

Connected with Education

Annual Report 2015



**We work towards a
better future for people
through education,
entrepreneurship, and culture
with the purpose of making
opportunities of this new era
accessible for all.**

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About this Report

The BBVA Bancomer 2015 Foundation Annual Report includes the activities performed by our organization from January 1 through December 31, 2015. This is the fifth annual report published using the Global Reporting Initiative (GRI) guidelines.

This Report provides information solely about the actions and achievements of Fundación BBVA Bancomer A.C. being a separate document from the respective reports issued by Grupo Financiero BBVA Bancomer, S.A. de C.V. and its affiliates.

For its preparation, we were based on the Global Reporting Initiative (GRI-G4) G4 guidelines in accordance with their Core option, including GRI's sector supplement indicators of non-governmental organizations (NGOs).

Based on GRI principles and on BBVA Bancomer Foundation priorities the following contents were defined: Materiality, Stakeholder Inclusiveness,

Sustainability Context, and Completeness. Likewise, we are reporting the indicators within their three main topics: economic, social, and environmental performance.

With the aim of providing information comparable to prior years, most of the quantitative data is accompanied by historical data that allow contrasting between the Foundation's performance in 2015 regarding the two previous years.

As for to the Code of Conduct, the Foundation is aligned with the BBVA Bancomer Financial Group.

The BBVA Bancomer Foundation Annual Report 2015 has been assured by an independent third party—Deloitte Mexico (whose scope is specified in the Independent Assurance Report). It was also presented before the GRI Materiality Disclosure Service, and GRI confirmed the accuracy of the location of G4 indicators of materiality.

A Message from the Director

G4-1

For BBVA Bancomer Foundation, 2015 was another opportunity to contribute to Mexico's social development. During the year we benefited thousands of people across the country through our educational, entrepreneurship, and culture scholarships.

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According to our culture of accountability and in order to inform our beneficiaries, partners, and the general public, we present this Report 2015 with the aim of providing an overview of all the work and results we achieved this year.

In this report, you may find our progress in each of our programs, who our partners are, materiality analysis according to the GRI methodology, publications, and a BBVA Bancomer Foundation's finance report.

I would like to highlight the analysis we conducted this year with our donors, sponsors, educational authorities, CSR experts, representatives of nonprofit organizations and beneficiaries of our programs with the purpose of identifying our strengths and opportunity areas to keep moving in the right direction. Results of this analysis can be found in the materiality section.

The results attained this year were due to the Grupo Financiero BBVA Bancomer's contribution and to the Board of Director's Foundation.

We reaffirm our commitment to the United Nations Global Compact, which we joined and whose principles have been incorporated into this Report as part of the Communication on Progress for this period. On behalf of the entire team of the Foundation, I would like to thank the Godfathers (sponsors) and thousands of Mexicans who joined our cause through donations.

Sincerely,

Sofía Ize Ludlow
Director

BBVA Bancomer Foundation

G4-7, G4-12

*We are the social action
arm of Grupo Financiero
BBVA Bancomer.*

BBVA Bancomer Foundation is committed to education, which transforms lives through: education scholarships in order to enable young people to continue their studies; entrepreneurship scholarships so that vulnerable people may diversify their income strategies, and artistic scholarships to contribute to Mexico's cultural development.

Furthermore, it also **channels resources aligned to an educational agenda** and contributes to generate research inputs in education and migration aspects.

a. Mission, Vision and Objectives

Our **mission** is to get and channel resources to support social, educational and cultural development programs that provide opportunities of sustainable development for the population that contribute to the construction of a more equitable and fair society for the benefit of Mexico.

Our **vision** is to be the leading organization in the field of Corporate Social Responsibility through the execution of educational and cultural programs that promote an integral development of society.

Our **objectives** are:

- To provide educational tools to low-resource communities to improve their quality of life and to promote their personal and family development.

- To support formal education for Mexican children and youngsters, particularly those who make an effort to achieve academic excellence.
- To promote environmental education.
- To promote the creative and cultural development of Mexico through the support for and the realization of artistic and cultural activities.
- To support those who have been affected by severe natural disasters.

b. Why Do We Support Education?

