



Corporate Responsibility
Report - Colombia 2013



Corporate Responsibility
Report - Colombia 2013

*At BBVA
we work for
a better future
for the people*



INTRODUCTION

In this seventh Corporate Responsibility Report we present in a straightforward manner the actions we have implemented to support the community and, in general, the response to the stakeholders involved in our activities in Colombia. It should be noted that for the sixth consecutive year, this report is audited by Deloitte, one of the most highly recognized international firms in this type of report.

The dynamics of the information has been defined on the basis of a structure whose main axes cover topics that our stakeholders consider important. This also makes it easier to focus the discussion and face with greater clarity our major commitments and actions and to interact with each of these groups to produce clear and transparent levels of communication.

The application level for this report is A+ from GRI-G3, including the supplement for the financial sector.

In order to make it easier to read, this year the report is also available in PDF format at <http://bbva.com.co/bancaparatodos>



Deloitte.





08 DIALOGUE
WITH THE
PRESIDENT



11 BBVA COLOMBIA
PROFILE



19 PRINCIPLES
AND POLICIES
OF CORPORATE
RESPONSIBILITY



37 STAKEHOLDERS



43 FINANCIAL
INCLUSION

Corporate Responsibility Report - Colombia 2013



51 RESPONSIBLE BANKING



85 COMMITMENT TO THE COMMUNITY



91 GLOBAL PACT AND RELEVANT OBJECTIVES OF THE MILLENNIUM



97 CRITERIA OF THE REPORT



99 GRI INDICATORS

Deloitte.



Dialogue with the president

For BBVA Colombia it is a real source of pride to present the seventh corporate responsibility report, a reflection of our commitment to the country's social development; a report in which, in a detailed and judicious way, we highlight the implementation of some of the most significant initiatives that we carried out in this area during 2013, and the progress of some others that we implemented several years ago.

For BBVA last year represented the consolidation of its opening two new social initiatives which, although rooted in what for us is fundamental, such as support to education, go beyond what we had been doing by handing out scholarships and school supplies.

This meant opening a panoply of possibilities: the BBVA entrepreneurship school, with all its components of education in personal finance and training in business issues, technical education based on an alliance with Fundación Plan, support for students and leaders from vulnerable communities in Cali and Medellín with Fundación Manos Visibles, which has enabled him to study in two top-notch universities such as Icesi in Cali and EAFIT in Medellín.

With all our effort into these new initiatives that the started out very well, but we have not neglected what we have been doing since we arrived in the country, like providing scholarships and the backpacks with school supplies to low income children, implementing actions to help the environment, now in keeping with the green protocol that the entities in the financial sector have signed, and other individual initiatives that would have implemented together with our employees, suppliers, shareholders and clients which, without a doubt, make us face new challenges.

Here I must refer specifically to our financial education program "Forward with your future" (Adelante con tu futuro) which, during its second year of implementation has already trained over 23,000 people and held 74,000 workshops throughout most of the country, from the Caribbean coast to Huila, including Valle, Antioquia, Tolima and Cundinamarca, among other regions. And this is not only in our mobile classroom but also in live sessions with our trainers.

Since we began our corporate responsibility plan in Colombia we have been insisting on the importance of making it an issue that is directly tied to our corporate policies, and we have been doing that in an attempt to become an example of openness in the Colombian business community during these times in which we are facing such changing and dynamic environments, not only in things pertaining to the financial sector will also in the entire economic and social structures of our countries. But beyond that, because we see in these practices the best road towards sustainability which will not only guarantee our future but also the future of the communities where we operate.

And it is with respect to sustainability where we at BBVA understand is, first of all, a set of practices that provide a background of conceptual and ethical frameworks to optimize the way to manage, not only in the performance of the business and the relationship with each stakeholder but also in the area of commitment to the environment and the community.

The eighth year of our program, which we have already started, is full of challenges. Educating low-income boys and girls, maintaining BBVA as the best place to work, constantly optimizing the standards of ethics and transparency that have characterized us, are some of the major goals to be achieved as part of the path to sustainability that we have set for ourselves and that we will continue to follow unwaveringly during 2014.

Forward.



Oscar Cabrera Izquierdo
President - BBVA Colombia







BBVA Colombia profile

Benefiting the client is our main driver for growth and value creation.



BBVA is present in Colombia through the following entities: BBVA Colombia with its affiliates BBVA Fiduciaria S.A. and BBVA Valores S.A. as of January 4, 2010, Compañía de Financiamiento Comercial BBVA Leasing S.A. merged with the bank and became a business unit.

In addition, there are other affiliates of the BBVA group in Colombia: Compañía de Seguros BBVA Seguros Generales S.A. and BBVA Seguros de Vida S.A.

In total, the BBVA companies in Colombia provide close to 6000 direct, quality jobs.

BBVA came to Colombia in 1996 as a result of Banco Bilbao Vizcaya Argentaria S.A. and Bilbao Vizcaya America purchasing 40% of Bank Ganadero; thus, the institution's corporate name changed to Bank Bilbao

Vizcaya Argentaria Colombia S.A. – BBVA Colombia –.

During the next several years (1997-2001) BBVA purchased the remaining shares until it reached 95.16 % ownership in April, 2001.

Currently, Grupo BBVA owns 95.43% of the shares in BBVA Colombia.

BBVA Colombia share composition	
Name	Participation
BBV América SL	19,23 %
Banco Bilbao Vizcaya Argentaria S.A.	76,20 %
Others	4,57 %
Total	100,00 %

MAIN MILESTONES FOR BBVA COLOMBIA



BBVA Colombia closed the 2013 period with outstanding results, generating \$526 billion in net profits (+18.4 % over the previous year).



Its outstanding growth in volume of business (+ 19.2%) over the previous year) exceeds \$ 53 billion.



The growth dynamics were reflected in its market share, gaining ground in all lines of Portfolio and Resources.



Good credit quality indicators that are relevant to the sector.



Start of the strategic plan 'Más BBVA 2013-2017', focusing on the client and on expansion with efficiency.



Organic generation of recurrent revenue that exceeds the objectives.

RELEVANT FACTS ABOUT BBVA COLOMBIA

	2011	2012	2013	Var.\$	Var. %
Balance Sheet BBVA Colombia (in thousand million pesos)					
Total assets	26,103	30,541	34,883	4,342	14
Resources managed	18,652	24,282	28,197	3,915	16
Net credit investment	18,009	20,361	24,999	4,637	23
Own funds	2,564	2,857	3,240	383	13
BBVA Colombia statement of results (in thousand million Pesos)					
Interest margin	1,329	1,488	1,731	243	16
Commissions	265	267	292	25	9
ROF's	72	155	130	-25	-16
Personnel expenses	339	378	424	46	12
General expenses	272	307	336	29	9
Profits before taxes	647	645	757	112	17
Profits after taxes	484	444	526	82	18
Ratios					
Recurrence ratio	36.21%	32.79%	32.41%	-38	-1
Efficiency ratio	45.95%	44.05%	42.85%	-120	-3
ROE	20.83%	16.90%	17.82%	92	5
ROA	2.02%	1.63%	1.55%	-8	-5
Overdue	1.16%	1.17%	1.26%	9	8
Overdue account coverage	339.47%	326.02%	264.25%	-6,177	-19
Market shares					
Deposits	9.84%	10.86%	11.57%	71	7
Placements	9.38%	9.16%	9.78%	62	7
Deposits + Placements	9.61%	10.00%	10.67%	67	7
Other data					
Employees	4,565	4,808	5,359	551	11
Commercial banking offices	297	308	344	36	12
Corporate & Investment Banking Offices	3	3	3	-	-
Business Banking Offices	11	11	13	2	18
Institutional Banking Offices	1	1	1	-	-
Personal Banking Offices	2	4	7	3	75
Premium Banking Offices	-	-	1	1	100
Other Service Locations (Agencies, In houses, Kiosks)	69	87	99	12	14
Banking Correspondents (Locations)	223	249	1,218	969	389
ATM's	950	1,009	1,125	116	11

Grupo BBVA Colombia Statement of Results (In thousand million Pesos)

	2011	2012	2013*	Var.\$	Var. %
Interest margin	1,411	1,578	1,807	229	14
Commissions	446	475	249	-226	-48
ROF's	105	236	141	-95	-40
Personnel expenses	408	449	437	-13	-3
General expenses	336	377	360	-17	-5
Profits before taxes	893	1,083	1,032	-50	-5
Profits after taxes	670	795	766	-29	-4

* 2013 results were lower due to the sale of AFP Horizonte

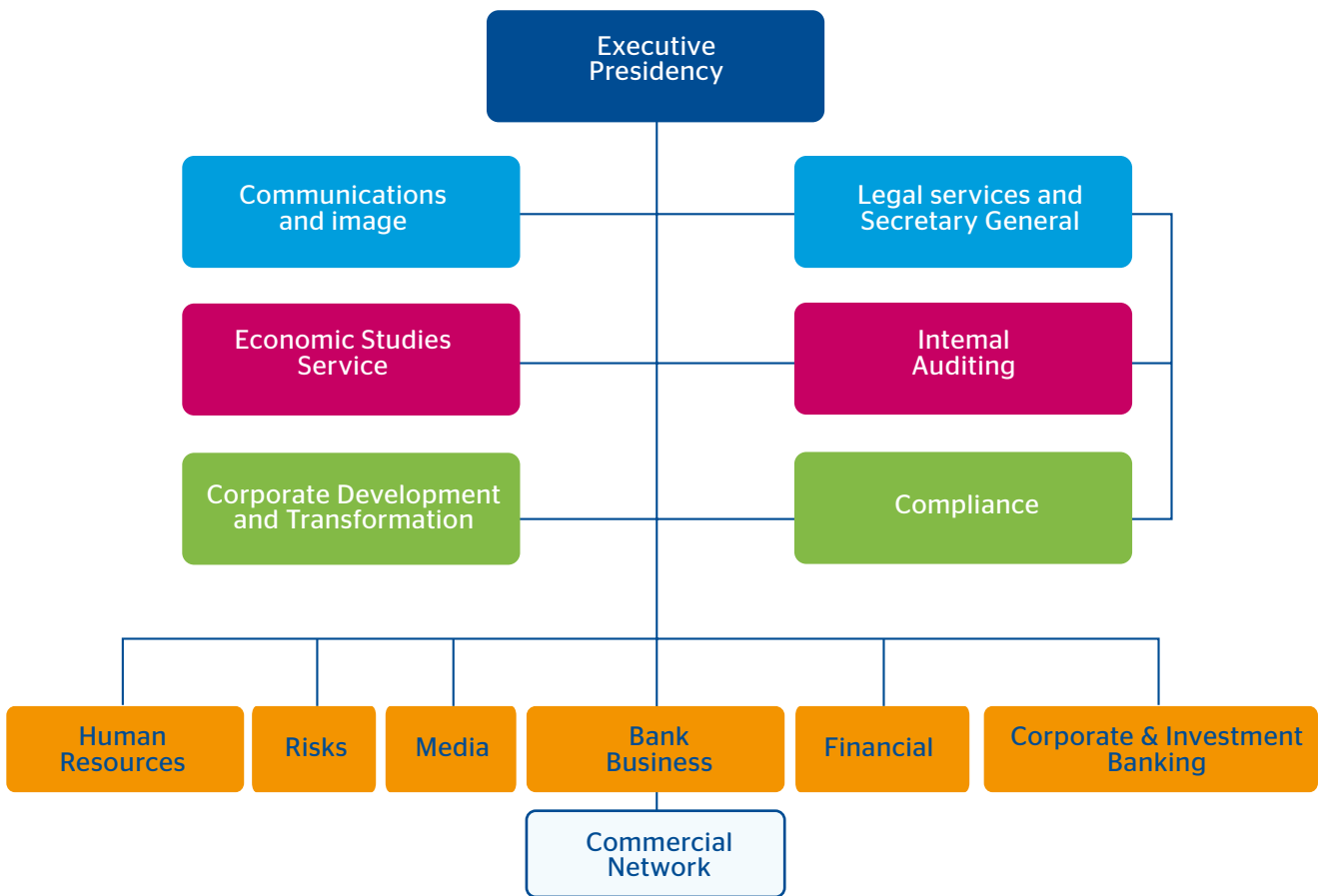


Loan portfolio by line of business (Millions of Pesos)

	2011	2012	2013	Var.\$	Var. %
Gross credit portfolio	18,748,451	21,165,647	25,856,524	4,690,877	22
Consumer	5,512,617	7,118,886	8,485,158	1,366,272	19
Commercial	7,980,776	7,744,935	9,681,740	1,936,805	25
Microcredit	144	44	34	(11)	(24)
Mortgage	4,185,000	4,788,041	5,685,456	897,415	19
Leasing	739,957	1,116,131	1,513,833	397,702	36
Past due	112,057	150,896	165,667	14,772	10
Delinquent portfolio	217,900	246,716	324,637	77,921	32
Provisions	(739,707)	(804,340)	(857,839)	(53,499)	7
Net credit portfolio	18,008,744	20,361,307	24,998,685	4,637,378	23



ORGANIZATION CHART FOR THE BANK



BUSINESS STRUCTURE

BBVA Colombia's priority is still for its actions to help provide access to financial services to a steadily increasing percentage of the population. To that end, during 2013 the Bank opened 47 branches and/or service locations in new towns, 116 ATM's, and 969 banking correspondents in expansion areas of the main cities.

Our network of offices expanded to 92 cities, in some of them as the only bank. In addition, the bank is present in 30 departments and has the fourth-largest network of offices in the Colombian financial system. BBVA not only provide service to individuals with financial products and services. It also has specialists to meet the financial needs of the small, medium and large companies in the country.







Principles and policies of corporate responsibility

In the current environment, the business model based on Principle-adjusted Profits is more alive than ever and assumes a distinctive competency of the BBVA to provide value for all stakeholders in a manner that is both balanced and sustainable over time.



BVA's 7 Corporate Principles



The client as the center of our business



Creation of value for all stakeholders as a result of our activities



The team as creator of value

MISSION AND VISION

BBVA is a global financial services group whose main commitment is to provide the best solutions for its clients, profitable growth which shareholders and progress for the communities in which it is present. This mission gives life to the organization and justifies the business project that it represents. Additionally, BBVA has a vision as a company, a desire that drives its conditions as an organization in a single idea: we work for a better future for the people.

BBVA sees its future as part of the future of those who surround its activities. BBVA understands that the development of its business is tied to the prosperity of the people that constitute the communities and countries where the company operates and, therefore, hopes that its job is a company will help build a better future for everyone.

Thus, BBVA is committed to the people who surround its activities and especially to its clients, which are seen as the core of the business. This determination defines the identity and the positioning of the BBVA brand and sets it as an example of responsible corporate behavior.

Profitability following principles

Working for a better future for people is a commitment defined by BBVA starting from the bases of responsible corporate responsibility: the principles.

BBVA is an organization that builds and is built on principles of integrity, prudence and transparency. Integrity is an expression of ethics in the group's actions and its relations with its stakeholders (clients, employees, shareholders and society at large). Prudence is defined as the principle of caution when taking risks. Transparency as an axiom for all its activities in order to offer access to clear and truthful information within the limitations of the law.

These principles place people at the core of the business and make BBVA a company that is driven not only by profits but also by the belief and the desire to drive a more sustainable development in which economic benefits go hand-in-hand with social progress and environmental protection.

This way of working and building the company is summarized in a business model based not only on the traditional Risk-adjusted Profits but also Principle-adjusted Profits.

As the first expression of these principles, BBVA has seven corporate values that apply them in the organization's day-to-day activities and show some of its more specific manifestations.

POSITIONING

The identity and position of the BBVA corporate brand are framed by four values that are part of its essence: Customer Centric, simplicity, reliability and globality.

Customer Centric: at BBVA we want to create a new bank-client relationship in which the client is first. We place the client's benefit before our own and we make it the center of our activity. It is the value that defines our actions and makes us the bank benefits its clients that most.

Simplicity: it is a different way of focusing on the client. We want the client to think and feel that BBVA is the bank that benefits him or her the most because it makes his or her life simpler. Simplicity must guide our activities and each and every one of our actions.

Reliability: BBVA is a reliable brand that wants to transmit to the client the security and the peace of mind of having his or her money in a safe place. Reliability is a necessary, basic value in the financial sector.



Management style, such as creating enthusiasm



An ethical behavior and personal and professional integrity as a way to understand and carry out our activities



Innovation as leverage for progress

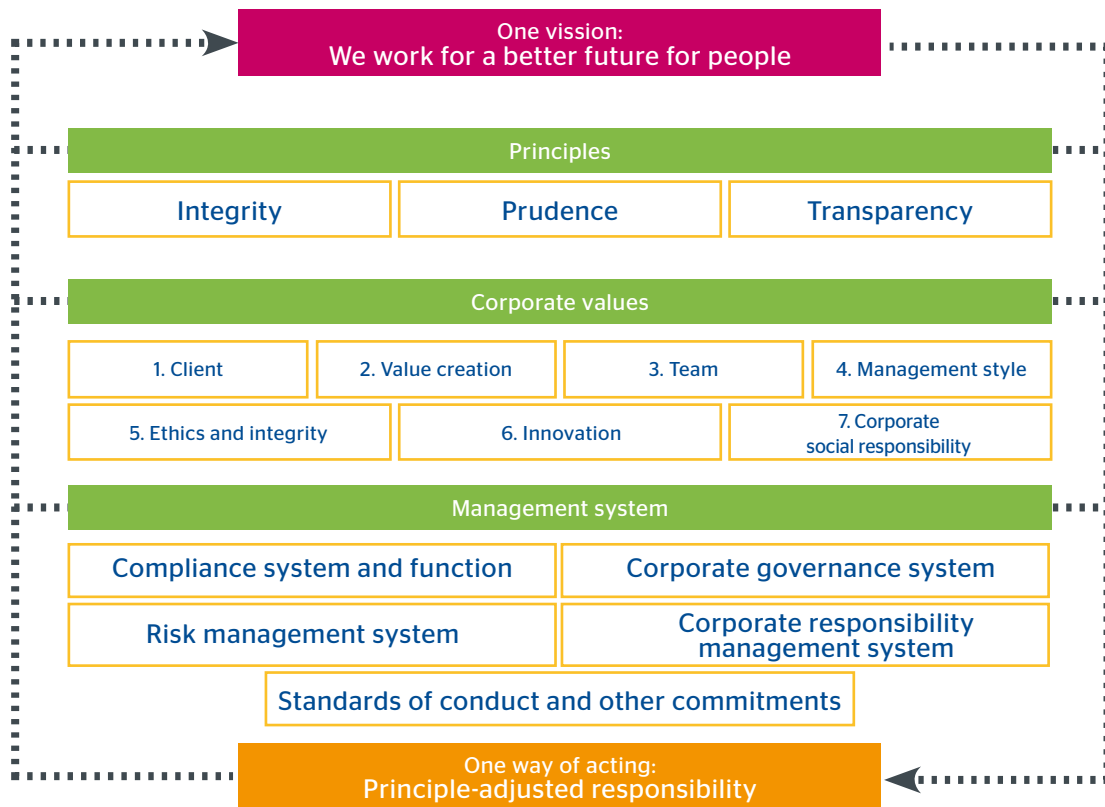


Corporate social responsibility as a commitment to development

Globality: our aspiration at BBVA is to be a global brand seen as reference all over the world. Our presence in over 30 countries is proof of that. Being global enables us to deliver more value and reliability, and transmitting that perception to our clients differentiates us in a way that is difficult to copy. The BBVA brand

is global and, at the same time, responds to the expectations of its clients with solutions that are adapted to each country where we operate. For this reason, Forward summarized all these statements and symbolizes the spirit of continuous drive that guides the company's day-to-day activity and sets its long-term horizon.

Principle-based strategy





CORPORATE RESPONSIBILITY AT BBVA

Objectives

The main objective of the Corporate Responsibility Policy is to define the behaviors and to encourage those behaviors that make it possible to create value for all stakeholders (social value) and for BBVA (reputation value and direct economic value).

For this purpose, it is extremely important that these commitments and behaviors deviate freshen a position in the principle so BBVA; that they respond in the best manner possible to the expectations of the stakeholders and that, at the same time, they reinforce the company's business strategy.

