



## Shareholder Advisory Committee

Virtual meeting of 9 July 2014

## Meeting participants

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**Members of the Advisory Committee present:****Autonomous community**

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Dhiraj Chhabria

Canary Islands

Núria Torras

Catalonia

Fernando Sainz de la Maza

Catalonia

María José Ballarín

Navarre

Juan Dionisio González

Andalusia

Juan Ignacio Lema

Madrid

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**CaixaBank personnel**

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Meritxell Soler – Director of Shareholder Relations – Committee Secretary

Zaida García – Shareholder Relations

María Gracia Moreno – Shareholder Relations

Josep Lop – Shareholder Relations

Arnau Llauger – Shareholder Relations

Inés Perrote – Shareholder Relations

Meritxell Quintana – Shareholder Relations

Anna Moix – Shareholder Relations

Diego Marcou – Shareholder Relations

Manuel Ripoll – Shareholder Relations

## Virtual meeting of 9 July 2014

### Agenda

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|----------------|--|
| <b>9.50am</b>  | Start of connections   |
| <b>10.00am</b> | Welcome  |
| <b>10.10am</b> | Webranking: the ranking that audits the reporting transparency of corporate websites |
| <b>10.40am</b> | Conclusions 2024 AGM communication plan  |
| <b>11.10am</b> | Candidates for the Shareholder Advisory Committee                                    |
| <b>11.30am</b> | Next meetings: logistics for booking trips and confirming attendance                 |
| <b>11.40am</b> | Other business   |
| <b>12.00am</b> | End of the meeting   |

## Conclusions

### *Webranking: the ranking that audits the reporting transparency of corporate websites*

Webranking is the most prestigious ranking that audits the reporting transparency of the corporate websites of the 700 largest companies in Europe by market cap. Only the 500 companies with the highest score are included in the final ranking.

This ranking was initiated in 1997 by the consulting firm Comprend, and its methodology involves conducting interviews and surveys with analysts, investors, journalists and jobseekers. The results define weighting criteria, which amount to over 400.

CaixaBank, in coordination with the different areas that manage the corporate website's content, identifies and implements improvements.

In 2023, CaixaBank was ranked the first Spanish financial institution and the sixth in Europe, with a score of 61.6 out of 100. Including all sectors, the website ranked third, only overtaken by Repsol and Iberdrola.

Among the improvements for shareholders, the new stock price chart stands out (considered the best practice of European financial institutions). The increased visibility of the channels for shareholders and investors, with direct access to reports and a broadening of content in HTML format, is also noteworthy.

#### **Comments:**

- The Advisory Committee showed interest in learning the main criteria considered by Webranking to rank the best websites.

### *2024 AGM communication plan*

#### **Context:**

The Annual General Meeting (AGM) is the most important corporate event for a listed company. Therefore, its communication to shareholders is a key factor in fostering participation.

#### **Initiatives carried out in the 2024 AGM:**

- A series of activities were carried out aimed at encouraging minority shareholders to get involved:
  - An intensive campaign was conducted with the aim of advertising the campaign to turn out the vote. It was initiated by opening the digital channels for voting/delegating the vote up to the AGM:
    - Four emails were sent out to inform about how to participate in the event.
    - An animated video explaining how to participate in the AGM was published. The video was sent by email to the shareholders and posted on social media (YouTube and X).
    - Messages were activated in the network of CaixaBank ATMs regarding the announcement of the Annual General Meeting, where to find all the information relating to the event and how to participate.

- Pop-up messages were activated in CaixaBankNow with the same information content.
  - A message published on the communications wall between the consultants and shareholders, within CaixaBankNow, with the same information message.
  - Advertising lasting 20 seconds was broadcasted on the screens of CaixaBank's Store branches. This advertising informed about the two campaigns to encourage participation in the AGM.
  - Delivery of the Chairman's letter and announcement of the AGM to 150,000 shareholders. The delivery was made to shareholders with shares deposited with other entities and to shareholders with shares deposited with CaixaBank but without having CaixaBankNow operational. The letter included a brochure with information about the campaign to encourage voting (prize draw with 20 Samsung Galaxy S24+ phones).
  - An infographic was created in PDF format with the main FAQs about the AGM, with the aim of being published on CaixaBank's intranet and accompanying the circular on this subject matter.
  - Campaigns to promote participation:
    - Prize draw: prize draw of 20 Samsung Galaxy S24+ 512Gb phones among all the shareholders that participated online in the 2024 AGM and that entered their details in the microsite's participation form published on CaixaBank's corporate website. A total of 11,111 shareholders signed up, with 51.1% of those registered (5,682 shareholders) entering the prize draw. The lower participation in the prize draw was mainly due to shareholders entering their details in the prize draw's microsite and not finally voting or delegating their vote.
    - Charity campaign: donation of €3 to the Physiotherapy and rehabilitation project for patients of the Spanish Association against Cancer per shareholder participating, voting or delegating their vote. The total amount of the donation amounted to €85,393.
- This involved a participation of 28,464 shareholders vs 16,576 in the previous year.

#### Comments:

- A debate opens up between the Committee members following the presentation of the conclusions, and the result thereof is that they approve making an effort to maximise the number of channels through which to vote. They add that this should be made possible through ATMs due to the age of many of the shareholders.
- It is also mentioned that the shareholders that did not vote and that, for example, registered for the prize draw should be reminded that they need to vote in order to validate their registration.
- Given the alternative of focusing the charity campaign on matters that are more environmental than social in nature, there is a discussion on the fact that an objective must always be set and that it should be measurable, although it is also mentioned that social causes like this year's campaign, the Association against cancer, is more personal and can mobilise more people.

- Comments are made regarding the need for branch advisors to further monitor the shareholders in their portfolio, with the aim of finding out if they have participated and if not, request their participation.
- A proposal is launched to broadcast the AGM live from the Store branches' screens.
- It is also pointed out that when sending documentation via postal mail, it includes too many papers, which discourages its analysis.

### *Candidates for the Shareholder Advisory Committee*

#### **Context:**

- The reception of candidacies for the selection of the new members of the Advisory Committee was closed on 30 June. Therefore, we have updated the information relating to the vacancies and reception of candidacies, with the goal of having the new composition of the Committee ready for the meeting of 11 December, at which the Chairman of CaixaBank will be present.
- The retail shareholders are concentrated in Catalonia (32%), Madrid (16%), the Valencian Community (10%) and Andalusia (10%), followed by Castilla León, the Basque Country and the Canary Islands.
- There is a shortage of women candidates compared to the composition of shareholders (only 5% of the candidates are women, whereas the number of shareholders that are women is similar to those of men).

#### **Actions carried out:**

- A total of 82 candidates (78 men and 4 women) were submitted, the majority of them from Catalonia (48%), Andalusia (15%), Madrid (10%) and the Valencian Community (7%).
- They have to fill four vacancies: two for Catalonia, one for the Basque Country and one for either the Valencian Community or Andalusia.
- The composition of the Advisory Committee must reflect the minority shareholders of CaixaBank, a group of over 580,000 people, in terms of their gender, age and location.

#### **Comments:**

- The members of the Committee mention that, as the advisors know their customers and shareholders, they could help in making the shareholders aware of this body, with the aim of encouraging their participation and thus acting as prescribers.