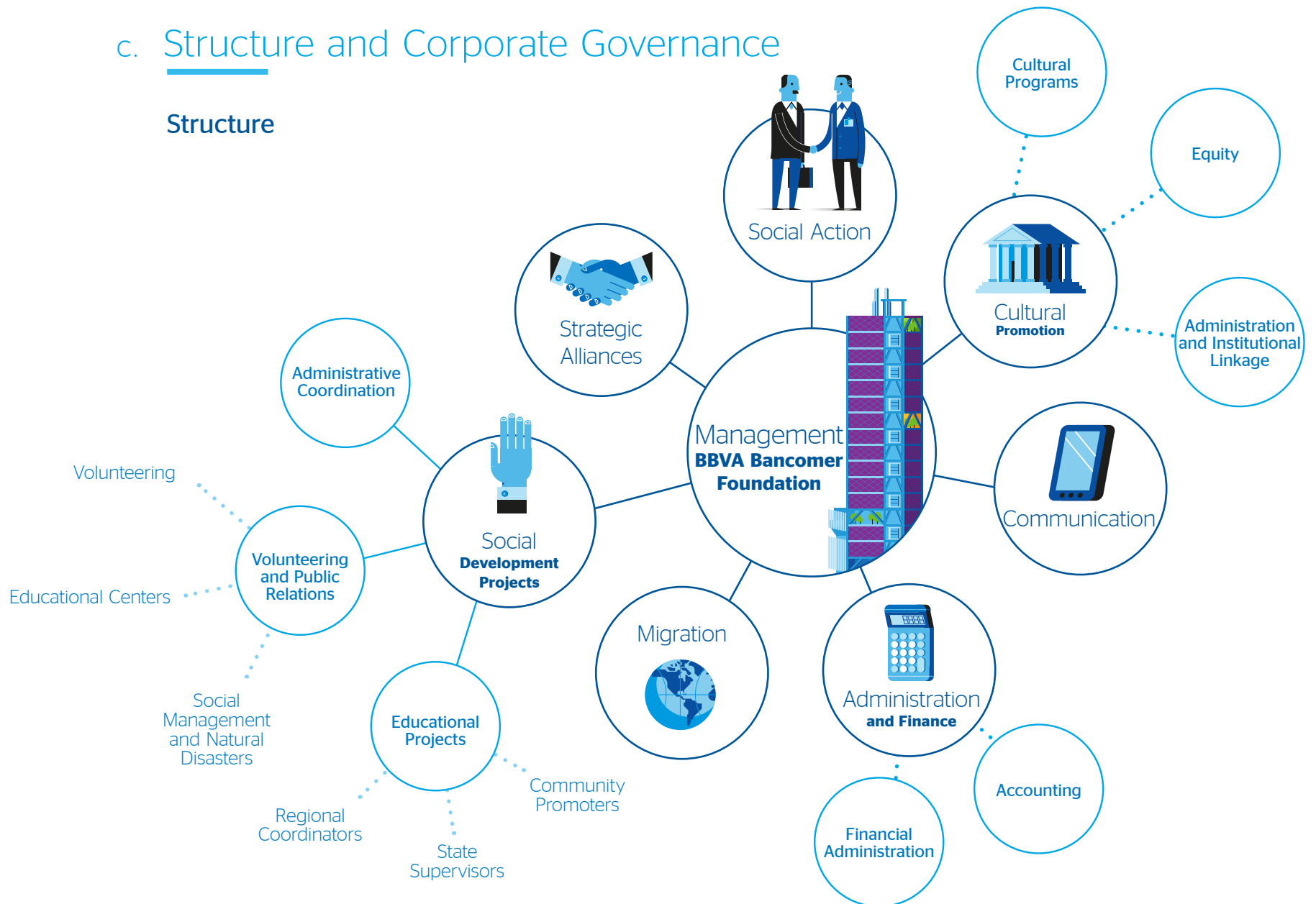
According to the OECD's Education Indicators in Focus, **education may provide substantial benefits to society, not only through employment and income opportunities but also through higher skills, improvement of social status, and network access.** According to this report, philosophers such as Aristotle and Plato highlighted that education was critical to the development of individuals and to the welfare of their society. In recent decades, research has supported this conventional wisdom, disclosing that education not only

enables individuals to perform better within the labor market but also to improve their overall health, to promote people's involvement, and to contain violence.

BBVA Bancomer Foundation considers education a way through which people can achieve a full development. It is no coincidence that – for more than 15 years – the Foundation decided to focus its efforts on education, considering that the average population in Mexico does not finish junior high school.

c. Structure and Corporate Governance

Structure



Corporate Governance

The main Foundation's governance body is the Advisory Board, made up by 20 members: 14 of which are internal and 6 external. 30% of our Board directors are external, which makes the Board a plural, objective and participative organ.

Our advisors are part of the Board on an honorary, voluntary and strictly personal basis; they cannot delegate this responsibility on a proxy or third person.

The directors of the Foundation are selected based on their CV and personal career. The Board's performance is evaluated through the results achieved with the programs of

the Foundation, as well as through the surveys conducted with our stakeholders. This is an open feedback process that involves beneficiaries, employees and civil society organizations that are polled on a regular basis.

The mechanism to make recommendations to the Board consists on e-mailing the Senior Management that, in turn, will channel all requests to the main governance body. Likewise, a space is provided on the Foundation's website for our stakeholders to send recommendations or comments whenever they deem it necessary.