The main commitments that the group intends to honor through its corporate responsibility are:

- Carry out its activities at all times in an excellent manner.
- Minimizing negative impacts derived from the business activities .
- The "social opportunities" that create social value and economic value for BBVA.
- Invest in the communities where it is present by supporting social initiatives, especially those that have to do with education.

Management and governance of the corporate responsibility policy

In 2007 BBVA Colombia created the Corporate Responsibility Committee as a commitment by top management to carry out the company's activities as a responsible company. The main functions of this committee, which audits and regulates every action carried out by BBVA Colombia, include:

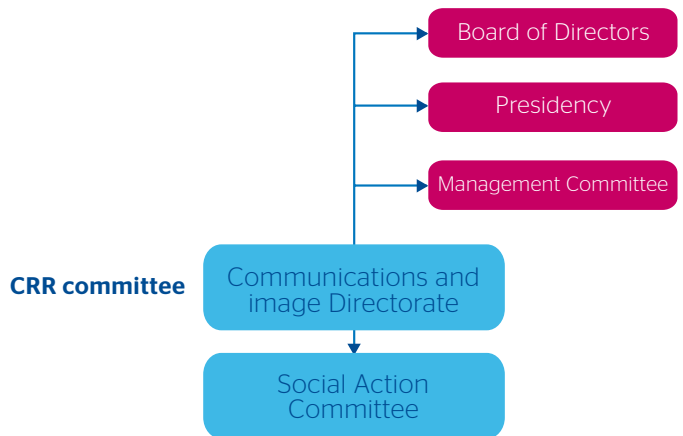
- Supporting the administration in the programs that the administration recommends as part of the Bank's Corporate Responsibility policy.
- Attend the meetings convened by the administration.
- Make recommendations to this body on issues of Corporate Responsibility.
- Define the integrated policies for BBVA Colombia to act as a responsible company.

The CR committee was created in 2008, presided by the top executive – the country manager– and made up by directors from Finance, Human Resources, Legal, Communications and Image, Operations, Innovation and Development, Networks Directorate, Network Banking, Treasury and Risks.

Managing responsibility and corporate responsibility is the job of the Communications and Image Department which includes two different but related and complementary functions: coordinating the corporate responsibility policy and managing reputation. These two functions are implemented through three lines of action:

- Following-up and evaluating the stakeholders' opinion (listening).
- Proposing responsible criteria, policies and behaviors in all areas of the activity and across the company (doing).
- Communication and dialogue of the actions performed (communicating).

Corporate Responsibility at BBVA Colombia



STRATEGIC PLAN FOR CORPORATE RESPONSIBILITY AND REPUTATION

The CRR strategic plan was approved in May, 2008. The plan's mission is to define how corporate responsibility serves as a differentiating lever for BBVA vis-à-vis all its stakeholders, reinforcing the Group's reputation and positioning.

In addition the CRR plan makes it possible:

- To act as a driver for innovation and transformation in the group and thus help achieve the strategic objectives define in the Innovation and Transformation Strategic Plan.
- To provide the best response in the new competitive context in which social, environmental and reputation issues represent new challenges and opportunities.
- To involve all BBVA entities in the progressive development of the CRR in the business.

Two basic criteria were taken into account for its preparation:

In the first place, it has been important to determine the preferred action focus. Although and entity like BBVA must respond in the best way possible to the expectations of all its stakeholders, it is also necessary to focus the efforts to take advantage of the synergies and achieve a greater impact.

Secondly, a "glocal" approach has been used, i.e., without neglecting the importance of the global context in which we operate, we will keep paying attention to any initiatives that come from the communities where we have a presence and adapting to their specific needs.

The plan establishes the areas in CRR on which the group will continue to work, structured according to relevant issues, as indicated in this report.

The focus selected to prioritize our efforts has two major axes:

- Financial inclusion/accessibility.
- Education, including financial education.

Both axes are clearly aligned with BBVA's vision, corporate principles and positioning.

Financial education helps with people's integration and has been a traditional line of work at BBVA that we have reinforced over the past several years through our CR plan.

• *Financial inclusion*

For millions of people, access to financial services is not easy. Lower income segments of the community do not have, in most cases, the necessary guarantees required by traditional banks to extend credit and other financial services. This fact makes the vulnerable to usury and hugely limits their opportunities for entrepreneurship and economic support for basic needs such as education, medical treatments and home improvement. Solving the problem of financial exclusion, therefore, becomes a social priority and an economic opportunity.

BBVA believes that fighting financial exclusion is an objective that is consistent with its business objectives and its ethical and social commitment.

EGrupo BBVA has always bet heavily on innovating in this area and on finding the means to facilitate global access to financial services. To this end, BBVA has several projects that have to do

with financial inclusion among which Bancamía is worth noting.

• *Financial education*

BBVA values education as a fundamental pillar in any strategy for building more egalitarian and equitable societies and understands the promoting education is a guarantee for progress and prosperity. This is why supporting education is one of the most important areas of social intervention for BBVA. And, in education, financial education is one area that has special implications for BBVA because of its clear connection to the Group's activity because its focus is spreading and making it easier to understand how the financial sector and its services operate.

The international economic crisis has made clear the need and the opportunity to strengthen the communities' financial culture in order to renew and improve the relationship between the people and the financial sector and encourage the informed use of the sector's services.

In addition, education in this area is part of the struggle for financial inclusion because knowing how the sector operates and what it has to offer makes it easier to use those services wisely, according to the client's personal needs, and contribute to the client's wellbeing and economic prosperity.

Without forgetting that, for financial entities, the fact when clients make informed decisions risk management improves.

We are aware of the need to strengthen the basic knowledge about the Colombian financial system, especially among the population that lacks access to bank products or that is just beginning to approach our services as a client or user.

At BBVA Colombia we are concerned by this issue

and that is why since 2011 we have been working on a series of proposals for a project that will enable us, in the short term, to offer practical and conceptual tools about what the financial system is and what it is not.

Based on the implementation of a group of modules and their development, we structured a program that includes several stages, starting with one in which the history and basic knowledge of our financial system are the focus, to other, deeper stages in which concepts such as savings, current accounts, credit cards, etc. are presented in a clear and pedagogical manner.

We have mentioned and placed special emphasis on issues such as credit which helps people, whether they are users or not, have a clear idea of the various ways that each line offered by the system can be used, and help people manage, program and use those lines and, especially, that provides tools to make this an important resource for the development of people and companies.

"Adelante con tu futuro" (Forward with your future) is our financial education program, designed on an international scale and adapted to the needs and requirements of the Colombian financial system. It is divided into modules and is set up to be taught in a mobile classroom that travels to different cities and municipalities around the country to facilitate people's education as constant savers and responsible debtors, skilled in the way to manage the various financial products available in the market.

Using interactive workshops, the program provides financial concepts in a simple, clear, educational process. The educational experience of "Adelante con tu futuro" consists of several learning dynamics, simulations and activities that allow financial decisions to be made by applying the concepts learned in the program which is divided into agile workshops whose contents can be applied in practice.

The workshops that make up the program include:

Savings: contents that teach that savings are part of a planning and organization process and that it helps prepare strategies to set up a savings plan, know the main bank instruments for saving, and discover the investor we carry inside.

Credit cards: it is necessary to understand that credit is not bad for personal finance and can help lead a more enjoyable life. The workshop teaches also about the parts and elements of a credit card and how to correctly interpret a statement of account.

Credit health: the difference between having problems with credit and enjoying perfect credit health is just a matter of planning and organization. The workshop teaches good practices for using credit and organizing debts better, to detect problems with credit through the correct interpretation of a credit history and the identification of its most important components. The

workshop also teaches good credit habits and provides guidelines for using the credit health calculator which makes possible to find out people's status with respect to debts and credit.

transactional channels and banking security: these are the means through which people access their respective banks. They can be in person or virtual. The former include offices, ATMs, and data phones. The latter include telephone lines, mobile banking (cell phone and electronic devices) and virtual banking (Internet).

The workshop teaches people how to properly manage the chalice and, especially, security rules and practices when using these services .

The workshop shows videos that contain the main topic of the lesson and present financial situations, facts and messages in an agile and dynamic manner. They also include a number of personal activities and work



with reference materials that familiarize the student with the main concepts of financial education.

This activity presents an everyday problem that tests the person's skills and knowledge using calculators that include two main functions: solving the problems presented in the activities and serving as tools for personal finance.

In summary, the BBVA Colombia's financial education program "Adelante con tu futuro" helps the attendees achieve basic knowledge about financial issues such as savings, credit cards, and health credit, on the one hand. On the other, it allows the attendees to acquire skills so that knowledge becomes tools to facilitate the use of each financial product available in the Colombian market, according to strict security parameters and, especially, with full, conscious knowledge about forms of payment, planning and terms.

during 2013 BBVA's financial education program's mobile classroom traveled around the country and visited regions such as Antioquia, Huila, Tolima, the coffee growing area, Atlántico, Magdalena and Bolívar, where specifically, and doing scheduled visits to companies, government entities and universities, the personal finance training workshops were presented to clients and non-clients.

But BBVA has not only taken this training program around the country through its mobile classroom. It has also taken this program personally through BBVA trained trainers to selected companies and entities to present the workshops.

The following numbers summarize the performance of the program over these past two years:

CORPORATE GOVERNANCE SYSTEM

BBVA Colombia's corporate governance system is aligned with international, corporate and local recommendations and trends. Its principles and components are set forth in the corporate governance code, the rules for the general shareholders assembly that regulates its operation and the powers and rights of the shareholders; the rules for the Board of Directors, and the regulations for the committees that support the Board of Directors. All of this is complemented by internal rules of conduct that are contained in the code of conduct of Grupo BBVA, the code of conduct in the securities market, and the code of conduct for the prevention of Money laundering and financing of terrorism, which contain the rules that govern the actions of its directors, administrators and employees.



The corporate governance system is based on the distribution of functions between the Board of Directors and its various support committees for an adequate decision-making process. According to the bank's bylaws, the Board of Directors is the natural body for the administration, management and monitoring of the Corporation. The board consists of five principal directors, two of whom are independent. They are aware of the responsibility involved in managing the various risks and no the bank's processes and business structure. This allows them to provide appropriate follow-up and support.

Each support committee has specific functions. The committees are: auditing committee, corporate responsibility committee, corporate governance committee, and nominations and compensation committee.

Auditing committee report

BBVA Colombia's audit and compliance committee met four times during 2013 with the participation of the controllership, the compliance officer and the internal auditor, among others, and maintained a permanent line of communications among those areas, the board of director and the bank management.

During its meetings, the committee provided support for the activities of BBVA Colombia's Board of Directors with respect to the implementation and supervision of the internal control system, review and approval of quarterly financial statements, and reasonable compliance of appropriate laws and regulations. Also in managing the business and maintaining effective controls for conflicts of interest among the employees, and fraud.

With respect to the financial statements, the year-to-year growth of profits, the growth of the activities that exceeded the objectives, with significant share increases, appropriate risk profiles (the best in the peer group), and in general, the good closing results for 2013 are worth noting and will leverage a good start for 2014. Thus, the auditing committee is pleased with the bank's evolution and growth during the period that was analyzed. The audit committee would also like to highlight the performance and excellent results achieved in reaching the business objectives, reflecting the bank's growth in market share the outstanding quality indicators and the generation of revenue and profits as well as excellent management of the budget.

With respect to the internal control system implemented by the bank, the conclusion is that it meets in a reasonable manner the requirements established by the Colombian financial superintendence (Superintendencia Financiera de Colombia) in the external circular letter O38 of 2009. The improvement plans established by the bank to mitigate those risks identified during the evaluation is performed and 2013 have been or are in the process of being implemented and refer to non-material weaknesses.

In reference to the system to manage their risk of money laundering and financing of terrorism (SARLAFT), the committee evaluated the reports submitted by the compliance officer on monitoring and operation of the SARLAFT and followed the action plans implemented the administration to follow the recommendations made by the financial superintendence. SARLAFT monitoring reveals



constant improvement. Tests have been performed on the plant to segment risk factors and indicators in the system, procedures that relate to customer knowledge and updating the database have been implemented, and the cash report disclosed the adjustment plan. After evaluating each factor, the company's consolidated risk is low. Finally, it should be noted that the guiding document policies for managing the risk of money laundering and financing of terrorism was updated to version 22, under instruction "restrictions to the operations with countries, entities and individuals identified by national and international organizations", which was published through FARO.

Furthermore, the audit committee reports that it carried out appropriate follow-up of the reports submitted during 2013 by the controller, the compliance officer, and internal audit. These reports do not contain any findings that represent a material risk for the entity.

IR Recognition (Investor Relations)

By improving corporate governance standards, on August 29, 2013, BBVA Colombia obtained the IR (investor relations) awarded by the Colombian stock exchange (Bolsa de Valores de Colombia BVC), in order to promote the voluntary adoption by issuers in the Colombian securities market of practices that optimize their relations with investors.

As a result of the measures adopted, BBVA Colombia has now a channel for direct communication with investors as stakeholders. This positions the company as the main foreign bank in the country and reiterated its commitment to implementing good practices in the areas of information disclosure and good corporate governance, reinforcing security, trust and credibility in the national and international investor community.

COMPLIANCE FUNCTION AND SYSTEM

BBVA Colombia is committed to the strict compliance with the law and believes that systematic compliance with ethical behavior standards is a source of stable value, a requirement to preserve the community's trust in any institution.

At BBVA we have adopted basic principles for managing specific questions that could affect corporate integrity and are covered by the heading compliance risk which is basically the way which an entity conducts its business relations would third parties and its actions in the market and mainly originate from the obligations imposed by regulations that govern the issues that are mentioned further on.

The measures aimed at making sure that these obligations are fulfilled at the responsibility of many departments in the organization, each of them specializing in their specific sphere of action.

For BBVA, compliance risk is defined as the normative and/or reputation risk associated with compliance issues. The scope of those issues can be variable over time as the environment (especially the normative environment) and the business environment evolves. Based on the above, other issues may be introduced. Those issues would include the following:

- Conduct in the market.
- Managing conflicts of interest.
- Risk of money laundering and financing of terrorism.
- Personal data protection.

PRINCIPLE OF CAUTION: RISK MANAGEMENT

Risk is part of the banking business; it is inherent to this activity and its management is an everyday challenge for companies in the sector. BBVA applies the principle of caution in all its operations.

This principle becomes a general criterion that involves assuming only prudent risks consistent with and based on experience. Financial activities are exposed to rapid change and, therefore, to new risks that must be detected and valued adequately, risks of very different types that have to do not only with financial issues but also with social, environmental and reputation concerns. In response to this constant transformation of the operating context and the multiplicity of possible risks, Grupo BBVA maintains several complementary objectives.

On the one hand, preserving the entity's solvency. For this purpose, BBVA ensures that exposure to risk is kept within controlled limits, based on pre-established parameters with a balanced profile. In addition, risk management is approached in such a way that the policies derived from that management are clearly connected to the group's strategic objectives. Finally, BBVA works around the idea of risk-adjusted profits, i.e., that every decision helps create value by taking risk into consideration.

To achieve these purposes, the company has several basic principles for its actions.

The first principle recognizes the independence and globality of risk management within the Group. The second states that risk must be managed throughout its life, that is, from risk analysis before approval until the extinction of the risk.

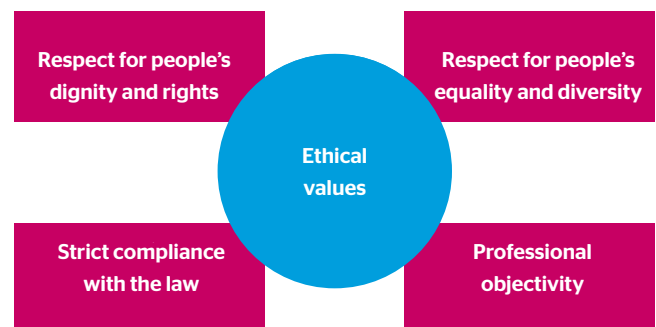
STANDARDS OF CONDUCT, COMMITMENTS AND INTERNATIONAL AGREEMENTS

Code of conduct

a key element in the compliance system is the code of conduct of Grupo BBVA which defines and details the basis for ethical behavior and the guidelines for action that are required to preserve one of its main sources of value creation: corporate integrity.

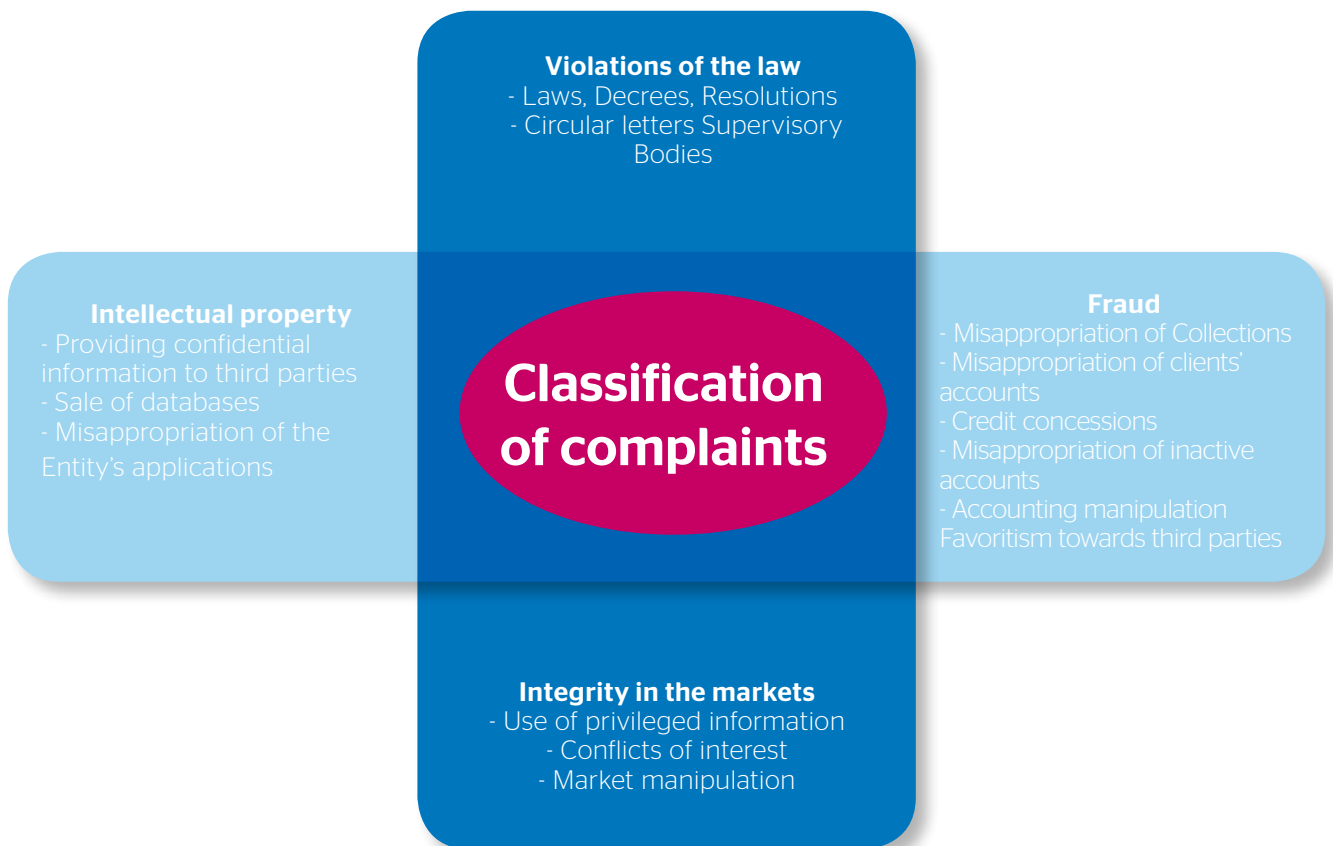
The code of conduct is applicable to all the entities and employees at BBVA Colombia. It reflects publicly the set of commitments made by BBVA to its direct stakeholders –shareholders, clients, employees and suppliers– and to the communities in which the company operates.

