung Galaxy Z Flip6 among all the shareholders who participate online in the 2025 AGM and register their details in the participatory form of the microsite published on the corporate web site of CaixaBank.

The target audience of the draw is CaixaBank shareholders, natural persons of legal age and resident for tax purposes in Spain, who have their shares deposited with the company or other depository entities.

Comments by Committee members:

Some members of the Shareholder Advisory Committee propose the possibility of making a change in the social network used by Shareholders (X) given the departure of some important institutions from the network. From CaixaBank Shareholders it is commented that, at the moment, we are not considering the exit of the social network given the followers that we have at present and the lack of an alternative.

When discussing initiatives to encourage participation in the AGM, there is some debate among the members of the Advisory Committee on the information received by non-customer shareholders as opposed to customer shareholders. It is reported that from Shareholder Relations we are trying to reach all the Shareholders and they all receive the information to be able to participate in the General Shareholders' Meeting, although with many of the Shareholders who are not customers we can only contact them via postal mail, given that we do not have more details for the contact by phone or by email.

Topics to discuss at the next General Meeting

The members of the Advisory Committee have several ideas that should be pointed out in the speeches of the Chairman or CEO:

- The Chairman could speak about the role that the bank has played during the DANA disaster
- The current geopolitical situation and the possible implications for the bank could be discussed.
- It would be interesting to know the bank's view of the banking tax, as it has a direct impact on CaixaBank.
- One could talk about the sustainability and the situation of this in Europe after the first weeks of Trump's mandate and the turn that the American administration seems to have given against this trend.

Following the ideas of some of the members, a certain debate is initiated on the possibility of a member of the Advisory Committee making a consensual intervention with the other members of the Committee during the General Shareholders' Meeting, in order to raise awareness among the rest of the Shareholders of the existence of the Consultative Committee.