2015 BBVA Bancomer Foundation Board Members

Internal

Mr. Eduardo Osuna Osuna	Chairman
Mr. Luis Robles Miaja	Chairman
Mr. José Fernando Pío Díaz Castañares	Secretary
Mr. Alfredo Aguirre Cárdenas	Pro-secretary
Mr. Adolfo Albo Márquez	Member
Mr. Adrián Otero Rosiles	Member
Mr. Fernando Eguiluz Lozano	Member
Mr. Héctor Paniagua Patiño	Member
Mr. Jorge José Terrazas Madariaga	Member
Mr. Julio César Anaya Elizalde	Member
Mr. Leobardo Ramírez Hernández	Member
Mr. Oscar Enrique Coppel Tirado	Member
Mr. Sergio Rafael Castillo Costa	Member
Mr. Vicente María Rodero	Member

External

Mr. Jorge Tapia del Barrio	Commissioner
Mr. Alejandro Ramírez Magaña	Member
Mr. Claudio X. González Guajardo	Member
Mr. Gustavo Lara Alcántara	Member
Ms. María Eugenia Ramírez España	Member
Ms. Martha Smith	Member

Scope: BBVA Bancomer Foundation.

d. Code of Conduct

BBVA Bancomer has a new Code of Conduct, approved by the Board of Directors of Grupo Financiero BBVA Bancomer on September 23, 2015, to which BBVA Bancomer Foundation is adhered to. The Code is mandatory for all members of the Group; it provides specific behavior patterns consistent with our corporate principles.

In accordance with the Principles of the Global Compact, the Code contains an anti-corruption policy stating that BBVA tolerates no form of corruption or bribery whatsoever in any of its activities. Furthermore, we promote respect for the dignity and rights of people in all their relationships; this commitment is reflected in the BBVA Commitment to Human Rights document.

We have the following communication channels that all employees can use to make comments or seek advice on enforcement issues of the Code of Conduct and supplementary regulations thereof:

[HPD \(internal system\)](#): “Canal de Denuncia”

[E-mail](mailto:canaldenuncia.mexico.mx@bbva.com): canaldenuncia.mexico.mx@bbva.com