The following principles guide BBVA's code of conduct:



The main tools that support the management of the Code of Conduct include the so-called communication channels with a responsible attitude through which employees can denounce confidentially and securely any situation that could be a violation of the code's provision or the applicable legal requirements. Acts that could be considered ethically questionable are handled by the Corporate Integrity Committee that consists of the top people responsible from the areas of Legal Services, Human Resources, Compliance and Internal Auditing.

Main issues that may be handled by the responsible attitude channels:



Policy of conduct in securities markets

The policy for conduct in the securities markets is a development of the guidelines established in BBVA's code of conduct with respect to the markets, and includes a number of principles and general criteria for action that are generally accepted at the international level. These are intended to preserve integrity in the markets and must be followed by BBVA's employees with respect to:

- Treatment of privileged information.
- Preventing quote manipulation.

- Managing potential conflicts of interest
- Our own operations in the securities markets.

Specific codes for functional areas

In addition to the code of conduct for BBVA employees in Colombia, the company has set up other specific instruments aimed at managing the basic commitments of each functional area.

The most significant are:

- Internal rules of conduct in the securities market.
- Bylaws of the compliance function.
- Principles applicable to those who participated in BBVA's supply process.
- Principles applicable to the processes to sell property and equipment owned by BBVA through a first to the employees.
- Code of conduct for managing the risk of money laundering and financing of terrorism.

Business integrity

In September 2013 the compliance area implemented the corporate tool Internal Rules of Conduct for Securities Markets ("RIC Mercados de Valores"), which is accessible to everyone that is subject to the internal rules of conduct in the securities market. The corporate application computerizes all the processes that were previously carried out by hand in this area. The tool is used to control issues such as operating on your own, privileged information and confidential projects.

With support from human resources, the training strategies were maintained to further reinforce the culture of ethics in the company. To do so, virtual courses continue to be taught about the code of conduct and the policy of conduct in securities markets. There were also virtual and

in person training activities for all those who are subject to the internal rules of conduct in the securities market.

Additionally, in coordination with the communications and image department, a training campaign was implemented for all employees to reinforce and review the following aspects of the code of conduct: i) accepting gifts and compensations, ii) conflict of interest and iii) proper destruction of confidential information.

Personal data protection

The code of conduct establishes the respect for the duty of confidentiality in relations with third parties, including strict compliance with legal requirements for personal data protection. To do this, the compliance function has a personal data protection model that is aligned with current Colombian laws and corporate policies on the subject.

The general principles of the model, and the local regulatory guidelines, were the topics for training sessions given to the bank's employees in 2013.

And to comply with BBVA's corporate policies, during 2013 the area applied compliance testing to 35 offices in the network to validate the controls associated with the personal data protection function. Based on the results obtained, improvement plans will be implemented to reinforce the practice of corporate principles and legal requirements. Compliance testing is a method aimed at making certain that the controls established to mitigate the risk are being properly implemented.

International agreements we have signed

At BBVA we keep the following agreements in force and continue to support these initiatives:

- United Nations global compact (www.globalcompact.org)
- United Nations environmental program finance initiative (Unepfi) (www.unepfi.org)
- Principles of Ecuador (www.equator-principles.com)



- United Nations principles for responsible investment (www.unpri.org).

BBVA also recognizes publicly its respect for the United Nations human rights declaration (www.un.org) and the basic labor rules of the International Labor Organization (www.ilo.org).

financial institutions have a crucial role in the economic activities of society. Among many other functions, they channel the resources from agents who have surpluses to the agency for need them for investment or consumption (in addition, they multiply the financial resources which is a basic function for the operation of the economy), and have a key role in analyzing investment

opportunities and decisions. Thus, they hold a key position in the economic system as a social facilitators for the activities of every agent (public administrations, companies, nonprofit organization, and families), that becoming a fundamental factor in value creation.

The second corporate principle established by the BBVA is “that information for the shareholders and remaining stakeholders as a result of the activity”. BBVA understands value creation as one of its main functions and its most significant contribution to the society is where it operates because it is not only about economic value for the shareholders but also value creation for clients, employees, suppliers, and society at large.

Creation of direct tangible value: Itemized by stakeholder (millions of pesos)						
Stakeholder	Value indicator	2011	2012	2013	Var.\$	Var. %
Shareholders	Dividends	241,957	222,136	262,918	40,782	18
Employees	Personnel expenses	339,476	377,941	424,280	46,339	12
Clients	Interest and assimilated burdens	649,896	952,811	1,031,793	78,982	8
Suppliers	Other administration expenses ¹	271,901	306,920	335,627	28,707	9
Corporations	Contributions, income taxes and other taxes	163,358	200,809	231,591	30,781	15
	Resources earmarked by BBVA Colombia for community support	4,295	5,790	5,967	172	3

¹This item has been selected as an adequate approximation to the payments made to third parties for purchases and services rendered

Economic value created and distributed (Millions of Pesos)					
Group	2011	2012	2013	Var.\$	Var. %
Economic value created (EVC) ⁽¹⁾	1,590,501	1,728,742	1,980,732	251,990	15
Interest margin	1,329,235	1,487,703	1,731,145	243,442	16
Net Commissions	264,861	266,902	291,534	24,632	9
ROF	72,121	155,007	129,554	-25,453	-16
Other net profits or losses ⁽¹⁾	-75,716	-180,869	-171,501	9,368	-5
Economic value distributed (EVD)	1,016,692	1,107,807	1,254,416	146,609	13
Dividends	230,901	211,985	250,904	38,919	18
Results attributed to the minority	11,056	10,151	12,014	1,864	18
Supplier and other administration expenses (Excluding salaries and wages)	271,901	306,920	335,627	28,707	9
Taxes	163,358	200,809	231,591	30,781	15
Personnel expenses	339,476	377,941	424,280	46,339	12
Economic value retained (EVR =EVC-EVD)	573,809	620,935	726,316	105,381	17
Reserves	241,957	222,136	262,918	40,782	18
Provisions and amortizations ⁽²⁾	274,956	332,022	390,678	58,656	18

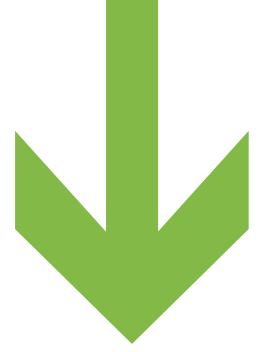
Data for 2011, 2012 homologated according to the new methodology and to the acceleration in the amortization of commercial credit.

¹ Includes the remainder of Ordinary and non-ordinary net revenue

² Includes amortizations + loss due to deterioration of assets+ Provision assignments



● IDENTIFICATION AND DIALOG WITH
STAKEHOLDERS AT BBVA



Stakeholders

BBVA works to meet the expectations of all its stakeholders by communicating constantly, developing relationships, and establishing alliances.



IDENTIFICATION AND DIALOGUE WITH STAKEHOLDERS AT BBVA

BBVA defines as stakeholders all those institutions, collectives or persons that have a significant effect on our activities and decisions, or that are affected by them.

The stakeholders map and the channels for listening and talking are the tools to let stakeholder know the company's responsible behaviors. The purpose of this process is to offer the most information and transparency possible to differentiate ourselves, earn their trust and exert a positive influence on the favorable behaviors and perceptions of these stakeholders.

The purpose of listening and having a dialogue is to provide a timely and complete answer to the concerns brought up by our stakeholders in reference to issues that are relevant to them. In this respect, this is one of the management tools

used by BBVA to make decisions about the priority issues that must be part of our everyday activities, new opportunities to create spaced for shared value about which we must provide information and communicate to our stakeholders. BBVA's objective is to move forward with a business model that listens to and learns to relate with its stakeholders.

This strategy, which is complex and difficult to imitate, creates two intangible resources that are extremely valuable for organizations: innovation and reputation. The task must be performed in an orderly and systematic manner, through robust research channels that make it possible to create indicators and command structures

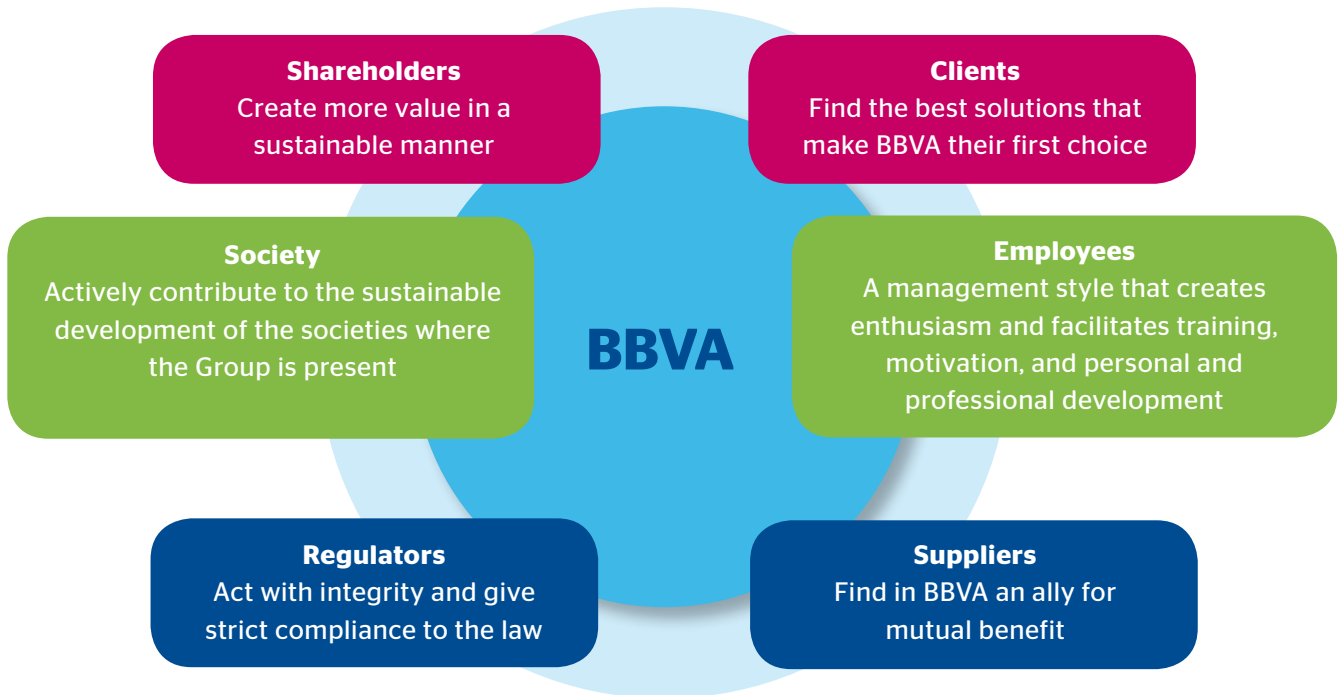


capable of listening to the expectations of stakeholder and of showing a positive return for the organization. This return is represented by differentiation and value generation in three specific areas: 1) legibility, a differentiation that attracts institutional shareholders and investors; 2) social opportunities for business, a differentiation based on innovation, on new products and services and new segments of the population and 3) obtaining and retaining talent, a differentiation that attracts more efficiently new employees and commits current employees.

This return is summarized in BBVA's capacity to build trust and strengthen its good reputation with the stakeholders.

Listening and dialogs with the stakeholders make it possible to set objectives and define plans for continuous improvements, and also to make an early identification of topics and issues that might become risks or threats in the future in order to prepare action plans to mitigate them.

Major stakeholders for BBVA and the Group's commitments to each



Finally, an active contact with the stakeholders through dialogue provides a more accurate perception of the broad and complex reality of the business environment and helps neutralize possible threats and consider new possibilities.

Integrating the expectations of the stakeholders into management

There are basically two ways in which we integrate the expectations about issues relevant to our stakeholder into the management of the organization.

On the one hand, the normal relationship that the business areas and support areas maintain with each stakeholder allow us to identify, using specific listening tools and qualitative and quantitative research techniques (work groups and client surveys, satisfaction surveys among employees, shareholders' perception studies, etc.) the relevant issues and how they evaluate our activities and performance. This information makes it possible to prepare action and communications plans.

In addition, the CRR committee's functions include acting as a link between the stakeholders and the organization.

To perform this function, the committee gathers the information from the business and business support areas and complements that information with specific activities and research in the fields of responsibility, reputation, perception, and strength of the corporate brand.

Some of the major tools used to detect the stakeholders' demands are as follows:

1. The corporate reputation monitoring system called Reprak (Reputation Tracking) that takes regular measurements of the relevance of various issues for the stakeholders and their opinions and perceptions about our activity.
2. Reprak has a model for measuring and managing the reputation that is closely tied to the management of responsibility and focuses on creating value for the Group. This is managed directly by the Communications and Image Department.

Reprak measures reputation as an index that includes opinion, estimation, and trust of the stakeholders for business organizations. The model breaks down this index into a set of specific traits grouped around seven dimensions (offering, work, citizenship, ethics, innovation, leadership, and finance) whose analysis makes it possible to manage and improve the overall reputation with each stakeholder.

The seven dimensions that make up the reputation are part of the seven corporate principles of the BBVA Group that are embedded in all its actions and transmitted to its stakeholders through the communications and dialogue channels and support.

This measurement model allows BBVA to:

- a) Know the perception that each stakeholder analyzed has about the entity, specifically, the strengths and weaknesses in absolute terms and with respect to other companies in and outside the sector.
- b) Understand the level of relevance and priority of each issue for each stakeholder. This leads to greater efficiency when focusing efforts to integrate the expectations of each stakeholder into the company's activities.
- c) Facilitate the overall involvement of the different areas or the group in the implementation of action plans to strengthen corporate responsibility and reputation.

Relevant issues: risks and opportunities

The corporate responsibility policy is implemented for issues that are relevant for BBVA that include, in addition

to the vision, the principles and the business strategies, the expectations of the stakeholders identified through the multiple channels for dialog and relationships.

These issues represent risks for the company but they are also opportunities to create social value and company value. The BBVA Group will focus its corporate responsibility activities on the following areas:

1. Customer focus.
2. Financial inclusion.
3. Responsible finances.
4. Responsible products and services offering.
5. Responsible management of human resources.
6. Responsible purchases.
7. Environmental management and climate change.
8. Commitment to society.

This set of listening systems, research methods and communication channels makes it possible to obtain an objective diagnostics and a rigorous periodic monitoring of the most relevant demands and expectations of the stakeholders. The integration of the indicators and dashboards used makes it easier to define improvement objectives and progress indicators for the Group.

Communication with the stakeholders

Building trust and good reputation requires an understanding of communications as a necessary tool to evaluate our responsible behavior.

The legitimate purpose of communication is to offer the greatest amount of information and transparency possible to our stakeholder so that we can credibly consolidate our differentiation, earn their trust, and attempt to exert a positive influence on their perceptions and behaviors that are favorable to our Group.

Work doing things well, and communicating it, are indispensable requirements to implement this process.

The Group's communication processes integrate all the internal and external communication channels to reach our stakeholders.

The Annual Corporate Responsibility Report is the main communications instrument. The application of standards, methods of verification, certification and assurance support the accuracy and relevance of the communications with our stakeholders to improve their perceptions and, therefore, our good reputation.

BBVA



 Fundación
BBVA MicroFinanzas

1

BANKING CORRESPONDENTS

PAYROLL AND PENSION WITH
MULTIPLE ADVANTAGES

COLOMBIAN NATIONAL
POLICE AND MILITARY

WITH BBVA, MORE COLOMBIANS
WITH THEIR OWN HOMES



Financial inclusion

Access to financial services is one of the most important factors that help people have a better future. At BBVA we work to make it easier for new segments of the population to access financial services.





1

In the framework of our commitment to financial inclusion the Microfinanzas BBVA Foundation was established in 2007. The Foundation's objective is to promote the sustainable and inclusionary economic and social development of the most disadvantaged population through productive finances (provision of financial products and services and assistance to carry out productive activities).

At the close of 2013, the Microfinanzas BBVA Foundation is serving 1.493.709 clients in Latin America. This means having a direct impact on the lives of six million people. The foundation has 7069 employees and a network of 481 offices in the seven countries where it is present in the region. Since it was set up, the Foundation has provided loans for 6 billion dollars on a cumulative basis to its clients, 59% of whom are women and 85% of whom earn less than USD 10 per day. These clients, in addition to providing employment for themselves, have created jobs for other people in their enterprises, which creates wealth in their communities.

During 2013, the Foundation made progress in the consolidation and expansion of its group of micro-financial entities in the region through the merger of its two companies in Peru, Caja Nuestra Gente and Financiera Confianza, and the creation of the new resulting entity Financiera Confianza. This entity has positioned itself as one of the major players in the Peruvian micro-finance market because of the number of clients, leadership and focus on developing lower income persons, and with the objective of leading inclusionary rural finance in the country. With this new entity, the Foundation completes eight micro-financial institutions in the region: Banco de las Microfinanzas-Bancamía in Colombia; Financiera Confianza, in Peru; Banco Adopem, in the Dominican Republic, Empresa Microfinanzas and Fondo Esperanza in Chile; Contigo Microfinanzas in Argentina; Microserfin in Panama; and Corporación para las Microfinanzas in Puerto Rico.

This group of entities that specialize in productive finance have placed the Fundación Microfinanzas BBVA as the

¹ Fundación Microfinanzas BBVA came out of Grupo BBVA's corporate responsibility but, as a non-profit organization, it is independent from the Group both in terms of governance and of management. The intention of the BBVA Group is to indicate in its annual report the fact that the Fundación Microfinanzas BBVA is not part of the BBVA financial group. Therefore, the BBVA Group does not manage and is not responsible for the activities carried out by the Fundación or the financial institutions that the Fundación may acquire to achieve its objectives



Foto cortesía Bancamía



number one operator in terms of the number of clients with individual methodology and by portfolio in Central and South America. As far as the expansion of its activities, the foundation continues to work on consolidating its position in the region, with an emphasis on the neediest markets.

In Colombia, where the Foundation is present through Banco de las Microfinanzas Bancamía, the Foundation has continued to contribute to the economic and inclusionary sustainable development of the underprivileged families in the country. In 2013 the Foundation has helped 604,603 underprivileged entrepreneurs in the country, of which 57.5% are women who, thanks to the support provided by Bancamía have been able to start or develop modest productive activities that have enabled them to improve the standard of living for themselves and their families. In addition to providing easy access to different types of credit, with loans averaging USD 1,533, Bancamía offers other financial services adjusted to the needs of its clients.

In addition to productive credit, Bancamía offers its clients a broad range of financial services, such as the "Ahorramía", saving account, which is currently being used by 567,064 clients, and the Rentamía Term Deposit Certificate that is currently helping 45,000 clients save their money securely and get better rates of return. With respect to its growth and expansion, Bancamía continued to work in 2013 to expand its activities to other parts of the country and to serve more people. To that end, by the end of the period it had opened 181 offices in 29 departments, covering 817 municipalities, i.e., 73% of the country, extending 1,143 and 143 per business hour. Since the start of its banking operations in 2008, Bancamía has become the largest regulated micro financing institution in the country and has remained the private micro financing bank with the largest microcredit portfolio in the country, with 27.9%.

With respect to its institutional activity, the Executive President of Bancamía, María Mercedes Gómez Restrepo, was recognized for the second consecutive year as "one of Colombia's most

important business leaders” by the magazine La Nota Económica, and as one of the “30 most important leaders in Colombia” by the magazine Semana in 2103. Speaking of strategic projects carried out during 2013, the Foundation Microfinanzas BBVA published its first Social Performance Report 2012, present in detail the impact of its activates on the lives of its clients. The report, which is available in digital format, shows the profile of the Foundation’s clients in the aggregate and country by country, grouped by socio-economic conditions and segmented into homogeneous groups, with a valuation of their development and economic and social progress. To complement its main function, the Foundation also implemented initiatives to drive and transform altruistically the development of the micro-financing system. In this area, in 2013 the Foundation continued to hold its Corporate Governance Training Workshops that have trained over 300 members of Management Councils and Directors from micro-financing institutions since it started in 2011.

BANKING CORRESPONDENTS

Banking correspondents appeared in Colombia eight years ago as a government requirement for financial institutions in an attempt to increase bancarization, mainly in distant towns where there are no banks present.

The first banking correspondents joined BBVA Colombia in 2007 and by the end of 2012 there were three companies –Gana, Edeq and Servicer– through which 250 correspondent locations were established in the Departments of Antioquia, Quindío, Córdoba, Sucre and Bolívar.