[Telephone](#): 55 5621-4188 or 01-800-001-0011

[Global e-mail](#): canaldenuncia@bbva.com

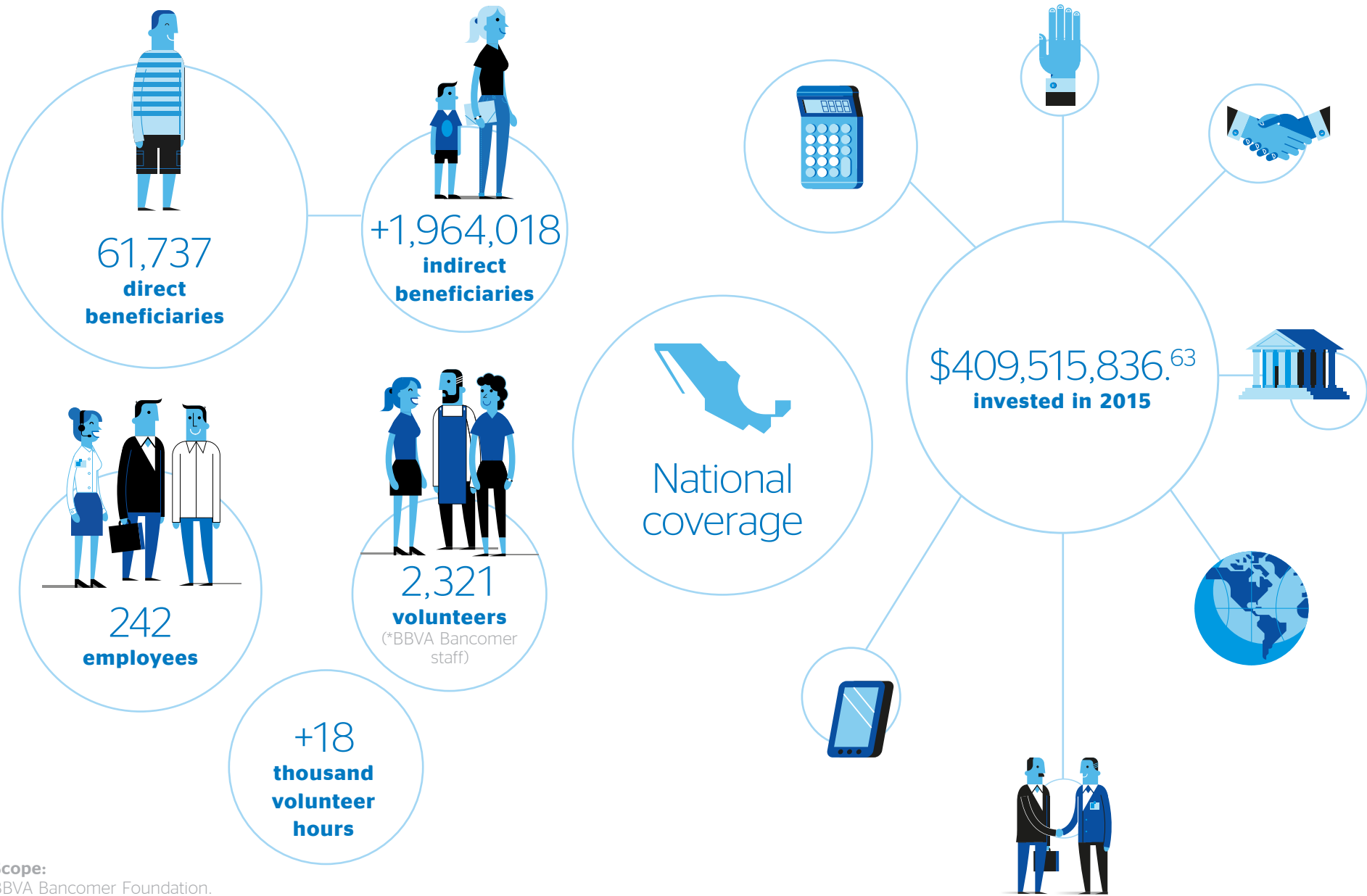
[Global phone](#): (34) 91 537 7222

As of December 31, 2015, BBVA Bancomer Foundation had no fines or sanctions on record for failure to comply with laws and regulations on environmental matters, performance within society that may be of any significance with regard to the company's net worth, financial standing, or consolidated results. Likewise, there were no legal suits detected relating to acts of discrimination or violation of human rights, or significant legal complaints with regard to working conditions.



e. Partnerships

- CONAFE
- EDUCAL
- Equiscosa
- FONABEC
- Fondo Nacional para la Cultura y las Artes (FONCA, as per its Spanish acronym or National Council of Culture and Arts)
- Cadavieco Foundation
- Cinépolis Foundation
- Educar UNO Foundation
- ProEmpleo Foundation
- Televisa Foundation
- Instituto Nacional para la Educación de los Adultos (INEA, as per its Spanish acronym or National Institute for Adult Education)
- Instituto Tecnológico y de Estudios Superiores de Monterrey
- Museo de Arte Carrillo Gil (Carrillo Gil Art Museum)
- INBA
- New Art Lab
- Secretaría de Educación del Gobierno de Puebla (Secretariat of Education of Puebla)
- SOMA
- Secretaría de Educación Pública (Secretariat of Public Education)
- Secretaría de la Defensa Nacional (Secretariat of National Defense)



Scope:
BBVA Bancomer Foundation.

Our Community

*In BBVA Bancomer Foundation
we support well-performing
children and young students
living in high-migration
communities, as well as cultural
micro-entrepreneurs and change
makers.*

Beneficiaries

The Staff

Donors

Volunteers

Materiality and Stakeholders

We identify our stakeholders according to the analysis of how much is a particular group affected by the Foundation's activities and, in consequence, how much can that particular group affect the Foundation's activities.

We classified them as groups that either have external impacts or an exogenous vision and internal impacts or an endogenous vision.



Materiality and Stakeholders

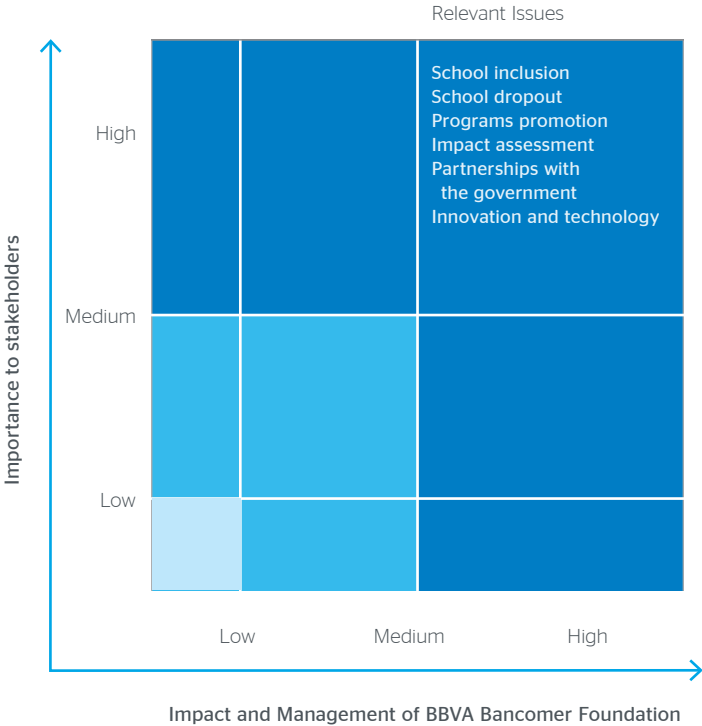
The GRI methodology on sustainability reporting recommends to conduct analyses on direct and indirect beneficiaries as well as on employees, volunteers, and other stakeholders with whom the Foundation interacts in order to identify whether the purpose of the organization is being fulfilled.

In this sense, for the second consecutive year, we conducted a survey and a series of interviews to answer key questions, such as:

- 1. What is the thing that really matters?
- 2. Who cares about it and to what extend?
- 3. How can we manage it?

Among other more specific questions...