Two new companies joined in 2013: Full Carga and Gelsa, through which a national presence was achieved by means of 1.218 correspondents by December 2013 through the five companies.

Banking Correspondence has become a highly relevant channel for the implementation of business strategies such as payroll service in municipalities where there is no presence through offices or ATM’s. This makes it possible to serve business clients who have employees in remote places.

In addition, banking correspondents have made it possible to leverage collection agreements for public utilities and food companies, catalog sales, schools, etc., throughout the national territory.

One of the most significant factors in banking correspondents is that, because they are physically located in businesses in popular and residential sectors, they are easy to access for clients and users such as retirees or housewives who find in these locations the solution to their need to pay for utilities, collect their monthly allowances, or make payments for their BBVA loans or credit cards.

BBVA closed 2013 with 1.218 locations in five departments: Antioquia, Quindío, Bolívar, Córdoba y Sucre, with a growth of 389 % compared to the previous year, and with 2.009,787 total operations during 2013.

Banking correspondents	2013	2012	2011
Number of BC	1.218	249	223
Total number of transactions during the year	2.009.787	1.345.803	820.980

PAYROLL AND PENSION WITH MULTIPLE ADVANTAGES

During 2013 financial inclusion was promoted for salaried and retired individuals by means of zero-cost integrated services packages. This enabled these individuals to access basic financial services such as withdrawals and inquiries at ATM’s. In addition, we continued to promote among our clients the use of alternate channels such as the Internet and mobile phone apps.

Furthermore, the Bank continued to reward clients’ savings through offers such as Sorteo Seguro and Regalo

Seguro. In addition, the Bank implemented specific actions during Savings Month in which investments in TDC are rewarded with attractive rates for all maturities. For checking accounts, for the first time clients were given benefits with respect to the rates of interest for overdrafts when maintaining average balances. In savings accounts, clients were given the chance to make programmed savings for specific purposes with different interest rates. The purpose of all of the above was to invite a larger percentage of the population to access the financial system.

For the teachers, the first version of the "National Teachers' Award" was introduced to recognize the important job that teachers do every day in our country. This initiative is aimed at pre-school, basic and intermediate education teachers in the public and private sector and rewards five teachers and their schools with a trip to Chile, travel expenses and one seat in BBVA's Entrepreneurship School, and 200 backpacks. This reward is for making reading and writing a fundamental tool in their students' learning processes.

The award highlights and publicizes experiences that become teaching models and significant practices which other teachers in the country can replicate.

In the first version we got 1,315 teachers to register their experiences in the portal. In 2014 we will continue with a new version of the award trying to turn it into motivation to promote creativity in education in our country.



NATIONAL POLICE AND THE MILITARY IN COLOMBIA

During 2013 WE WERE committed to the active members and to the administration of the national police and the military in Colombia to make their goals easier to achieve through preferential products and services in payroll, warrants, credit cards and other asset and liability products.

In September 2013 the "Portfolio for our heroes" was introduced, including the new Heroes Card which is intended to support well-being and education programs for the Armed Forces of the benefits of social responsibility, in which BBVA will donate a percentage of the purchases made with this card.

The Portfolio for our heroes, in addition to leveraging the Heroes credit card is intended to promote products such as savings, payroll and loans through transactional channels such as Mobile BBVA and BBVA Net.

During 2014 we will continue to strengthen our focused actions through outside sales forces, consolidation of liabilities and expansion of the payroll portfolios to support the growth of this important sector in the country.

We also joined with the Colombian Military in social responsibility activities: we made a donation of 2200 backpacks for the children of Colombian police and military that were given out during the first quarter of 2013. In addition, 3,718 courses were given to 1,399 men and women in uniform under the financial education program "Adelante con tu futuro" (Forward with your future).

WITH BBVA, MORE COLOMBIANS HAVE THEIR OWN HOMES

Construction has been growing significantly over the past several years and continued to contribute as one of the



sectors that led the growth of the country in 2013. In the future, its consolidation and sustainable development is expected because the sector is focused on low-income housing in which Colombia has the largest housing deficit and highest demand. Therefore, BBVA's presence and financing in this sector has been important and will have to be increasingly relevant to help low-income households realize their dreams of having their own home. In 2013, 3,556 families obtained credits.

An increasing number of Colombians can have access to housing credit with terms of up to 20 years and with BBVA's own amortization models that ensure not only a fixed payment from the beginning to the end of the loan but improve the



household's payment capacity. This allows them to meet the legal requirement that the ratio between payment and revenue may not exceed 30% and to keep enough money available to maintain their quality of life. This differential offer of amortization systems in the Colombian market is only available through the BBVA. Additionally, we are present in remote municipalities where we sometimes are the only financial institution supporting housing purchases for the inhabitants.

During 2013 we had an active participation in the public policy of housing promotion for families in middle and low income levels through the interest rate subsidy programs called FRECH II and FRECH III, in which the national government grants the benefit

during the first seven (7) years for each loan, and the BBVA extends this benefit for an additional eight (8) years to promote the purchase of VIP housing (housing worth up to \$40 million), VIS housing (between \$40 and \$76.5 million) and other than VIS housing (between \$76.5 and \$198 million). In addition, during 2013 we were present in the financing of the 100 thousand free housing units given by the government to the most vulnerable population.

Taking advantage of the propitious moment, the Bank maintained its market share of 18.6%, and remains as one of the three most important mortgage banks in the country, with annual billing of \$2.3 billion, 27% higher than in 2012. This important placement dynamics allowed the bank to grow its mortgage portfolio by 23%.





Responsible Banking

At BBVA we work to integrate responsible management into the entire value chain, from product design, advertising and commercialization to product risk management. BBVA's approach to sustainability is based on creating value propositions for our stakeholders.



RESPONSIBLE FINANCE

Speaking about sustainability in the financial business implies considering specifically the social and environmental impact of our clients' activities. At BBVA we are committed to considering these aspects when we provide solutions for our clients.

Major companies and project financing

Continuing with the policy of assisting our companies in the country BBVA had an active participation in investment projects such as infrastructure and transportation, contributing 29% to the growth of the portfolio

This was achieved by the drive from our internal synergy-based structure to obtain the integrated operations than made it possible to structure highly successful projects in an optimal manner.

We keep our position as the leading private bank in placing credit for agriculture by growing 48%. In addition, we continue to support free trade agreements all over the world, supporting strategic sectors that help grow our Colombian economy.

The previous results reflect BBVA's monitoring of the guidelines of the Colombian economy.

Risk management

Major investment projects make a significant contribution to the development of the infrastructure for economic progress and social wellbeing. At the same time, these projects can have environmental risks or negative impacts on local communities. When faced with this situation, financial institutions must find a way to maintain their business strategies and ensure that they are consistent with their social and environmental commitments.

In line with the world's current awareness of sustainable development, BBVA Colombia is implementing a model to value and manage environmental and social risk, especially in the corporate banking segment. Those actions have been expanded as a result of the signature of the Green

Protocol promoted by the national government.

As a starting point and frame for action, BBVA's risk department prepared the "Environmental and Social Risk Management Manual for Credits and Guarantees". The policies in this manual are in line with national laws and the Principles of Ecuador on the social and environmental aspects of projects and activities carried out by clients (companies) of BBVA Colombia.

The stages in environmental and social risk valuation and management defined in the manual are described below:

Stage 1. Evaluation of the activity to be financed.

Stage 2. Categorization and information gathering.

Stage 3. Evaluation.

Stage 4. Approval.

Stage 5. Disbursement.

Stage 6. Reports.

Development of the model to value and manage social and environmental risk began in 2013 with a review and categorization of the project financing operations, especially in Corporate Banking and Business Banking.

In addition, following the definitions from the manual, project categorization is carried out according to the following levels:

Category A: high risk projects.

Category B: medium risk projects

Category C: Low risk projects.

The main objective for BBVA Colombia's Risk Department in 2014 will be to establish the categorization matrix, considering variables such as:

- Waste emission and resource utilization
- Characteristics of the environment
- Legislation and supervision
- Excluded activities

In addition, structuring the forms for evaluation and control of environmental and social risks.

Special financing

During 2013, BBVA provided support, through financing, the following projects that have environmental and social impact:

In the telecom sector, maintenance and operation of ATC Sitios Colombia telecommunication towers continued.

Also, UNE EPM Telecomunicaciones continued with the 2012 - 2016 plan to set up and bring on-line the infrastructure to provide 4G LTE (long-term Evolution) mobile and wireless telecommunications services. The purpose is to expand Internet service to every region of the country, in keeping with the national government's development plan through the Ministry for Information and Telecommunications Technology, in addition to other investments in fixed and mobile telephony and other services.

The following are worth mentioning in the electrical and oil sectors:

1. EPM Chile (an affiliate of EPM Colombia), will build and operate a wind farm called "Los Cururos", with a capacity of 1096 MW, that will be located in the region of Coquimbo, in the north of Chile.

The project will be located in two adjacent properties: "Pacífico", covering approximately 600 ha, will be the first to be built in will have a capacity of 700 MW would 37 power plants; the second, known as "Cebada", which will be started approximately 3 months later in the useful area covering approximately 900 ha, will have an installed capacity of 42 MW using 21 power plants.

2. Completion of the project carried out by Aguas de Urabá S.A. E.S.P., called "optimization of the wastewater collection system for the municipality of Carepa Collector Stage II", for the construction of 1413 1413 nm in PVC sewer pipe, 20 inspection chambers, and other works.

Over-indebtedness

Credit risk management at BBVA Colombia operates under a set of norms that determine the frame of action within which the management and control. The general policy, which is part of the conservative profile, sets up certain requirements that condition the life of the operation from the time of formalization until its expiration.

When extending the credit it is necessary to keep in mind the generation of resources, equity solvency, client knowledge and sufficient guarantees to cover the risk in the event of some



contingency. During the evaluation process it is necessary to carry out a proper analysis to support the credit decision. The analysis must seek a balance between the purpose, the amount, the terms and the manner of amortization.

Following the guidelines established by the Colombian financial superintendence, BBVA Colombia has included in its methodology the reference models to calculate the provisions:

- Commercial reference model (CRM): the calculation takes into consideration the size of the company, any existing guarantees and an alignment component, which depends on the internal and external payment history.
- Consumer reference model (CORM): the methodology for this model is based on the purpose of the credit, the payment history over the past 36 months, the external alignment viable, and the guarantees, among others.

The system of relations defined by the regulator includes the calculation of countercyclical provisions which is intended to increase the establishment of provisions during times of economic expansion in order to mitigate the impact on the statement of results caused by possible changes in the debtors' credit risk.

With respect to the monitoring of the portfolio, the tool designed to evaluate this risk was leveraged according to the corporate framework for early warnings, based on statistical data that make it possible to determine the alerts with a higher level of predictability. The scope of the tool was also expanded to publish it on the intranet in order to achieve a more efficient interaction among the central areas and the network of offices. Thus, clients are identified according to the priority for their management, management that is supported by the central monitoring offices.

By the end of 2013, the portfolio has a delinquent balance of \$75.961M pesos, and a ratio of 0.68%. During 2013, BBVA maintained its leadership position in the ratio of doubtful accounts, with 77 bp's below the sector, which has a ratio of 2.06% (figures for November, 2013).

System for managing the risk of money laundering and financing of terrorism –

SARLAFT

The BBVA companies in Colombia implemented the system for the administration of the risk of money laundering and financing of terrorism, which includes complying with the regulations established in the Organic Statutes of the Financial System, the instructions issued by the Colombian Financial



Superintendence, and international recommendations and best practices, mainly those of the Financial Action Task Force (FATF) and the guidelines of the BBVA Group.

The purpose of the policies, controls and procedures implemented is that all company employees act with the necessary diligence to prevent the company from being used to give the appearance of legality to resources derived from criminal activities or to channel resources to be used in terrorist activities.

Because the evolution of the business requires a regular and dynamic evaluation of the SARLAFT, during 2013 the semi-annual review of the MLFT matrix. This made it possible, among other things, to identify inherent associated risks, to consolidate the MLFT risk profile, to implement controls and to determine the residual risk in order to prepare mitigation plans for them.

The internal regulations for the prevention of money laundering and financing of terrorism were restructured trying to find a simpler scheme for the various users that need to know and apply these regulations. During the first semester of 2014 the topic will be announced and training will be provided.

To support Business Management a team activity was carried out with the various areas aimed at evaluating the MLFT risk before launching, modifying or improving new products or services or distribution channels included in the business plans. In addition the SARLAFT management visited 35 offices around the country to provide training and test MLFT controls. Over 450 client files were reviewed during these visits. The result of this activity was the identification of improvement opportunities and the coordination of action plans that the managers and employees of each branch visited are implementing, under the supervision of the territorial managers.

In addition, arrangements were made for the continuous updating of the special personal database and for the branches to access the required queries before expanding the portfolio of products and services or before bringing in a potential client.

With respect to BBVA's cooperation with State organizations and regulatory entities, all reports required by law were filed quickly and on time and all the requests received were answered.

In October, 2013, UNODC (United Nations Office Against Drugs and Crime), together with Asobancaria, the Ministry of Justice and Law, Responsible and Safe Business, the British Embassy and the Chamber of Commerce of Bogota celebrated the National Money Laundering Prevention Day with the idea of train and sensitize the country about the importance of coordinating efforts to combat this scourge.

BBVA Colombia had an active participation in this event through social networks, internal channels, and its Web page, with the slogan "We Join the National Money Laundering Prevention Day".

Training	In person	Online
Money laundering prevention	652 people	5283 people

CUSTOMER FOCUS

The customer gives meaning to everything we do at BBVA. We are committed to offering the customer a quality service that provides the best solution, on a timely basis, to assist the customer during the main stages of his or her life.

Quality and customer experience

Quality and Customer Experience worked during 2013 to reinforce the customer service model in order to give the customer an experience that will enable them to recommend the Bank as a good provider of financial services. In addition, we have insisted internally on the attempt to turn possible moments of dissatisfaction, as reflected in a complaint, into opportunities to recapture the client.

Because we are convinced that the client evaluates the Bank by each contact he or she has with it, whether personally with employees or through any of the virtual channels, we reinforced internal and external strategies such as the ones listed below:

In recognition of the effort that each bank employee must apply to offer the client a good service experience, this year we assigned a significant weight for incentives that are part of the service model, to the recommendation rating provided by the internal and external clients. As part of the teamwork, everyone who takes part in the value chain of each product or service that is evaluated by the clients participates in listening workshops in which the customer's voice is heard directly and, on the basis of any recurrent issues, action plans are prepared to help improve any weaknesses detected and leverage the strong points that are valued by the client.

Relying on the important pillar that is operating quality, we have developed mechanisms to measure the quality of critical processes by using some key indicators and by making and monitoring some priority Sla's to provide services to the customers. These Sla's are part of a product certification that ensures that the promises made to the client are kept.

With respect to improving the customer's experience during the interaction with a bank employee, we advanced with the certification of the Cevale service, which this year reached 53 offices and 484 employees in the network.

In our effort to monitor constantly the actions of each employee and to watch closely their interactions with the clients, we visited over 120 offices around the country to evaluate their specific client's perception and to establish action plans that can be implemented in each office. This initiative placed more emphasis on the offices of the Capita through the program "Quality takes Bogota" during which the 96 offices received a reinforcement visit aimed at improving the service. Use of the protocols was validated and received immediate feedback.

The results of all these actions were reflected in the recommendation rating we received by the clients. The rating showed increases in all channels measured, to wit: Call Center, Web page, ATM's, and offices, on strategic products such as car loans, mortgages, and loans for SMSE and, in fact, it was reflected in the general recommendation for the Bank:

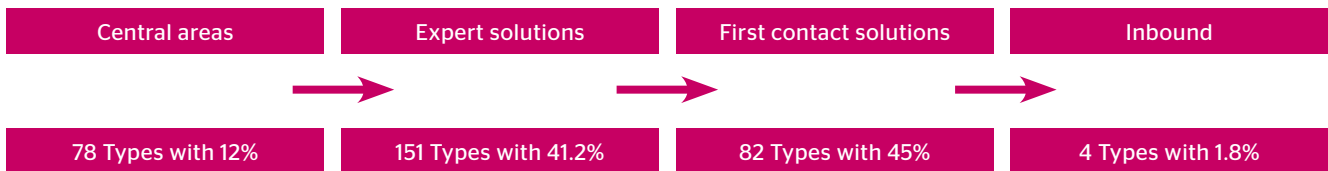
	2012	2013
Global	46%	60%
Office	68%	70%
ATM	61%	64%
Internet	60%	81%
Call Center	53%	79%
Consumer	74%	80%
Vehicle	77%	82%
SMSE's	79%	87%

Having decided to turn customer complaints into opportunities to recapture them, we have reinforced the channels for handling complaints to make the process easier for the clients. The results are as follows:

We started to implement the strategy to reinforce the tools available at the Call Center –Inbound– to provide immediate solutions to the clients’ concerns, even in cases that require more specialized knowledge. During 2013 we implemented four full typologies.

According to the above, the model for receiving customer requests is summarized as follows:

Transactional clients



Personal Banking



Corporations

Company contact

Pilot plan 1 topology

The First Contact Solution has managed to record 84 % of our clients' requests. This has allowed us to standardize criteria for recording the request and for the unique client experience according to the follow-up. Thus, we have been able to shorten the service time, providing immediate responses for 54% of the requests.

Implementation of the model to respond to the requirements in social networks through a dedicated Community Manager inside

the First Contact Solution group who pays attention to everything that our clients say through this channel. In addition, the production of proposals for content to reinforce the communications channel so the client becomes familiar with it and can find the information he or she needs about products or service, or a solution for any possible complaint that might come up. The success of this new interaction with the client can be seen in comments like those shown below:



During the second semester we started with the new model of Specialized Management (second line) where we went from productivity by itself to productivity, quality, timeliness and segmented service to guarantee the customer's satisfaction with the response to his or her request.

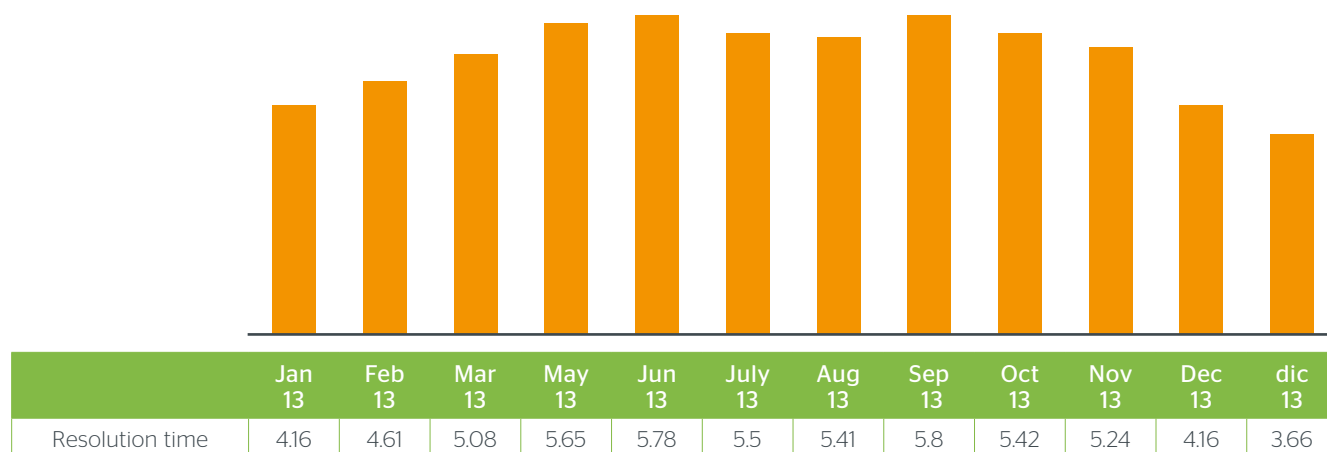
We also expanded the service model by implementing a pilot version of First Contact Solution for corporations.