By 2015 seven stakeholders that are key to the Foundation were analyzed. The two direct dialogue channels used with these stakeholders were through in-depth surveys and interviews according to the distribution shown in the following Figure:



Main findings of the study:

Authorities:

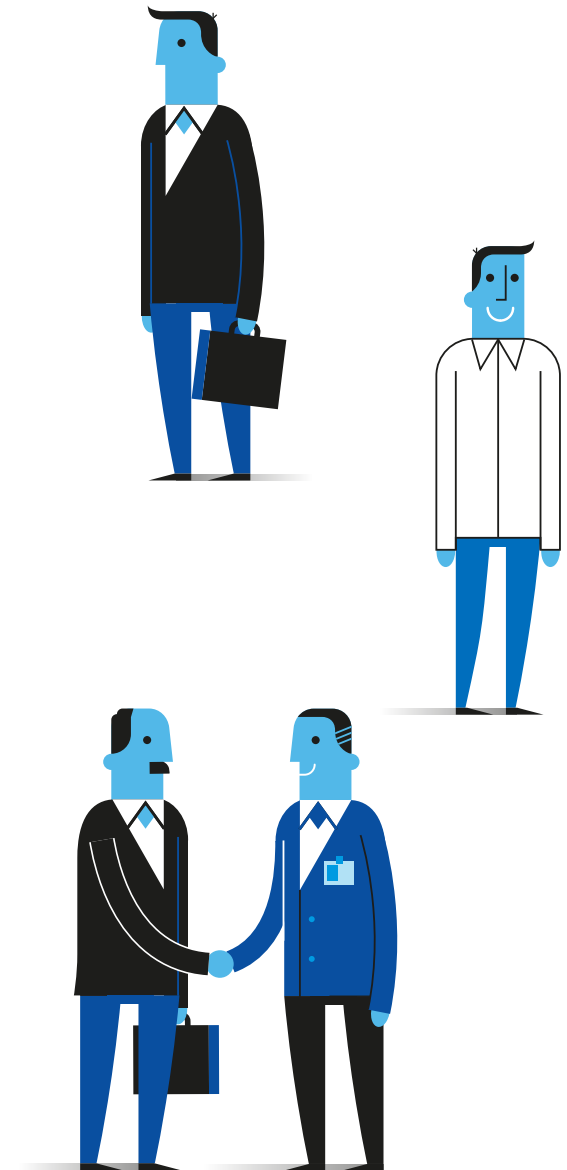
- New educational model with technology, creative skills, and cooperation among children
- Increased monitoring up to higher-education scholarship recipients
- Structuring of Foundation interests and collaboration areas

Experts:

- Education as a driver to equal individuals socially
- The more educational level, the more school dropouts

Partners:

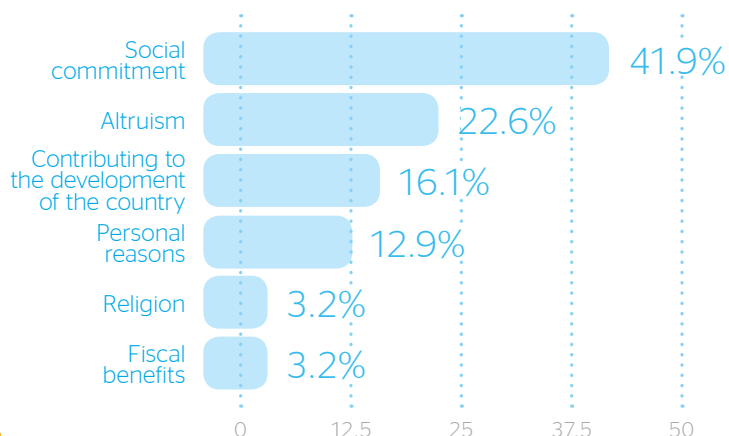
- Acknowledgment of the Foundation's social commitment
- Having a scholarship is a good incentive for not dropping out
- Student follow-up for each type of scholarship



-Donors:

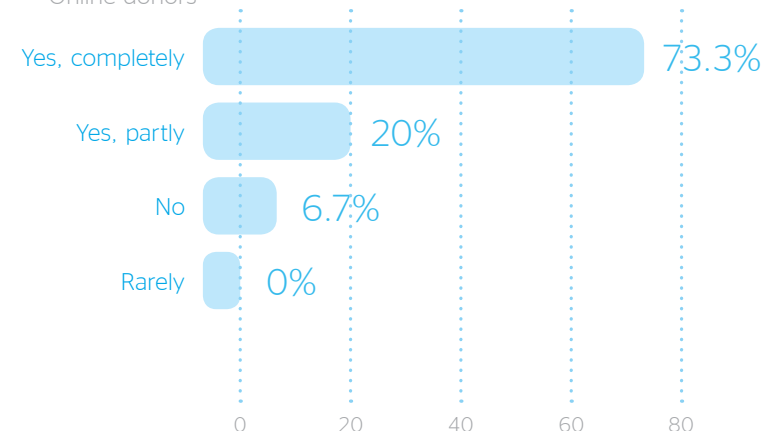
What is the main reason why you donate?