The indicators used to measure the activity and show the improvement in customer care include:

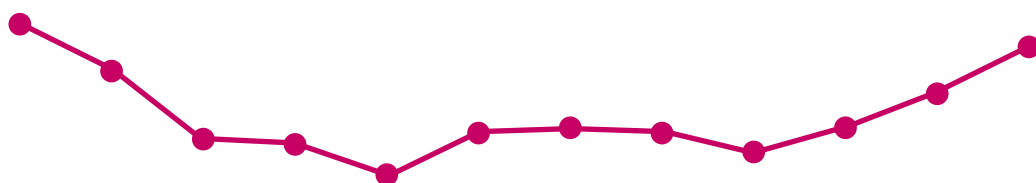
Number of complaints about respect for privacy and the leak of clients' personal information. This shows that in 83% of the cases, the complaints were resolved by the Bank's explanation of the mechanisms used to protect privacy and prevent information leaks:

Confidential information	Jan 13	Feb 13	Mar 13	May 13	Jun 13	July 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Total 2013	Total 2013
In favor of the Bank	9	11	7	5	10	4	8	4	2	9	9	5	83
In favor of the client	6	2	2	1	1	1	-	2	-	1	2	-	18
Overall Total	15	13	9	6	11	5	8	6	2	10	11	5	101

Time to resolve complaints indicating a sustained improvement during the second semester:



The percentage of complaints resolved on time, compared to the previous one, shows an improvement in the time to respond to our clients' requests:



	Jan 13	Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13
Management time	4.16	4.61	5.08	5.65	5.78	5.5	5.41	5.8	5.42	5.24	4.16	3.66

The percentage of claims and complaints handled in the First Contact Solution shows that over half of the complaints made by the clients were resolved during the same call:

Defender of the Financial Consumer

During BBVA Colombia's General Shareholders Assembly held on March 27, 2012 Mr. Mr. Guillermo Enrique Dajud Fernández was appointed Defender of the Financial Consumer. He was sworn in before the Financial Superintendence of Colombia on April 16, 2012. The job has been performed following the criteria of independence, objectivity, confidentiality and no expenses for the bank's clients and users as ordered by Law 1328 of 2009 and Decree 2555 of 2010. During fiscal 2012 BBVA Colombia cooperated satisfactorily with the Defender of the Financial Consumer's performance of his duties.

During 2013 the Defender of the Financial Consumer received 3.243 new complaints from clients of the bank and no abusive practices of clauses by the bank were discovered.

BBVA Colombia has been constantly reviewing the areas where there has been the largest number of complaints and has made a major effort to adopt corrective and preventive measures intended to improve the quality of the service rendered to the clients, providing sufficient and pedagogical information about the Bank's products and services. Among those commitments the improvement in the time to respond to the client's complains are worth noting.

Simple and transparent communication

Simplicity has been the characteristic of the advertising messages for our products and services. We use everyday language than brings financial concepts closer to our clients, and we include the conditions in the body of the message, eliminating the footnotes to the communications that show the conditions in the "fine print".

In addition to complying fully with the regulations about data and consumer protection, we make sure that communications are accurate and clear. Below are some figures that show how clients are currently recognizing these characteristics compared to the competition.

		Clients BBVA			Non-BBVA Clients		
		2011	2012	2013	2011	2012	2013
		jan-13	feb-13	mar-13	apr-13	may-13	june-13
BBVA		201	198	179	2506	2619	2590
	SIMPLICITY AXIS	88	88	92	35	27	34
	SIMPLE: CLEAR AND TRANSPARENT LANGUAGE	66	62	63	13	8	12
	P6. 18 Provides useful, easy to understand information	56	44	47	7	5	7
	P6. 19 Its information is transparent, without surprises in the fine print	45	47	44	7	5	6
Bank 1		201	198	179	2506	2619	2590
	SIMPLICITY AXIS	43	50	47	65	62	68
	SIMPLE: CLEAR AND TRANSPARENT LANGUAGE	22	23	29	36	38	42
	P6. 18 Provides useful, easy to understand information	12	15	16	24	25	29
	P6. 19 Its information is transparent, without surprises in the fine print	15	13	17	22	20	23
Bank 2		201	198	179	2506	2619	2590
	SIMPLICITY AXIS	69	66	78	85	86	87
	SIMPLE: CLEAR AND TRANSPARENT LANGUAGE	42	35	48	57	59	63
	P6. 18 Provides useful, easy to understand information	31	25	33	44	44	48
	P6. 19 Its information is transparent, without surprises in the fine print	20	19	33	37	38	39
Bank 3		201	198	179	2506	2619	2590
	SIMPLICITY AXIS	57	54	48	65	65	66
	SIMPLE: CLEAR AND TRANSPARENT LANGUAGE	32	27	20	37	36	40
	P6. 18 Provides useful, easy to understand information	22	19	14	28	25	28
	P6. 19 Its information is transparent, without surprises in the fine print	18	15	9	23	21	22

BBVA with channels that are closer to people

To keep a vision focused on remaining closer to our clients, we have defined guidelines for growth in each channel that show users this purpose:

ATM's: to increase our presence 115 new ATMs were purchased, for a total of 1.125. This helps improve the client's experience in different parts of the country.

The total number of ATMs includes 93 multi-purpose, or deposit ATMs that allow clients to perform multiple operations in a more convenient and faster manner. These operations include check and cash deposits, credit card payments, loans and revolving credit, and bill payment. This has help decongest offices with a high volume of transactions. It should be noted that these transactions can be carried out 24 hors a day, 365 days a year.

It is important to highlight the sustained effort in several fronts such as maintenance, provisioning and monitoring, that have enabled us to quickly resolve and incidents with the ATMs and to offer greater security and stability in their operation.

Bancamóvil : concerned with offering a better mobile banking service, doing 2013 we implemented a new technology that does not discriminate by operator type; therefore, BBVA clients have a much simpler means to perform their transactions from their cell phone, which also includes new functions such as the BBVA wallet through which clients can make cash withdrawals From the ATMs without having to used her debit card and by simply using their mobile phone.





In addition, transaction alert messages will now be sent to an exclusive mailbox in the application. This will make it much easier to manage them and it will not be mixed in with personal messages.

Furthermore, new functionalities will be added to simplify life for the client.

BBVA NET. With the purpose of improving the efficiency of the channel, during 2013 new functionalities were added, such as ordering checkbooks, and messages for specific segments that offer our clients an excellent experience when using BBVA Net.

To take advantage of the opportunities that technology offers, we leveraged our network through which 3.467.000 money transactions were carried out during 2013, an increase of 27% compared to the previous year.

LÍNEA BBVA. The BBVA line is still one of the most widely used channels by our clients and we keep working on it every day to improve waiting times and first content solutions for our clients. This enabled us to handle 1.690.000 calls during 2013.

This is why differential service options have been created for different segments, such as retirees and high-value clients, to offer the users greater agility and well-being.

We have also trained special consultants to offer clients the optimization of their portfolio in an attempt to retain them through highly competitive products.

RESPONSIBLE PRODUCTS AND SERVICES

Constant innovation, extensive knowledge of our markets, and our constant service location are the basis that allow each of our financial products to find, in the communities where we operate, the necessary acceptance to become, as we are today, one of the largest banks in the country with a groove that is in keeping with each of the activities and productive sectors of the national economy.

BBVA Insurance

To achieve the objectives established during the previous year for 2013 we will continue to increase our support for our debtor clients through coverage that will guarantee you peace of mind during events such as unemployment, temporary or total disability, or life. For this reason in 2013 will processed 4579 claims and we make payments for over \$20.441 MM, ending with a reserve of over \$18.000 MM on December 31st.

It is important to note that during 2013 when you go over 1450 claims and make payments for over \$1.850 MM him coverage which was introduced in mid-2012.

In general insurance, we continue working to adjust the correct value of real property, we processed 569 claims and paid out over \$1.725 MM.

Foreign trade

BBVA's foreign trade products help the development of companies in every sector of the economy, providing resources for the creation, expansion and improvement of infrastructure. This has an indirect impact on the country's social development because those companies can create more jobs and more circulation of inputs and capital.

Thus, during 2013 BBVA disbursed foreign currency loans

For a sum equivalent to 4.8 billion pesos to finance capital goods, raw materials and working capital for import and

export companies and contributing a certain percentage to the increase in the country's foreign exchange balance.

BBVA's position in foreign trade is based on several factors. In the first place, on an aggressive commercial activity; this made it possible to close 2013 with a balance of USD737 million in profitable investments.

During the year, BBVA operated several major strategic alliances with government entities such as Analdex, Bancoldex, Fenalco, and with chambers of commerce through which we trained companies on transactional products for trade and foreign exchange regulations. This enabled us to make a difference as a bank that supports small and medium-size companies on trade related issues. We have also been recognized a magazines such as Latinpyme, Misiópyme, ESSE Consultores and China Traders, for training and supporting companies in their international trade processes. We worked with the school sector in universities from Bogotá and Medellín in addition to entities from the external sector such as binational chambers of commerce (Chinese-Colombian chamber, Chilean-Colombian chamber, Indian-Colombian chamber) with whom we carry out activities with the purpose of being closer to clients who come to Colombia or who wish to become international. In addition, we designed seminars, talks and training sessions, with printed materials (syllabus, booklets, etc.) to achieve a better understanding of our regulations and products. In addition, our network of specialized foreign trade executives that covers the entire country, helped all clients with their needs and answered questions related to foreign trade and about products in general.

For the third year in a row, BBVA Colombia was the number one bank in placing Bancoldex rediscount lines in foreign currency. Our share in this last line was 78.41% of the total resources in short-term credits. This makes us the most active bank in rediscount lines and the bank that provides the most support for importers and exporters.

Another important point worth mentioning is that BBVA Colombia was the only bank that proactively and with the synergy of BBVA Provincial that was able to help Colombian exporters who sold to Venezuela and received their payments in PDVSA bonds, meet the requirements established by the Cadivi, and get paid for their exports. BBVA Colombia coordinated the entire logistics to open accounts with BBVA Curacao, a requirement to be able to discount the PDVSA bonds quickly and in a timely manner. We continue to support exporters with this logistics.

To conclude, the Comex Net platform was strengthened with more products for the clients, by developing the module for on-line reimbursements and negotiation. This enables clients, whether individuals or corporations, to request, through BBVA's on-line foreign trade service, Net Cash, the reimbursement of foreign currency received from overseas for the various reasons accepted by the free market and the foreign exchange market. There is also the possibility of negotiating the foreign exchange rate on-line for operations in dollars within the ranges defined by BBVA's treasury. The benefit for the Bank is to increase the volume of operation carried out through the Web, increasing the spot, more revenue from the difference in rates of exchange and at the same time decreases the operating load on the areas involved in the process of commercializing foreign currencies and makes it easier for our clients to perform this type of operations. The number of active clients on the Comex Net platform increased by 250 % by November, 2013. This plus the foreign trade products we were already offering, reinforces and rounds out the platform for those clients that want to do their operations on-line.

With the iron determination of taking our flag as a multinational bank expert on foreign trade to every corner of the country, we predict a 2014 full of challenges and commitments that we expect to fulfill to the utmost.

World Vision shared brand Card

World Vision is an international humanitarian NGO dedicated to

help, development and defense so that poor and underprivileged girls, boys, families and communities can improve their situation.

BBVA COLOMBIA and WORLD VISIONS have established an alliance to provide a better future for Colombian children through a credit card that has special benefits:

- 100% exemption as long as the client has BBVA World Vision Mastercard and BBVA Visa.
- 50% exemption during the first year for new clients of this credit card.
- 50% exemption without a time limit provided the client makes a monthly contribution to World Vision and charges it to his or her BBVA World Vision credit card.
- Subscription to our "Experiencias BBVA": Benefits
- Enjoy the benefits of having a card and the satisfaction of providing a better future for Colombian children. For each purchase, BBVA will donate 0.5% of the interest received to support the World Vision program.

During 2013 over 5000 new clients chose the World Vision card in order to support Colombian children through their donations. There are currently more than 45,000 clients with this card who purchase \$90,000,000 a year

"Héroes" Affinity card

During 2013 we were committed to the active and administrative members of the National Police and the Armed Forces of Colombia by making it easier to reach their goals through preferential products and services in Payroll, Credit Cards, promissory notes, and other asset and liability products.

In September, 2013 the Bank launched the "Portfolio for

our heroes” which includes the new Héroes Card, aimed at supporting programs for wellbeing and education for the Armed Forces through the benefit of social responsibility in which BBVA will donate a certain percentage of their monthly purchases charged on the Card.

The portfolio for our heroes, in addition to leverage the use of the Héroes Credit Card, is intended to drive products such as savings, payroll and loans leveraged by the use of transactional channels such as Mobile BBVA and BBVA net

During 2014 we will continue to strengthen the focused activities through outside sales forces, consolidation of liabilities and expansion of payroll portfolios in order to support the growth of this important sector in the country.

Furthermore, we joined the Armed Forces of Colombia in social responsibility activities. We donated 2000 back-packs to be given to the children of Colombian police officers and soldiers. The back-packs were handed out during the first quarter of 2013. In addition, 3,718 courses were taught to 1,399 men and women in uniform under the financial education program “Forward with your future”

The SMSE’s as the mainstay of BBVA’s business

The various lines of credit offered by the Bank made it possible to reach a large number of new clients in this segment. In 2013 we had 74,800 clients, 31.2% more than the previous year.

We also billed about 3.1 billion pesos that were used to purchase productive assets that made our clients more competitive in the market and helping them achieve sustainable growth.

Additionally, we had the first “BBVA-EI Espectador Sustainable SMSE Award” that is intended to highlight the job done by the best three companies in the categories of: entrepreneur, small, and medium sized company. The program was very well received by the clients with over 1800 SEME’s registered around the country. With this, we will continue along the path of being a bank that supports the work carried out by this segment which is a fundamental pillar of the Colombian economy.

Factoring, liquidity for continued growth

This new financing tool was made available to small, medium and large companies in April, 2013 offering immediate liquidity at very competitive rates for continued growth. During the time that it has been offered approximately \$300 billion have been billed. These resources have helped companies from different sectors of the national economy.

More transparency in the administration of public resources

With the idea of helping to provide a better and transparent administration of public resources, BBVA has developed specialized products for the public sector, such as the Master Account that is aimed at the health sector and the General Royalties System. This has made it possible for these resources to be properly managed and the application of public policies to lead to more social development.

PRODUCTS AND SERVICES OF AN ENVIRONMENTAL NATURE

BBVA supports Colombian farming

During 2013, BBVA financed the productive activities of Colombian farmers through various lines of credit:

- i) Agroleasing makes it possible to acquire the productive fixed assets to promote the development of the agro-industrial sector, increasing production capacity and competitiveness of Colombian farming.
- ii) Agrocrédito Working Capital offers short-term liquidity with excellent rates and terms adjusted to the needs of the Colombian agro-industrial sector.

- iii) 'Agrocrédito Investment enables clients from the agro-industrial sector to finance productive investment projects with terms of up to 8 years that adapt to the cash flows of agricultural activities.
- iv) Through the discount lines with Finagro, the Bank has also supported the Colombian farming through a portfolio that includes good characteristics in terms of offerings, rates, terms, guarantee and incentives to properly serve the agro-industrial sector.

BBVA's commitment to the Colombian farming sector can be seen in the offering of different solutions for the needs of this market. These lines of credit were used to invoice \$1.2 billion, 48% more than in 2012.

A Bank with an environmental sense

Looking to support the common objective of mitigating the effects of climate change and help the sustainability of the environment, BBVA financed special environmentally friendly projects with exceptional market conditions, preferential rates, terms of up to 10 years and grace periods according to the client's needs and possibilities. During 2013 more than 75% of the cost of the projects was finance, with disbursements in excess of \$13 billion, and we are working on the implementation of a specialized portfolio for environmental sustainability projects.



HUMAN RESOURCES

we continue to work to provide all BBVA Colombia's employees with processes and opportunities that enable them to grow both personally and professionally turning our company vision into a real and effective management style for a better future.

A bank of people for people

During 2013, BBVA Colombia hired directly 900 employees; 260 of these positions were new jobs created while opening 40 new offices. This is social wealth; this is creating opportunities for economic and social development for these people, their families, and the country.

Of the total hires, 72% are women which shows that we are a company of opportunities and equality.

The "sign up for the vacancy" tool

This tool democratizes promotion processes making them accessible and transparent. It takes into consideration objective variables in the candidate's performance history and how he or she fits the profile. In 2013 we had 598 promotions that mean professional and economic growth and, especially, that at BBVA we have the future; this provides stability and security for those who have decided to work for this great company.

35% of these promotions arise from the pre-selection of candidates, or "candidate pools". This enables us to anticipate vacancies with high turnover rates so we can fill them faster and makes it possible for the candidate to get involved in processes that prepare him or her for the job and receive tutoring for his or her new role.

Spaces for learning and opportunities for professional growth

We hired 411 professional technical students and 159 University interns with apprentice contracts. They have had the opportunity to access learning scenarios to develop competencies that make them more likely to be hired. To bring academia closer

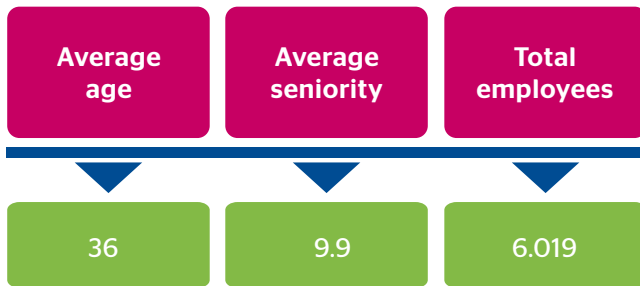
to the business, 130 youths from the technical and professional apprentice programs between 18 and 24 years of age got their first work contract, their first job. 100 of those were technical apprentices and 30 were University interns..

Talent management

During 2013, talent management focused on actions aimed at reaffirming our guiding principles and values, looking for positive repercussions on our employees. The work we have done with the leaders, assisting them in with leadership processes including providing new tools for their actions. The purpose is to transform and find new ways to leverage their personal and professional growth, and to develop their teams. Also, as with the activities of incorporation, growth, projection, and sense of belonging, the close and personalized process used to reinforce the concepts and create bonds has been important. This is the certainty of being in the best place to work.

We are aware that, to the extent that people are satisfied and see how they can develop themselves and their teams, they become committed to the objectives, contribute to the company's growth and produce a social impact and see the importance of belonging to this entity. As

In 2013 we reach more than 300 people, recent hires into BBVA, with adaptation interviews; over 200 L with follow-up and management style interviews; we have accompanied more than 200 leaders through our leadership development program "Liderarte". We are committed to People's development. "We are a bank of people for people".



Payroll by age group	
Age range	Total
Under 25	12.9%
Between 25 and 45	68.1%
Over 45	19.00%
Overall total	100.00%

Average monthly income		
Category	Men	Women
Directors	\$ 19.773.867	\$ 18.814.867
Middle management	\$ 8.442.268	\$ 5.178.826
Specialists	\$ 3.683.016	\$ 3.143.697
Sales force	\$ 3.821.550	\$ 3.467.733
Base position	\$ 1.582.157	\$ 1.456.283

Absenteeism rate	
2013	1,02%
2012	1,64%

Accident rate 2013	
2013	11,72

Contracts by gender (percentage).			
	Men	Women	Total
Fixed or indefinite Full-time	43,6%	56,4%	93,4%
Fixed or indefinite part-time	24,6%	75,4%	5,6%
Temporary	41,7%	58,3%	1,0%
Specialists	45,89 %	54,11 %	54,11 %
Salesforce	36,40 %	63,60 %	63,60 %
Base positions	41,08 %	58,92 %	58,92 %

Functional distribution by gender and professional category (percentage).		
Position	Men	Women
Average	42,5%	57,5%
Steering committee and corporate directors	88,9%	11,1%
Directors	67,3%	32,7%
Middle management	49,1%	50,9%
Specialists	48,7%	51,3%
Sales force	34,8%	65,2%
Base positions	39,2%	60,8%
Directors	66,00 %	34,00 %
Middle management	46,90 %	53,10 %
Specialists	45,89 %	54,11 %
Sales force	36,40 %	63,60 %
Base positions	41,08 %	58,92 %

Training and development

In 2013 we consolidated the seven training schools that make up the global learning Center BBVA campus: business client, management and skills, finance and risk, innovation and technology, languages, legal requirements, and human resources and culture, through in person training (221,072 hours) and virtual training through the E-campus platform (248,803 hours). We reached 100% of the employees.

The mainstay of our actions is to make an attractive offering for all employees of BBVA Colombia and its companies to develop the skills and competencies that will help us drive everyone's personal and professional development, always in the belief that development starts with each one and that together we build a greater BBVA.

Because we understand that this area impacts BBVA's strategic objectives, 89% of our training was focused on customer service, product certification, risk management, legal requirements, and a complete program of tutoring and preparation for the job for our new hires, according to the BBVA X 3 plan.

In broad figures, during 2013 there were 469,875 hours of training for 86,185 participants which is the equivalent of 84 hours per employee. All these 84 hours, 47% were carried out through the virtual channel and 43% were in person, encouraging the use of the E campus platform by creating courses that are friendlier and easier to take.

Management campus

In 2013, the management school student out with leadership programs aimed at strengthening the culture that we want at BBVA. Through the use of our local programs such as Liderarte directive team, integrated management program, and corporate, such as the Local





management Program - self leading module, we want our current and future leaders to strengthen their leadership skills so we can build a better place to work.

In addition, this year we trained 36 mentors who help us with the entire process of on boarding and meditation of 69 professional trainees who came in to BBVA. This corporate program has helped us get closer to our new hires and helped them feel the pride of being part of this family.

We also continue to create venues for acquiring knowledge and keeping up-to-date through "BBVA Seminars" aimed at our Directors, High potential Talent Pool and key positions. This year we had national and international speakers on economic, strategic and leadership topics.

This program is aimed at developing BBVA-brand leadership by making it easier to guide the leaders of the organization towards habits, behaviors and attitudes that make it possible to achieve the objectives, in an excellent working environment. With this program we trained 180 L in 48 workshops on shared leadership, during 240 hours of in person learning.

Legal requirements campus

During 2013 the legal requirements campus wanted a change in its legal updating proposal. Thus, in October this year we produce the extra XJK commissions bulletin which gathered in a single case all the legal training on the operational risk management system - ORMS-, financial customer care system - FCCS -, Money Laundering and Financing of Terrorism Risk Management - MLFT and business integrity. We are looking for new, faster and simpler ways to train our employees.

Business Client campus

The training offers for 2013 focused on aligning our strategic plan with the needs of the business by strengthening the knowledge of products, tools, and processes, and developing commercial skills and sales techniques to support the achievement of the business goals of the various types of banking that make up the organization.

Depending on the type of banking and the customer's segment, the following certifications were established: commercial II, operating, BEI, SMSEs, personal banking executives vis-à-vis the self-regulator in the securities market (SRSM) and CEVALE, with an emphasis on quality and service.

The certifications consist of an in person part and a virtual part to achieve higher performance and productivity levels. We had more than 927 people participated in person from all over the country

Finance and risks campus

It should be noted that in 2013 the finance school put on an intermediate credit risk seminar, a risk analysis and management program that provided a methodology and some practical tools for the process of acquiring and managing credit risk in the major Corporation market. It was also designed to establish a common understanding among sales and risk executives and included elements of corporate finance, complex transaction identification and structuring, and account profitability models.

In addition, the integrated risk management program that had begun in 2010 was continued. This program is aimed at employees of commercial and business banking. The programming flutes a grade of virtual resources (eight for retail, seven for wholesale), in addition to the in person workshop (two days for retail and three days for wholesale). To this date, 514 people have been certified in banking for individuals and 162 in banking for companies.

Innovation and technology campus

Actions with noting in 2013 include the business process outsourcing (BPO) course. The working methodology used were the necessary activities such as discussions, workshops, practical cases accompanied by lectures, with the idea that the participants could get updated and expanded knowledge about E sourcing, process management, e-SCM model, and BPO implementation, evaluation and control.

In addition, the diploma course on project management was held for the second consecutive year. This is providing training for executives and professionals on the new management and direction strategies that are guiding companies towards competitiveness and permanence in the sphere of their management actions.

Taught at BBVA's facilities with instructors who specialize on each topic, the teaching methodology which is living, dynamic and participative, individually and in teams, makes it possible to analyze, propose and evaluate ideas, concepts, strategies and tactics of the management position through discussions about topics and cases that are presented in terms of strategic impact, and are supported by the theoretical presentation of the conceptual framework for each topic module.

Languages campus

continuing with the objective established in the language school that calls for developing communication skills and hopes for a culture with mastery of the English language in line with the courier at within BBVA Colombia's companies, we continued the teaching process for directors with in person courses for a total of 3926 hours of training during 2013 .



	Number of hours	% of total hours	Number of participants
Hours of training taught	469,875.0	100%	86,185
In person training	221,072	47.0%	9,677
e-learning	248,803	53.0%	76,508
Employees trained in 2013	5,597		
Hours of training per employee	84.0		
In person training	39.50		
e-learning	44.45		
Training satisfaction score (over 10)	8.99		

Scope: BBVA in Colombia

	Number of hours	% Of total hours	Number of participants
Customer service: includes	386,711	82.3%	74,491
Client business	87,673	22.7%	19,679
Finance and risks	73,903	19.1%	14,975
Other knowledge	NA	0.0%	NA
Human resources and culture	147,723	38.2%	6,787
Legal and tax requirements	77,412	20.0%	33,050
Skills: includes	31,142	6.6%	3,558
Skills	1,427	4.6%	149
Management	29,715	95.4%	3,409
Languages	6,794	1.4%	387
Innovation and technology	45,228	9.6%	7,749
TOTAL	469,875	100%	86,185

Scope: BBVA in Colombia

	Number of hours	% of total hours	number of participants
Human rights course	762	92587.2%	7
About the code of conduct	19,806	2406537.2%	2,999
Training on preventing money-laundering	19,624	2384423.3%	8,888
Corporate course on customer relations	588	71445.2%	284
Sensitization on diversity and equality	1,468	178370.0%	1,468
TOTAL	42,248	9%	13,646

Scope: BBVA in Colombia

Compensation model aligned with value creation that values the principles of corporate culture.

We perform regular market studies that enable us to monitor the situation of salaries at BBVA vis-à-vis the competition in order to retain talent, be competitive in the market and promote internal equality.

With the idea of creating transparency in the processes and promoting internal equality, reference salaries were defined for every position in the organization, and those salaries were posted in every process of "sign-up for the vacancy" ("Apúntate a la vacante").

Welfare

Initiatives that focused on maternity were consolidated during 2013: economic evaluations of workstations for pregnant women, 100% coverage of maternity leaves, tutoring plan, option of taking unpaid leaves, possibility, subject to availability, of moving to offices closer to the place of residence after returning to work,.

Feedback for all these measures as provided during the on boarding interviews carried out by the human resources department.

The occupational health programs worth noting include:

health and life program: this program has a promotion and prevention approach aimed at developing the culture of self-care among the employees of the BBVA companies, presenting health and safety issues together with welfare, attending mass events such as the national sports games (Juegos Deportivos Nacionales), children's day, and campaigns proposed by Welfare.

A virtual course, "Health and Life", was developed trying to reinforce self-care using the application that can be found on BBVA's benefits portal. With it you can accumulate points that can be redeemed.

Program of Epidemiological Monitoring for Osteo-muscular risk, with an emphasis on upper limbs and spine

(Implementation phase): This program is aimed at the entire population working in BBVA companies to promote spaces for active pauses by training leaders at each national facility. In addition to the application to specific groups by improving their work stations, and issuing items for ergonomic comfort, keeping in mind the results of the Diagnostics in 2012.

Creation of national level Emergency brigades: Virtual upgrade course on basic emergency concepts, with the support of the Colombian Red Cross and ARL, with certificate for participants that complete 80% of the tasks related to the course. In person training and participation in the District Evacuation Drill by the brigades from territorial facilities and Single Buildings.

Freedom of association

There are two collective agreements in BBVA Colombia valid for three years that are applicable from January 1, 2013 to December 31, 2015. These agreements regulate the extra-legal benefits like housing, education, health, and grants for employees of the Bank. The first is the collective work agreement negotiated directly with bank employees selected through a participative process. This applies to approximately 80% of the employees, and the other 20% is covered by the Collective work agreement negotiated with the unions Sintrabbva, Aceb and Uneb. These collective agreements were negotiated during the second semester of 2012 to be applied as of January 1, 2013. The bank's policy is one of strict compliance with the law and maintaining a constant dialogue with the representatives of the workers.

RESPONSIBLE PURCHASING

Continuing with the objective established in 2012 of integrating social and environmental considerations in the entire provisioning process, it has been possible to establish a culture of optimization of natural resources of the environment, involving our major strategic allies which are our suppliers. During 2014 we will implement new strategies that contribute to that objective.

Corporate purchasing policy and model

During 2013 and with the operation of the GPS tool it was possible to control all the requests handled by the purchasing

department. In addition, the tool ADQUIRA increased the number of negotiations, optimized the process and made it transparent.

INDICATORS IN PURCHASING	2012	2013
NUMBER OF ONLINE NEGOTIATIONS THROUGH ADQUIRA	645	718
NUMBER OF PETITIONS RECORDED IN NEON	3.087	208

In 2013 the savings were more than 28 billion pesos , equivalent to 12.7 million Euros, in negotiations for purchases from the suppliers.



Homologation of suppliers

Considering the purchases and contracts signed by the Bank BBVA Colombia for 2013 and in order to expedite the process for those purchases or contracts of an urgent or non-recurrent nature or for small amounts, the suppliers were culled and classified as follows, with a reduction of 18% compared to the number indicated for 2012

HOMOLOGATION OF SUPPLIERS	2012	2013
SUPPLIERS HOMOLOGATED	790	648
INCREASE IN HOMOLOGATED SUPPLIERS	-142%	-18%

NUMBER OF SUPPLIERS BY PURCHASE AMOUNT 2013			
	300,000,000-600,000,000 Pesos	600,000,000-1,000,000,000 Pesos	Mas de 1,000,000,000
BBVA COLOMBIA	232	8	9



ENVIRONMENT

Awareness of Man's responsibility on the planet has changed. At BBVA we work to minimize the direct environmental impact of our activities and promote the fight against climate change.

Environmental management and climate change

Awareness of Man's responsibility on the planet has changed. At BBVA we work to minimize the direct environmental impact of our activities and promote the fight against climate change.

Environmental policy and environmental management system

To make the economic, social and environmental dimensions compatible with a sustainable development model, BBVA has had since 2003 an environmental policy that covers all its entities and activities. This policy is aimed at encouraging an effective integration of the environmental criteria into the activities carried out by BBVA Colombia to turn those criteria into a factor for differentiation and a competitive advantage. The environment to the responsible behavioral all units and people that are part of the bank is the best indication of commitment to the environment

The general objectives of this policy are:

- Efficient use of natural resources.
- Compliance with current regulations.
- Inclusion of environmental criteria when analyzing risk in financial operations.
- Development of financial products and services related to the environment.
- positive influence on the environment of behavior of stakeholders.

Direct environmental impact

Eco-efficiency

BBVA advanced with the implementation of its global eco-efficiency plan for 2008-2012 as part of the environmental management system. The objective involves minimizing direct environmental impacts and is expected to produce an estimated yearly savings for the group of EUR1.2 million starting this year.

The first step towards good environmental management is to gather and monitor environmental indicators. This has been done at BBVA Colombia since 2007 and includes him movements with respect to the scope and the quality of the information reported on the topic.

As part of this corporate environmental policy, doing 2013 BBVA promoted several actions to manage those indicators that have a direct and indirect impact on the environment, as a contribution to the search for a better quality of life and greater efficiency.

Other indicators was noting are the recorded reductions, as shown in the attached tables, and the use of water, electricity and paper which shows greater efficiency in the use of these resources.

PAPER CONSUMPTION		
Kilograms	2012	2013
Total Paper Consumption	414.629	364.234
Paper Consumption Per Employee	64	61

DIESEL OIL CONSUMPTION		
Liters	2012	2013
Total diesel oil use	49.553	11.853

Data Reported By October 31, 2013

WASTE MANAGED		
Kilograms	2012	2013
Paper Waste	52.254	47.053
Toner Waste	1.143	2.648
Other Waste	24.362	23.384

DIRECT CO2 EMISSIONS		
Tons	2012	2013
Co2 Emissions From Bank Vehicles	73	7

INDIRECT CO2 EMISSIONS		
Tons	2012	2013
Co2 Emissions From Airplane Flights	466	649

ENERGY CONSUMPTION		
Kilowatts	2012	2013
Indirect Energy Consumption Itemize By Primary Source	26.686.580	29.549.992
Consumption Per Employee	4.111	5.514

Data Reported By October 31, 2013

WATER CONSUMPTION		
Cubic Meters	2012	2013
Water Consumption By Source	132.108	111.128
Consumption Per Employee	20	20,7

Data Reported By October 31, 2013

As part of the corporate environmental policy, during 2013 BBVA promoted different actions aimed at managing the indicators that have a direct effect on the environment, as a contribution to the search for better quality of life and greater efficiency.

Other indicators that are noted are the recorded reductions, as shown in the attached tables, and the use of water, electricity and paper which shows greater efficiency in the use of these resources.

Environmental initiatives

during 2013 and as a result of opening 47 new offices there was an opportunity to implement items to natural resources, reduce energy consumption and environmental contamination by including in the list of civil and electrical works for 2013-2015 environmentally friendly items such as:

- Faucets capable of saving up to 70% water (supplied by companies with the CORONA environmental certification).

- Water saving toilets that only use 3.8 L per flush.
- Urinals that use zero water.
- LED lamps that use only 48 watts.
- Installation of timers in all advertising signs to decrease consumption during the night and early morning hours when they are not needed.

In addition, the AC equipment that is being installed in the offices and the equipment that has been replaced all have inverter systems that use R410A coolant that does not destroy the ozone layer, are more efficient and reduce the use of electricity in the facilities.

Furthermore, as part of the remodeling of the Puerto Carreño branch, located in the department of Vichada, a project has been conceived on the basis of the environment where it is located.

The town lacks a proper water system and this increases the cost of supplying the resource because motor pumps or systems it to be installed that lower the quality of the water and must be constantly recharged. The electricity service is also poor and forces people to use power plants. In addition, city lighting is poor because the tall vegetation of the ecosystem covers the city enforces the usual five lighting system to perform everyday activities.

Sending statements and advertising through electronic media has enabled us to continue reducing costs in stationery (paper and envelopes), printing, and stuffing and distributing envelopes, saving 91% per statement because printing and distributing the statement in physical form has a cost of \$ 900, and using electronic means, the cost is \$ 79,31. The use of e-mail has enabled us to decrease the amount of paper used to print the statements, the envelopes to send them, and the advertising inserts that are mailed with the document which is reflected in a single cost for the entire process.

During 2013, BBVA Colombia continue to encourage the practice of sending statements via e-mail and was able to increase this type of operation by 60%, going from 2.488.314 statements mailed in 2012, to 4.151.394 in 2013.

BBVA-MAC agreement: a good and for used batteries

BBVA Colombia and MAC batteries signed an agreement in which the financial entity sets up collection points for used live-acid batteries (vehicle and industrial) in its offices around the country to be delivered to the battery maker for recycling or disposal as part of the reverse logistics program that MAC is implementing in Colombia.

This agreement is important because BBVA Colombia can dispose properly all over 100 lead-acid batteries that are replaced every month from the 1200 UPS units that are used around the country as backup power for the computer systems used in everyday operations. Each UPS needs 12 batteries of this type to operate properly.





BBVA adheres to the Green Protocol

For the second consecutive year BBVA Colombia participated in the green protocol, an initiative by the Colombian financial sector in which BBVA voluntarily commits to implement policies and practices that can be recognized as exemplary in terms of environmental responsibility.

The signature of the green protocol includes developing strategies to advance on three fundamental aspects: financing sustainable development, promoting within the internal processes of the signatory entities the sustainable use of natural resources and the materials derived there from, and take into consideration when analyzing credit and investment risk, the environmental and social impact and cost produced by the activities and projects to be financed.

Environmental education and awareness

at BBVA Colombia, being aware of the importance of the environment and of taking care of it for sustainability, not only of our business but also of the entire society, during 2013 we implemented several campaigns in which our employees and their families, suppliers and clients, have served to create awareness about the importance of good practices in caring for the environment and in trying to curb the impact of climate change.

From the beginning of the year we set out to do a pedagogical work together with human resources to teach the proper way to recycle and the proper use of the canteens in the General Directorate and Teusaquillo. The balance with respect to the proper use of these social areas is positive.

In the middle of the year we signed an alliance with Fundación Ecoplanet, the organization that replaced Koala and with which we were now carrying out all the assistance, consultancy and activities that are required for the successful implementation of the campaigns. It is also the entity in charge of collecting all the recyclable material. This alliance has enabled us to recover all the materials that are potentially recyclable, regardless of their commercial value. This allows us to help in the search for sustainability for society at large in for our business.

During this past year, the consolidation of the contest "ecological traffic light" in the General directorate and Teusaquillo buildings brought excellent results in recycling every day materials such as paper, plastic, glass, and scrap metal.

This is an exercise in which every employee in the buildings involved participates directly by separating at their workstation the various types of waste in their respective containers, under the supervision of the cleaning ladies who were trained by the Koala foundation. According to the performance of each floor, a score is assigned: red for those were in a critical situation and green for those in the best position. Yellow is assigned to the floors that are in an intermediate situation.