*Online donors



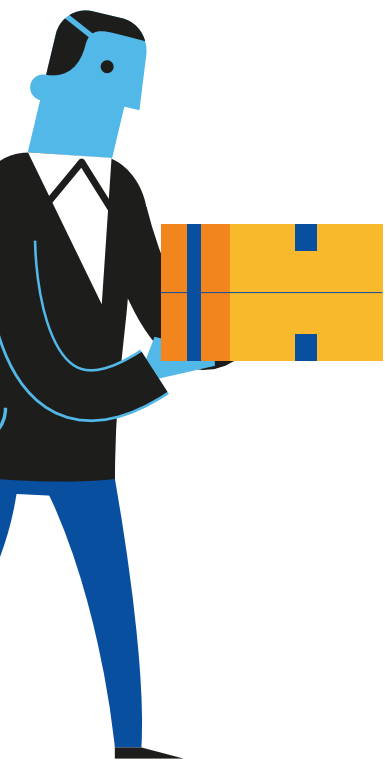
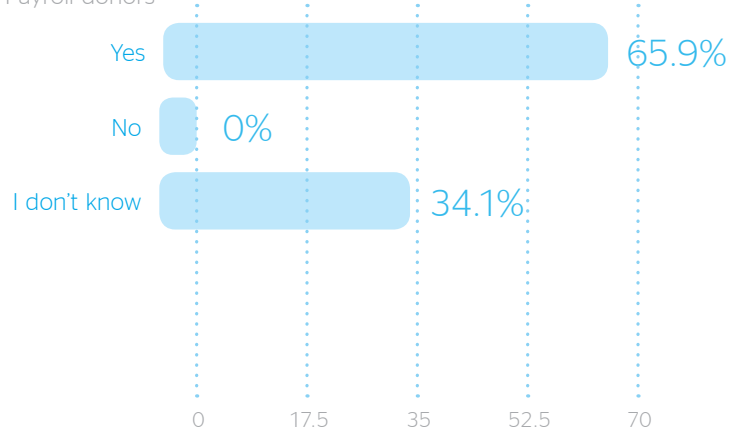
Do you think that the online donation system is safe and reliable?

*Online donors



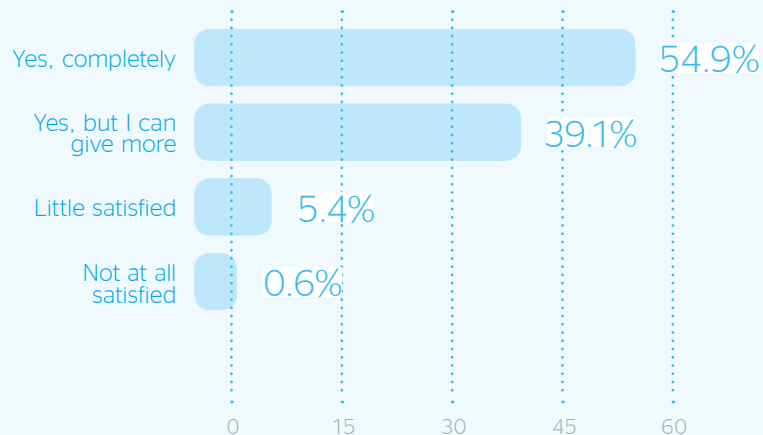
Do you think BBVA Bancomer Foundation manages the resources on a transparent and equitable way?

*Payroll donors

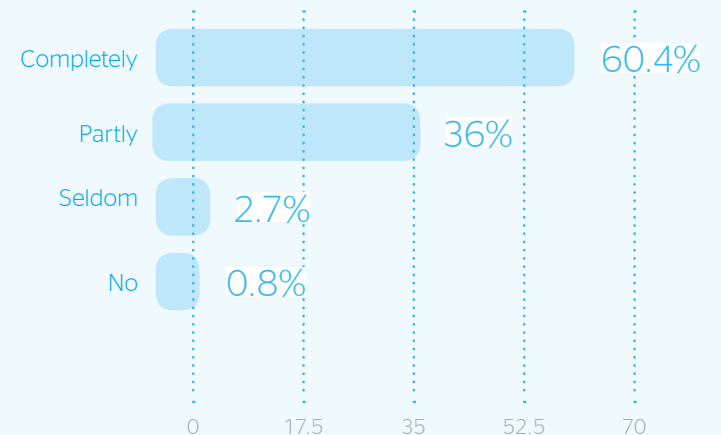


-Godparents (sponsors):

Personally, do you feel satisfied for what you've accomplished so far as Godfather?

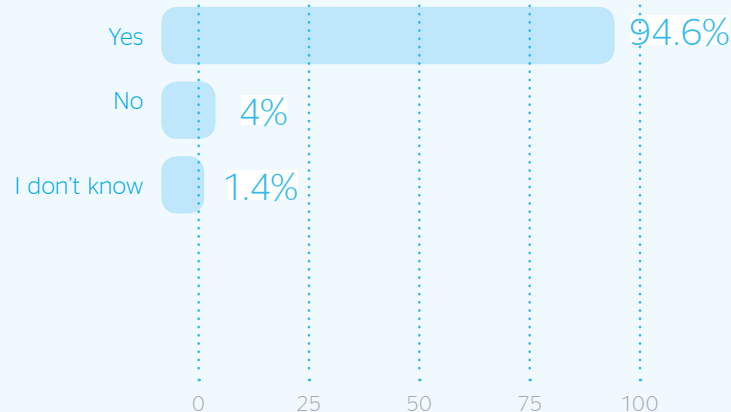


Do you think that your efforts make a positive difference in the recipient?