The program is starting to yield satisfactory results because most floors are green. This facilitates recycling and optimizes the separation of the various types of materials which translates into better performance by the company in charge of collecting and recycling our materials. The result is a total of 70.437 kilograms of reusable solid waste divided as follows:

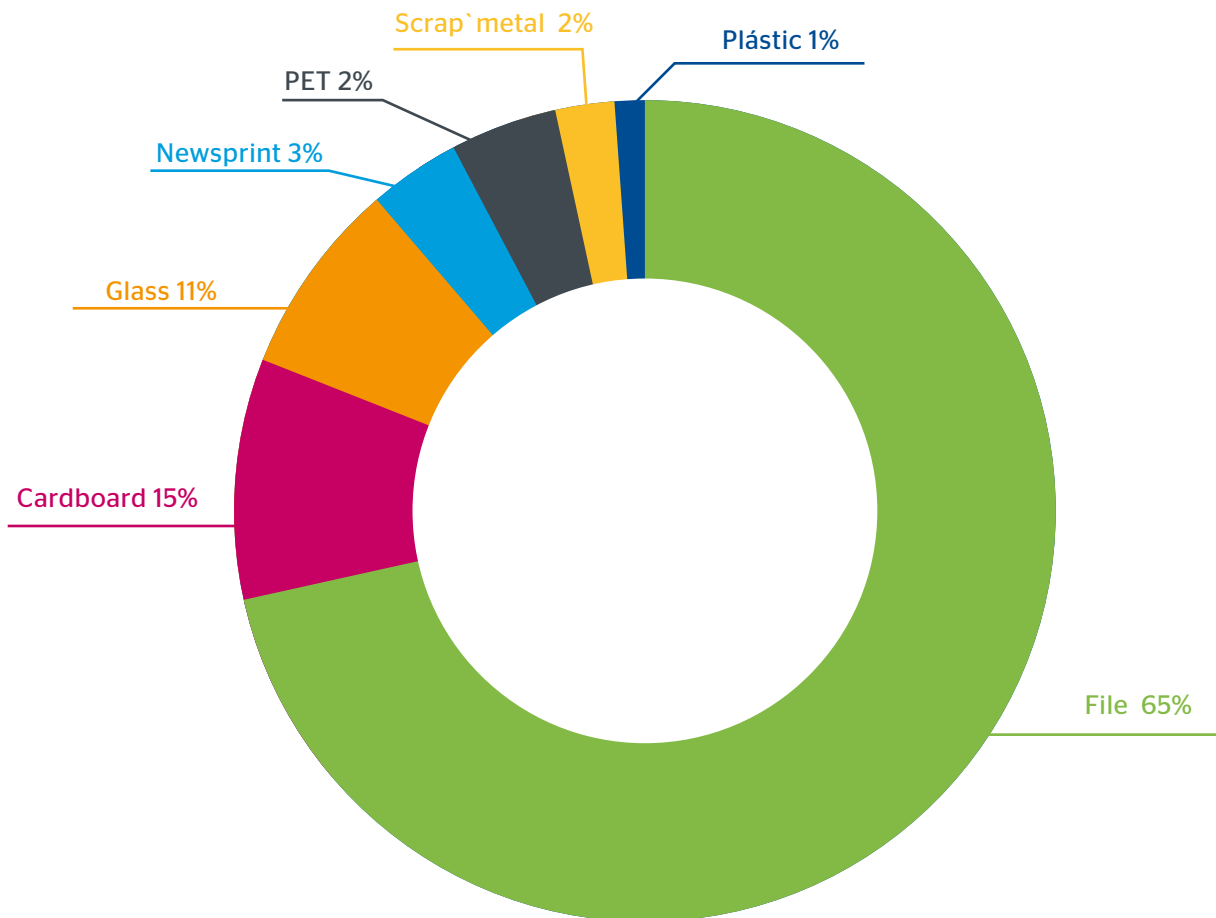
	CARDBOARD	FILE	PLASTIC	GLASS	PET	NEWSPRINT	SCRAP METAL	ALUMINO
January	368	3.565	203	669	68		ALUMINUM	6
February	268	1.293	14	376	88	67	237	5
March	531	4.550	54	415	97	128	24	-
April	911	7.009	98	741	173	120	105	-
May	771	3.378	53	600	120	164	17	-
June	504	2.091	41	632	135	163	123	-
July	912	3.199	80	833	134	184	212	-
August	879	3.644	95	443	106	171	32	-
September	1.198	5.407	77	877	104	210	387	-
October	711	3.169	42	663	122	73	88	-
November	1.021	4.384	29	440	70	53	66	-
December	1.289	5.364	86	926	260	257	180	-
Total	9.363	47.053	872	7.615	1.477	1.704	1.572	11

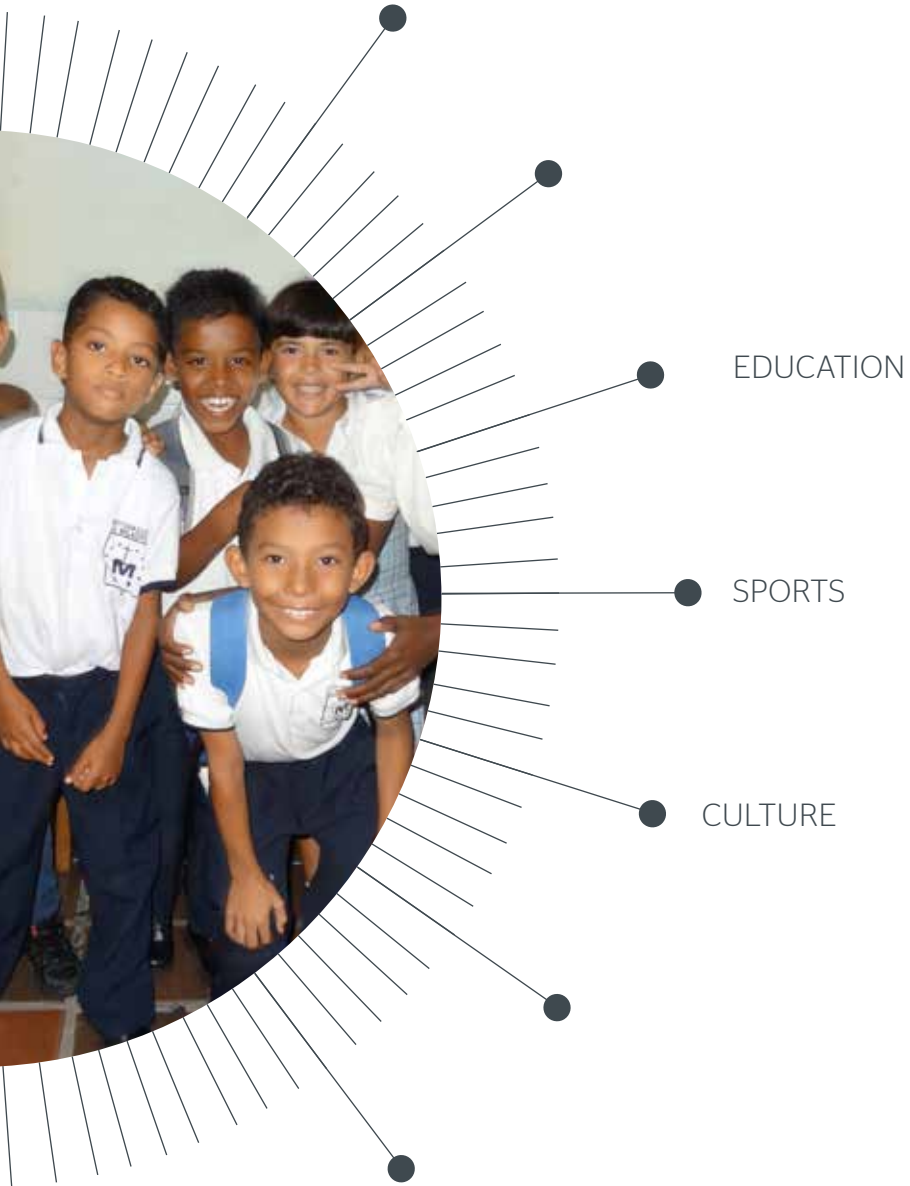
From this chart we can highlight the use of these materials in the manufacture of toilet paper, recovering fiber for making foldable packing material in smelting, and recovery for the manufacture of cardboard, among other uses:

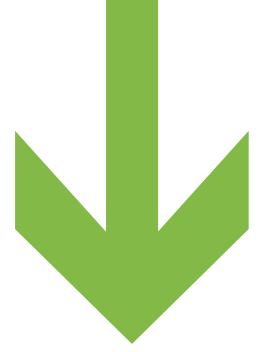
Recycled paper

Another important initiative we begin in 2013 refers to the change of paper in the entire bank. We went from using bleached paper that undergoes heavy chemical processing photofinishing, to using Earth Pack paper which is made 100% from sugarcane, without chemicals or additives.

Recyclable materials 2013







Commitment to the community

At BBVA we are committed to the development of the communities where we operate, and we have made education the cornerstone of our corporate responsibility policy.





During 2013, BBVA innovated its corporate responsibility plan through entrepreneurship, personal finance, and technical and higher education.

For BBVA, corporate responsibility is the axis around which all its sustainability policies are articulated. We want to apply these policies so that we can reach them in a transparent, ethical and solitary manner, specifically and according to the needs, demands and permanent dialogue with our stakeholders.

We are convinced that ethical and transparent relations with clients, shareholders, social and environmental commitment to our surroundings, and a harmonious working environment, are the elements required for the sustainability not only of

our business but for the sustainability of society itself.

Over the past several years, BBVA Colombia has invested over 27,000 million pesos, under a public commitment we made to assign 1% of our annual profits to implement a corporate responsibility plan especially in actions to support education, sports and culture.

With a budget of 5,000,967 million pesos for 2013, BBVA Colombia implemented several alternatives around the country, benefiting more than 80,000 families, especially in the most formidable areas in the main cities and municipalities of Colombia. These include:

EDUCATION

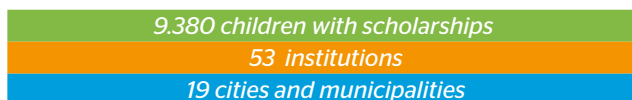
Program “Children ahead” (“Niños adelante”) and backpacks with school supplies

This is an initiative that the BBVA Colombia has been carrying out since 2007 and allows low income children from all over Colombia to have access to quality education, school supplies, assistance for uniforms and shoes and, in some cases, food supplements.

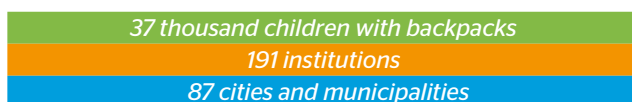
The program, whose ambassador is the former goalkeeper for the Colombian soccer selection and for several clubs around the world, Oscar Córdoba, visits different parts of the country. Thousands of boys and girls benefited from the program in 2013, especially in Santander, Antioquia, Cartagena, the coffee growing area, etc.

In addition, over the past several years BBVA has handed out more than 165,000 backpacks with school supplies. This has had a positive impact to decrease school dropouts due to a lack of educational materials for the students

Scholarship program



Backpacks with school supplies



BBVA entrepreneurship school

This is a four-year initiative carried out by BBVA as part of its corporate responsibility plan in the departments of Antioquia, Cundinamarca and Santander and in 2013 benefited more than 29,000 boys and girls and over 380 teachers who have the key purpose of educating students from the eighth to the 11th grade on the proper use of money, influencing their life project and motivating them to create projects in their schools using as a platform the banking, financial and corporate social responsibility systems.



Financial education program “Forward with your future” (“Adelante con tu futuro”)

This is a program designed at an international level and accepted to the needs and requirements of the Colombian financial system. It is set up by modules and intended to be given in a mobile classroom that travels to different cities in municipalities around the country. This makes it possible to educate people as constant savers and responsible debtors, with skills for dealing with different financial issues. Using interactive workshops, the program presents concepts and guidelines that, in a clear and educational process, facilitate decision-making and provide tools based on multiple learning dynamics, simulations, and activities into which the program is divided.



Higher education

Through an alliance with Fundación Manos Visibles, BBVA supports 11 youths from high-risk communities from violent areas in Cali and Medellín. Thanks to their social and personal leadership in their milieu, these young men and women have been awarded scholarships to study at the universities Icesi in Cali and Eafit in Medellín. These institutions have also joined the effort by allowing and facilitating their entrance to these universities that are considered the best in those cities.

Beneficiary youths

<i>Cali: 5</i>
<i>Universidad Icesi</i>
<i>Medellín: 6</i>
<i>Universidad Eafit</i>

Technological education

BBVA Colombia is financing the education of 125 young men and women invited by Fundación Plan from Cartagena, Sincelejo, Tumaco and Popayán, especially female heads of household who are receiving training in trades such as bricklaying, colonial carpentry, masonry and gardening that are in high demand in those cities.

The first promotion of these youths graduated in Cartagena in 2013: 25 people who will go out to work in these trades, after being properly trained by the Cartagena Arts and Trades School (Escuela de Artes y Oficios de Cartagena), the institution in charge of maintaining the walls and historic monuments of this city this considered by UNESCO a cultural heritage of mankind.

Beneficiaries

<i>Cartagena: 25</i>
<i>Sincelejo: 25</i>
<i>Tumaco: 25</i>
<i>Popayán: 25</i>
<i>Chocó: 25</i>



Alliance between BBVA and the Ministry of Education

since June, BBVA joined the Ministry of education in the campaign "Cuento contigo" making available to its clients the bank's ATM network around the country so that clients can use the ATMs to make direct contributions to the national reading plan whose aim is to provide 2500 schools from around the country CD libraries that, with their more than 280 texts on literature, social sciences and mathematics, among other topics, will benefit close to 5 million boys and girls in the entire country.

During the first seven months of the campaign BBVA's clients donated to the campaign over 800 million pesos in 40,000 operations from over 30 municipalities and cities around the country.

<i>Total contributions from clients: 800.000.000</i>
<i>ATM operations: 40.000</i>
<i>Number of ATMs: 1.100 cajeros</i>

SPORTS

Support for young athletes

In keeping with its corporate responsibility policies aimed at supporting education and sports as a form of sustainability, not only for society but also for the business, BBVA has been supporting initiatives focused on sports as a way of personal improvement and a healthy use of free time. These initiatives include sponsoring athletes from different parts of the country.

The athletes sponsored by BBVA include.

Maira Vargas: triathlete from Manizales, ranked number one in the nation in the elite category and winner of the four valid meets for the Columbia triathlon cup that took place in 2013, +2 silver medals in the Bolivarian games held in Peru.

Andrés F. Muñoz: skater from Valle, holder of the world record in the adult category and winner of one gold and one silver medal in the last world games held in Cali, and gold in new record in the world games held in Ostend, Belgium.

Manuel F. Arias: tennis player from Caldas, ranked number one in the nation in the category of 16-year-olds, number three in South America, and rated among the top 300 of the ITF's world list.

Sergio Hernández: tennis player from Antioquia, ranked number one in the nation in the category of 14-year-olds and recent winner of the youth Cosat in Barranquilla. Winner at doubles in

Eduardo Londoño: triathlete from Caldas. Gold in the first South American youth sports games in Lima, Peru.

BBVA School for coaches

this an initiative that BBVA has been implemented for several years together with the foundation World Coach Colombia in cities like Cartagena and Barranquilla, and in some rural areas of those cities in which soccer was used during 2013 to involve close to 3000 children from vulnerable areas, at risk

of being drawn into gangs, armed groups and common criminal activities and who, thanks to the work by a group of teachers, of humble origins but with great sports leadership in their communities have been able to focus on using their free time productively and to remain in school.

BBVA's support is represented by the delivery of backpacks with school supplies, sports cues such as balls, uniforms, breastplates and other items for playing soccer.

This initiative has been selected by the UN to be replicated in country such as El Salvador and Honduras, whether children and young men and women in vulnerable areas are exposed to the same risks as in Colombia.

CULTURE

“Hay Festival Cartagena de Indias 2013” (There is Cartagena de Indias festival)

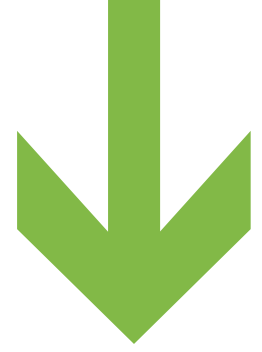
BBVA Colombia is a sponsor of the “Hay Festival Cartagena de Indias” for over six years, last year presented as guest author Peruvian Nobel laureate Mario Vargas Llosa, who, during this prestigious literary festival that is held in Cartagena in January, gave a talk with author Carlos Granés in the Cartagena convention center which was completely full during the act.

BBVA was also part of this initiative by offering a cocktail party in its offices at Plaza de la Aduana, where the inaugural concert for this festival which this year had Peruvian artist Susana Baca.



● BBVA AND THE OBJECTIVES
FOR THE MILLENNIUM

● INDEPENDENT REVIEW REPORT



The Global Compact Initiative and the development objectives for the millennium

“Eradication of extreme poverty is still one of the main challenges of our times and one of the main concerns for the international community. Putting an end to this scourge will require the combined efforts of all governments, civil society and the private sector within the context of a world alliance for stronger and more efficient development.

United Nations Secretary-General, Ban Ki-moon



The Global Compact Initiative is an agreement made within the United Nations whose aim is to use the power of collective action to promote the civic responsibility of companies so they can help solve the challenges posed by globalization.

The purpose of this compact is that all nations in the world can share the benefits of globalization, and promote in the world market the values and practices that are fundamental to meet the social economic needs.

This way the private sector cooperating with other entities in society can help achieve the Secretary-General's mission: a more sustainable and inclusionary world economy.

Companies from all regions around the world, international labor and civil society organizations are participating.

In 2002 Grupo BBVA signed an adhesion to the United Nations global compact. Additionally, since 2004 four other banks from the group have adhered: I: BBVA Banco Francés, BBVA Bancomer, BBVA Colombia and BBVA Banco Continental. BBVA has been a member of the executive committee of the Global Compact - Spain since it was created in 2004.

Every year since it adhered, BBVA prepares an annual progress report, available at www.pactomundial.org, that provides detailed information on the policies and specific actions implemented to comply with the compact.

In 2008, in the celebration of the 60th anniversary of the Universal declaration of human rights, BBVA took two important actions: signed a declaration by the United Nations Global Compact, and launched a course on human rights for the employees of the institution, with a personalized letter from the Chairman of the group to each employee encouraging them to take the course.

Through this that Haitian signed by the chairman of the group, BBVA is on the list of the close to 250 entities committed to human rights there this published in the United Nations website.





BBVA and the millennium development goals

The millennium development goals established objectives with specific deadlines that help measure advancements in reduction of economic poverty, hunger, disease, lack of proper housing, and exclusion and at the same time promote gender equality, health, education and environmental sustainability. These objectives also involve basic human rights – the right of any person on the planet to health, education, housing and security. The eight goals for the millennium (GOM) promoted by the United Nations originated in an international agreement that sets the year 2015 as the deadline to achieve significant improvements in the reduction of poverty and the inequalities that affect millions of people in the world.

BBVA is fully committed to this challenge through its business activities and communication, sensitization and promotion of the millennium development goals.

With respect to campaigns, it should be noted that BBVA is a founding member of the Forum for Corporate Reputation (www.reputacioncorporativa.org), dedicated to communicating the actions implemented to achieve the millennium development goals through the initiative "2015, a better world for Joana" (www.2015unmundomejorparaJoana.com).

Millennium development goals	BBVA's main initiative
1, To eradicate extreme poverty and hunger	Fundación BBVA para las Microfinanzas BBVA Codespa micro-finance -micro-finance investment fund for Latin America
2, To achieve universal primary education	BBVA social action plan for Latin America
3, To promote gender equality and empower women	Agreement for equality and conciliation between family and work life and family life
4, To reduce child mortality	(There are no specific initiatives)
5, To improve maternal health	(There are no specific initiatives)
6, To combat HIV/AIDS, malaria, and other diseases	Malaria control research project monitored by WHO
7, To ensure environmental sustainability	Manage indirect environmental impact through the Principles of Ecuador. Develop products and services with environmental criteria
8, To develop a global partnership for development	Initiative of the FRC to divulge the goals for the millennium



Independent Review Report

Report on the independent review of the Annual Corporate Responsibility Report 2013 by BBVA Colombia

Scope of our work

We have reviewed the adaptation of the contents of the Annual Corporate Responsibility Report (ACRR) for 2013 to the Guide for Preparing Sustainability Memoirs of the GRI, Version 3.0 (G3) and the Supplement for the financial Sector, as well as the key indicators proposed in that Guide. For these reasons, our review did not include a review of the data from previous periods included for comparison.

Verification standards and processes

We have performed our work according to the International Standard on Assurance Engagements other Than Audits or Reviews of Historical Financial Information (ISAE) 3000 issued by the International Auditing and Assurance Standard board (IAASB) of the International Federation of Accounts (IFAC).

Our review consisted of asking questions of Management and of various Units at BBVA Colombia that participated in the preparation of the ACR, and of the application of certain analytical procedures and review tests as described below:

- Meetings with the staff of BBVA Colombia to find out the management principles, systems and approaches applied
- Analysis of the processes used to gather and validate the data presented in the ACRR 2013
- Analysis of the adaptation of the contents of the ACRR to the recommendations presented in the Guide G3 from the GRI.
- Verification that the key indicators and the Indicators in the Supplement for the Financial Sector included in the ACRR match those recommended by that standard
- Review the information about the management approach used
- Verification, using review tests based on the selection of a sample of quantitative and qualitative information about the GRI indicators included in the ACRR 2013 and their proper compilation on the bases off the data provided by BBVA Colombia's sources of information

Conclusions

The GRI Indicator Chard shows the indicators reviewed and the scope of the review. Our review has not shown anything that would lead us to believe that the ACRR 2013 has not been prepared in accordance with the Guide for the preparation of Sustainability Memoirs of the Global Reporting Initiative, version 3.0 (G3) and the Supplement for the Financial Sector of the GRI.

According to our review of the indicators and contents we believe that the report meets the requirements for Rating level A+ according to the standards of the GRI.

Recommendations

In addition, we have submitted to the Communications and Image Department of BBVA Colombia our recommendations on areas of improvement to consolidate the processes, programs and systems involved in managing Corporate Responsibility. The relevant recommendations refer to:

- It is important for BBVA to look into the possibility of acquiring a tool to facilitate and enable the adequate consolidation of water and energy use in its offices around the country
- BBVA should look into the appropriateness of migrating to the new G4 methodology for preparing sustainability reports.

Deloitte & Touche Ltda.
Edificio Corficolombiana
Calle 16 Sur 43 A-19 Piso 9 y 10 AA 404
Nit 660.005.813-1
Medellín Colombia
Tell 57(4) 3138800
www.deloitte.com.co

Responsibilities of the Management at BBVA and at Deloitte

• The preparation of the Annual Corporate Responsibility Report 2013 and its contents are the responsibility of BBVA's Communications and Image Department, which is also responsible for defining, adapting and maintaining the internal management and control systems from which it obtains the information.

• Our responsibility is to present an independent report based on the procedures applied during our review

• This report has been prepared exclusively in the interest of the BBVA according to our service proposal. We do not accept any responsibility toward third parties other than the management ad BBVA.

• We have carried out our work according to the standards of independence required by the Ethics Code of the International Federation of Accountants (IFAC)

• The scope of a limited review is considerably less than the scope of an audit.

DELOITTE & TOUCHE LTDA.

Jorge Enrique Múnera D

Bogotá, febrero 2014



● PROFILE, SCOPE, RELEVANCE, MATERIALITY AND COVERAGE OF THE MEMOIR

● BASIC REFERENCES AND INTERNATIONAL STANDARDS

● RIGOR AND VERIFICATION



Report Criteria

At BBVA we are committed to the development of the communities where we operate; thus, we have made education the center of our Corporate Responsibility policy.



PROFILE, SCOPE, RELEVANT, MATERIALITY AND COVERAGE OF THE MEMOIR

Every year since 2007 BBVA has been preparing the Annual Corporate Responsibility Report. This information refers to Banco BBVA, as defined in the Annual Report for 2013 which includes comparative data for 2011 and 2012, indicating their respective perimeters. To improve comparability of the information, if the data has changed with respect to what was reported the previous year it is due to an improvement in the methods used for quantification and measurement of the affected variables or the criteria used.

When determining the relevance and materiality of the contents to be included, special attention has been paid to the most significant stakeholders, providing continuity in the consultation processes according to the recommendations found in the Guide for the preparation of sustainability memoirs, (version 3.0) and in the Global Reporting Initiative (GRI).

In this respect, a specific analysis has been performed using public information and information available at BBVA to evaluate the validity and relevant of these issues in the current context. This report is completed with the financial report 2013 and other information available at (www.bbva.com.co).

BASIC REFERENCES AND INTERNATIONAL STANDARDS

The district court has been prepared according to the best practices and most recognized international standards. On the one hand, would have followed the principles and the garments of the Global Reporting Initiative (GRI G3), reporting both the key indicators and the indicators for the financial sector.

In addition, information is provided about the United Nations' Millennium Development Goals, and answers are provided for the 2009 progress report with respect to compliance with the principles of the United Nations global compact, following the guidelines of the GRI. And the Global Compact, Making The Connections.

RIGOR AND VERIFICATION

BBVA Colombia has several instruments to ensure the quality and accuracy of the information provided in this report. The process involves several areas that provide information and are subject to the supervision, verification and audit methods that are customary for the bank. Secondly, corporate responsibility reports are submitted to the Group through the information management system which ensures the quality and scope of the information. The bank's Communications and Image Department is responsible for gathering the information.

GRI INDICATORS

PROFILE PAGE			
1. STRATEGY AND ANALYSIS			
1.1	Statement by the top responsible party on the relevance of sustainability for the organization and its strategy.	8	
1.2	Description of the main impact, risks and opportunities	8, 22	
2. Organizational profile			
2.1	Name of the organization	11	
2.2	Major brands, products and/or services	12 - 15	
2.3	Operating structure of the organization	12, 16	
2.4	Location of the organization's headquarters	IBC	
2.5	Number of countries in which the organization operates		BBVA is currently operating in 32 countries
2.6	Type of ownership and legal form	12	
2.7	Markets served.	12 - 15	
2.8	Size of the reporting organization	12 - 15	
2.9	Significant changes during the period covered by the memoir in terms of size, structure and ownership of the organization		BBVA Colombia sold the pension and termination funds management company BBVA Horizonte.
2.10	Prizes and awards received during the reporting period	30	Best entity in the country and that provision of cash management services that use this type of service according to Euromoney magazine
3. Parameters of the memoir			
PROFILE OF THE MEMOIR			
3.1	Period covered by the information contained in the memoir.	98	
3.2	Date of the most recent previous memoir (if any)		2012

3.3	Frequency of the memoir (annual, biennial, etc.).		Annual
3.4	3.4 point of contact for questions about the memoir or its contents	CCP	
SCOPE AND COVERAGE OF THE MEMOIR			
3.5	Process used to define the contents of the memoir	41, 98	
3.6	Coverage of the memoir.		This memory reports on the operations of the BBVA in Colombia
3.7	Indicate the existence of limitations to the scope or coverage of the memoir		EN22 - LA1 - LA2
3.8	The basis to include information in the case of joint business (joint ventures), affiliates, leased facilities, and other entities that might significantly affect the comparability between periods or between organizations	98	The report refers to the BBVA and its affiliates and the guidelines defined by Spain were followed to determine what information to include
3.9	Data measurement techniques and basis for the calculation, including the hypotheses and techniques underlying the estimates used to gather indicators and other information contained in the memoir	98	The report refers to the BBVA and its affiliates and the guidelines defined by Spain and the GRI three methodology were used to determine what information to include
3.10	Description of the possible effects of re-expressing the information from previous memoirs and the reasons that have led to such re-expression		There was re-expression of information with respect to the indicator for value generated (EC1), and the indicator for total direct and indirect greenhouse gas emissions (EN16) compared to the information reported this year before
3.11	Significant changes compared to previous periods in terms of the scope, coverage or affiliation methods applied in the memoir's		The data for AFP BBVA HORIZONTE is not included
INDEX OF THE GRI CONTENTS			
3.12	Table indicating the location of the basic content in the memoir	6, 7, 99 - 110	
VERIFICATION			
3.13	Current policies and practices with respect to the request for external verification of the memoir. If the verification report is not included in the sustainability memoir, the basis and the scope of any other existing outside verification should be explained. The relationship between the reporting information and the provider or providers of verification should also be explained	95	External verification memo issued by Deloitte

4	Governance, commitments and participation by the stakeholders		
GOVERNANCE			
4.1	The organization's governance structure, including the committees of the maximum governing body responsible for tasks such as defining strategy or supervising the organization	28	
4.2	Indicated also whether the chairman of the maximum governing body also holds an executive position (and, if so, his or her functions in directing the organization and the reasons to justify it).	IGC	www.bbva.com.co link to investor services
4.3	For those organizations that have a single management structure, indicate the number of members of the maximum governing body or independent or who are not executives	IGC	www.bbva.com.co link to investor services
4.4	Mechanisms available for shareholders and employees to communicate recommendations or indications to the maximum governing body	IGC	www.bbva.com.co link to investor services
4.5	Link between compensation to the members of the maximum governing body, top directors and executives (including agreements for leaving the position) and the performance of the organization (including social and environmental performs).	IGC	www.bbva.com.co link to investor services
4.6	Procedures established to avoid conflicts of interest in the maximum governing body	IGC	www.bbva.com.co link to investor services
4.7	Procedure to determine the level of training and experience required of the members of the maximum governing body to be able to guide the organization's strategy on social, environmental and economic issues	IGC	www.bbva.com.co link to investor services
4.8	Internally developed mission and vision statements, codes of conduct and relevant principles for the economic, environmental and social performance, and the status of their implementation.	20	
4.9	Procedures used by the maximum governing body to supervise the organization's identification and management of the economic, environmental and social performance, including related risks and opportunities in compliance with internationally agreed standards, codes of conduct and principles	23	
4.10	Procedures to evaluate the performance of the maximum governing body itself, especially in reference to economic, environmental and social performance	23	

COMMITMENT TO EXTERNAL INITIATIVES			
4.11	Description of how the organization has adopted a proposal or principle of caution	31	
4.12	Social, environmental and economic programs or principles developed internally as well as any other initiative subscribed to or approved by the organization	85 - 89	
4.13	Major associations to which the company belongs (such as sector associations) and/or national or international entities supported by the organization	31 - 34	
STAKEHOLDER PARTICIPATION			
4.14	List of stakeholders that the organization has included	38 - 41	
4.15	Basis to identify and select stakeholders to home theater organization commits	38 - 41	
4.16	Approaches adopted for the inclusion of stakeholders, including frequency of participation by type and category of stakeholder	38 - 41	
4.17	Main concerns or topics of interest that have arisen from the participation of stakeholders, and the way in which the organization has responded to them in preparing them the memoir	38 - 41	
Economic dimension			
INFORMATION ABOUT THE MANAGEMENT APPROACH			
Economic performance			
EC1.	Direct economic value produced and distributed, including revenue, exploitation costs, employee compensation, donations and other investments in the community, undistributed benefits, and payments to providers of capital and to governments.	35	
EC2.	Financial consequences and other risks and opportunities for the organization's activities as a result of climate change	78	Environmental policy and environmental management system
EC3.	Coverage of the organization's obligations due to social benefit programs		In Colombia, BBVA does not offer a retirement plan for its employees. It makes the legal contributions that are used for the pensions of its employees
EC4.	Significant financial aid received from governments		No financial aid received from the government was identified

PRESENCE IN THE MARKET			
EC6.	Policies, practices and percent of expenses for local suppliers in locations where significant operations are carried out	76, 77	
EC7.	Procedure for local hiring and percent of top directors from the local community in locations where significant operations are carried out		95.9% of the members of the director group are Colombian national; 44.4% of the members of the managing committee are Colombian nationals
Indirect economic impact			
EC8.	Development and impact of investments in infrastructure, and services provided mainly for public benefit through commercial, pro bono or in-kind commitments	85, 89	\$5.967 invested in commitments to the community
Environmental dimension (a) pages scope of the verification			
INFORMATION ABOUT THE MANAGEMENT APPROACH			
Materials			
EN1.	Materials used in terms of weight or volume		Not applicable
EN2.	Percentage of materials used that are valued materials	83	100% of the paper purchased is respectful of the environment
Energy			
EN3.	Direct energy consumption itemized by primary sources	79	The decrease in use of digital oil is due to fewer power outages in different offices
EN4.	Indirect energy consumption itemized by primary sources	79	
EN7.	Initiatives to reduce indirect energy consumption, and reductions achieved through those initiatives	79	
EN8.	Total water intake, by source	79	
Biodiversity			
EN11.	Description of adjacent land or land located inside protected natural spaces or in non-protected areas with high levels of biodiversity. Indicate the size and location of owned or leased or managed land which has a high level of biodiversity value in areas outside of protected zones		Not applicable

EN12.	Description of the most significant impacts on biodiversity found in protected natural spaces or in unprotected areas of high levels of biodiversity, as a consequence of the activities, products or services in a highly valuable areas in terms of biodiversity in areas outside protected zones		Not applicable
Emissions, discharges and waste			
EN16.	Total, direct and indirect emissions of greenhouse gases, by weight	79	There is a difference with what was reported for 2012 due to a change in the calculation methodology
EN17.	Other indirect emissions of greenhouse gases, by weight	79	
EN19.	Emission of substances that destroy the ozone layer, my weight		BBVA does not use substances that destroy the ozone layer for its processes, products and/or services
EN20.	NOx, SOx and other significant discharges into the air, by type and weight		Not material
EN21.	Total wastewater discharge, by type and destination		Not material
EN22.	Total weight of waste managed, bike treatment method	79, 82, 83	The scope of the information reported is limited to single buildings
EN23.	Total number and volume of the most significant accidental spills		Not mater not material: Offices are located in urban areas
Products and services			
EN26.	Initiatives to mitigate the environmental impact caused by the products and services, and degree of reduction of this impact	79 - 81	
EN27.	Percentage of products sold, and they are packing materials, that is recovered at the end of their useful life, by product category		Not applicable
Regulatory compliance			
EN28.	Cost of significant penalties and number of nonmonetary sanctions for failure to comply with environmental regulations		There are no significant penalties imposed by the competent authorities

Social dimension: labor practices and ethics at work

INFORMATION ABOUT THE MANAGEMENT APPROACH

Employment

LA1.	List of employees by type of job, contract and region	69	
LA2.	Total number of employees and average turnover, identified by age groups, sex and region	68	1,584 of which 1,158 are due to the sale of BBVA Horizonte. 2013 includes data for retirement, pre-retirement and encouraged resignations, unlike the figures reported for 2012

Company/employees relations

LA4.	Percentage of employees covered by a collective agreement	75	
LA5.	Minimum prior notice periods with respect to organizational changes, including privies notices are specified in the collective agreements		There is no defined minimum notice. But with respect to organizational changes. For relevant changes in the organization there are mechanisms to notify the employees of such changes

Health and work safety

LA7.	Rates of absenteeism, work-related disease, days lost, and number of work-related deaths, by region	69	
LA8:	Education, training, counseling, risk control and prevention programs for the employees, their families, or members of the community with respect to serious diseases	75	

Education and training

LA10.	Average number of training hours per employee per year, itemized by employee category	73	
LA11.	Skill building and continuous education programs to increase the employability of your workers and that are carried out in the final management of their professional careers	71, 72	

Diversity and equal opportunities			
LA13.	Composition of the corporate governance bodies and payroll, itemized by sex, age group, membership and minority groups, and other indicators of diversity	69	
LA14.	Ratio of basic salary for men compared to salary for women, itemized by professional category	69	
Social dimension: human rights			
INFORMATION ON THE MANAGEMENT APPROACH			
Investment and provisioning practices			
HR1.	Percentage and total number of significant investment agreements that include human rights clauses or which have been analyzed with respect to human rights		Application Principles of Ecuador. BBVA Colombia and evaluates and manages social and environmental impacts of the projects it finances
HR2.	Percentage of major distributors and contractors that have been subjected to analysis with respect to human rights issues, and steps taken as a result of such analysis	77	
Nondiscrimination			
HR4.	Total number of discrimination incidents, and measures adopted		During 2013 there were no discrimination incidents reported through the "responsible attitude" (Actitud Responsable) channel
Freedom of association and collective agreements			
HR5.	Company activities in which the right to free association and to be covered by collective agreements may be exposed to significant risks, and measures adopted to defend these rights		BBVA publicly recognizes its respect for the United Nations declaration of human rights, the basic rules of the international labor organization and the directives from the OECD for multinational companies. The activities in the financial sector is characterized by a highly trained human capital and that is why it is highly unlikely to find problems relating to human rights, such as child and forced labor, or major risks for freedom of association

Exploitation of children			
HR6.	Activities identified as having a potential risk for child exploitation, and measures taken to help eliminate them		BBVA publicly recognizes its respect for the United Nations declaration of human rights, the basic regulations of the international labor organization, and the directive from the OECD for multinational companies. The activities of the financial sector are characterized by highly trained human capital. For this reason, it is highly unlikely that there will be problems relating to human rights such as child or forced labor or major risks for freedom of association
Forced labor			
HR7.	Operations identified as having a significant risk of getting rice two episodes of forced or unwilling labor, and measures adopted to help eliminate them		BBVA publicly recognizes its respect for the United Nations declaration of human rights, the basic regulations of the international labor organization, and the directive from the OECD for multinational companies. The activities of the financial sector are characterized by highly trained human capital. For this reason, it is highly unlikely that there will be problems relating to human rights such as child or forced labor or major risks for freedom of association
Social dimension: society: (d) pages scope of verification			
Community			
SO1.	The nature, scope and effectiveness of programs and practices to evaluate and manage the impact of the operations on the community, including entry, operation, and exit of the company	85 - 89	
Corruption			
SO2.	Percentage and total number of business units analyzed for risks related to corruption		63 bank branches and for insurance branches were visited in order to verify physical and electronic security measures, take the necessary corrective steps and update the risk map

INFORMATION ABOUT THE MANAGEMENT APPROACH			
SO3.	Percentage of employees trained on the organization's policies and procedures against corruption	74	
SO4.	Steps taken in response to incidents of corruption		In total, 519 events were received and responded to. Initially the reported fraud was measured at \$4.454 M
Public policies			
SO5.	Position with respect to public policies and participation in their development and in lobbying activities		BBVA follows a new legal requirements and adapts them to its business
Regulatory compliance			
SO8.	Monetary value of significant penalties and fines, and total number of nonmonetary penalties from failure to comply with the laws and regulations		There were no penalties in 2013
Social dimension: problems responsibility (e) pages scope of verification			
INFORMATION ABOUT THE MANAGEMENT APPROACH			
CUSTOMER HEALTH AND SAFETY			
PR1.	Phases in the lifecycle of products and services during which their impact on the health and safety of the customers is evaluated for improvement, if necessary, and percentage of significant product and service categories that are subjected to such evaluation procedures	53, 60, 61	
About products and services			
PR3.	Types of information about products and services that is required by applicable procedures and regulations, and percentage of products and services that are subject to these information requirements	60, 61	
PR5.	Practices with respect to customer satisfaction, including the results of customer satisfaction surveys	56	
Marketing publications			
PR6.	Programs for complying with the laws or adhering to voluntary standards and procedures mentioned in marketing communications, including advertising, other promotional activities, and sponsorships	60, 61	

Regulatory compliance			
PR9.	Cost of significant fines for failure to comply with regulations pertaining to the supply and use of the organization's products and services		During 2013 there were no penalties imposed against BBVA Colombia. The bank reports that during that period, the Colombian financial superintendence confirmed they penalties imposed in 2011 in the following amounts and for the following reasons: 141.6M for failure to produce and transmit formats between 2008 and 2010; 75M for failing to comply with some articles from law 1266 of 2008, and 50M for failure to comply with item 1, article 1.5.3.2, decree 1121 of 2008.
FINANCIAL SECTOR INDICATORS			
Impact of products and services			
Information about the management approach			
FS1.	Policies with specific social and environmental components applied to the lines of business	28, 29	I did BBVA there is a specific policy to finance their defense sector. At that BBVA there is a specific policy for the prevention of Money laundering/ / SARLAFT. BBVA is a signatory of the Green Protocol.
FS2.	Procedures to evaluate and protect the lines of the business from environmental and social risks	52	
FS3.	Processes to monitor the implementation and compliance of environmental and social requirements included in agreements and transactions with clients	52	No risk valuation has been carried out for any project through the environmental and social risk management manual. With enough complete any project finance operations involving the use of criteria from the Principles of Ecuador
FS4.	Processes to improve the employees competencies for implementing the social and environmental policies and procedures that are applicable to the lines of business	38, 41	Within the framework of the Green Protocol some of our employees attended training workshops for the implementation of social and environmental policies and procedures applicable to the lines of business
FS5.	Interactions with clients, investors and partners with respect to the risks and opportunities found in social and environmental issues	38, 41	

PRODUCT PORTFOLIO			
FS6.	Itemization of portfolio for each line of business, by specific region (large, SMSE, micro company) and sector	15	
FS7.	Monetary value of products and services designed to offer a specific social benefit, by line of business, itemized by objective	43 - 49	
FS8.	Monetary value of products and services designed to offer a specific environmental benefit, by line of business, itemized by objectives	67	
Auditoria			
FS9.	Scope and frequency of audits to evaluate implementation of environmental and social policies and risk evaluation procedures		The organization will look into the implementation of auditing systems to evaluate its social and environmental risk management after the environmental and social risk manual becomes consolidated in the organization
Active property management			
FS10.	Percentage and number of companies in the portfolio with which there has been interaction on social or environmental issues	53	
FS11.	Percentage off assets subjected to a positive or negative social or environmental analysis	53	
FS12.	Voting policies applied to social or environmental issues and entities in which the organization has voting rights or the right to advice.		For the time being, BBVA Colombia has no formal voting policy with respect to social or environmental issues beyond keeping in mind the corporate principles and commitments to act on this topic
Community			
FS13.	Accessibility in areas of low population density or underprivileged locations	17	
FS14.	Initiatives to improve access to financial services for underprivileged groups	46	
Customer health and safety			
FS15.	Processes to design and sell financial products and services in a reasonable and fair manner.	20, 21	
Marketing communications			
FS16.	Initiative to increase financial awareness, by type of beneficiary	24, 25, 87	

Legend

- IBC.....Inside back cover
- CGR.....Corporate Governance Report
- AR Annual Report

BBVA

General coordination:

Communications and image department
josealberto.rodriguez@bbva.com • mauricio.floresmarin@bbva.com • lilliana.corrales@bbva.com

Design:
BBVA
www.bbva.com

Layout and electronic page setting
Marketing Group D+C Ltda.
www.mgcreativos.com • info@mgcreativos.com

Photography
BBVA Image Archive / TBWA Colombia / Alberto Jiménez

Print:
Editora Géminis Ltda.

BBVA