Do you think BBVA Bancomer Foundation programs help reduce school dropout?

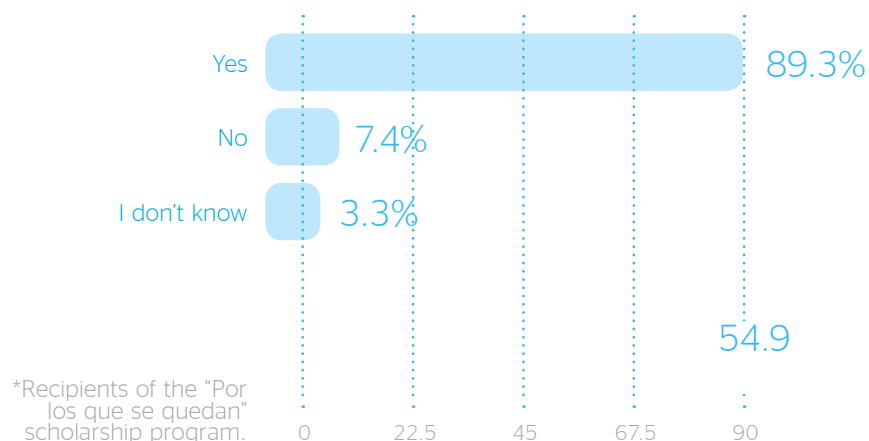
*Online donors.



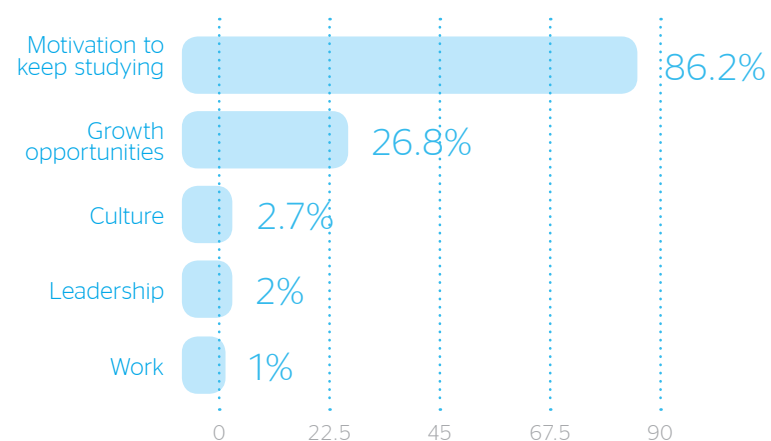
*Godparents of "Por los que se quedan" (For Those Who Are Left Behind), "Becas Bicentenario" (Bicentennial Scholarships), and "Olimpiada del Conocimiento Infantil" (Children's Knowledge Olympics) scholarship programs.

-Scholarship recipients:

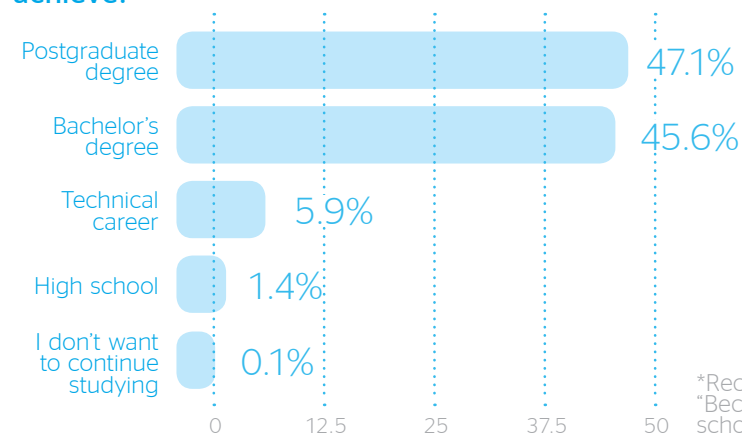
Do you think that the “Por los que se quedan” program contributes to reduce school dropout?



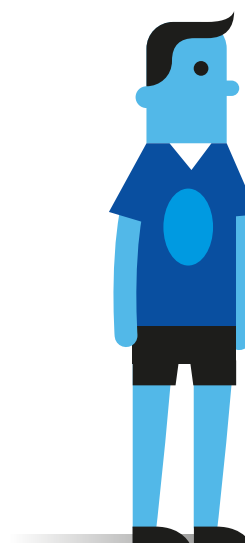
In addition to financial support, what other benefits do you have in your relationship with BBVA Bancomer Foundation?



What is the level of education you want to achieve?



*Recipients of the “Olimpiada del Conocimiento Infantil” scholarship program



a. Beneficiaries

Our direct beneficiaries are young students who are financially supported through scholarship programs, as well as entrepreneurs, students, artists, and affected people, who were somehow supported by the BBVA Bancomer Foundation.

61,737

direct beneficiaries

1,964,018

indirect beneficiaries

Breakdown of Beneficiaries by 2015 Program

Program	Starting Year	Beneficiaries Description	Number of Direct Beneficiaries	Number of Indirect Beneficiaries
Educational Programs				
"Por los que se quedan" Scholarships	2006	Young secondary school (junior high school / middle school / grades 7-9) students who live in migrant-sending communities	18,000	72,000*
Becas Adelante (Adelante Scholarships)	2013	"Por los que se quedan" (For Those Who Are Left Behind) young scholarship recipients	10,000	40,000*
Olimpiada del Conocimiento Infantil (Children's Knowledge Olympics)	2002	Young junior high school students	3,150	12,600*
Complementary Educational Initiatives				
PROMIS	2013	Students from the state of Michoacán	1,941	NA
Valores de futuro (Future Values)	2013	Young junior high school students attending the schools that take part in the "Por los que se quedan" ("For Those Who Are Left Behind") program (scholarship recipients and non-recipients)	1,858	NA

(1) Figures of indirect beneficiaries were obtained by multiplying the number of direct beneficiaries by 4.

Program	Starting Year	Beneficiaries Description	Number of Direct Beneficiaries	Number of Indirect Beneficiaries
"Por los que se quedan" Social/Athletic Schools	2012	Low-income children and youngsters	105	NA
Entrepreneurship Programs				
BBVA Bancomer Educational and Productive Centers - ITESM Social Incubators	2009	Low-income children, youngsters, and adults	16,307	NA
Integral Educational Centers	1985	Low-income children, youngsters, and adults	3,850	NA
Magdalena Contreras Educational and Productive Center	2011	Low-income children, youngsters, and adults	1,850	NA
Cultural Programs				
Bancomer-MACG Program.	2008	Artists and curators	20	NA
University Competition "Hazlo en cortometraje" ("Do It In a Short Film")	2008	College students and recent graduates	1,026	NA
Bancomer Arts Scholarship	1998	Artistic and cultural projects	59	1,754,031
Other cultural programs (exhibitions, collections, scholarships, etc.)			664	28,000
Other Programs				
Emergency food	2012	Food supply kits	2,860	NA
Natural disasters (furniture and equipment)	2006	Families affected by natural disasters in Coahuila and Sonora	NA	7,766
School refurbishment	2006	Families affected by natural disasters in Baja California Sur, Guerrero, Jalisco, Morelos, and Mexico City	NA	2,356
In-kind donations (inventories)			47	47,265

Scope: BBVA Bancomer Foundation.

b. The Staff

BBVA Bancomer Foundation is made up by a talented multidisciplinary team of 242 employees, from which 79% are women and 75% are between 25 and 45 years of age.

Workforce

Breakdown		2013	2014	2015
By type of contract	Permanent and full-time:	200	196	211
	Per project and temporary:	35	35	31
By gender	Men:	53	50	50
	Women:	182	181	192
By age	Under 25:	36	40	36
	Between 25 and 45:	171	166	182
	Over 45:	28	25	24
Total		235	231	242

(1) Training hours are applied to employees who are active in the Foundation but are hired by BBVA Bancomer Group. Scope: BBVA Bancomer Foundation.

Training and Development

We have implemented a training plan that allows our employees to develop the skills necessary to perform their duties.

In addition to the training courses taught by subject area, workshops on issues related to ethics, human rights and skills development are given. Likewise, support is offered to conclude formal education degrees and there is a program of continuous education. These supports are initiatives

made by BBVA Bancomer Group, to which the Foundation employees have access.

All employees receive a performance evaluation per year. The compensation each employee can receive is established in terms of the level of responsibility inherent to the position, the employee's professional development and the achievement of the goals, without any discrimination on the basis of gender, race or other.

Staff Training

	2013	2014	2015
Number of employees trained	192	199	211
Number of hours of training	8,622	9,999	8,395.30
Average of hours of training per employee	45	50.24	39.79

(1) These figures do not include volunteers, as they are not part of the staff of the Foundation, but employees from the bank and from other institutions.

Scope: BBVA Bancomer Foundation.

Average Employee Turnover

Only drops are considered

Figures do not include project or temporary employees.

Scope: BBVA Bancomer Foundation.

Age	2013	2014	2015
Under 25:	6	4	5
Between 25 and 45:	36	35	31
Over 45:	0	0	0

Gender	2013	2014	2015
Men:	16	11	8
Women:	26	28	28

Region	2013	2014	2015
North:	10	10	11
Center:	23	26	22
South:	9	3	3

c. Donors

BBVA Bancomer Foundation has a great opportunity to transform lives by granting scholarships, thanks to the resource provided by Grupo Financiero BBVA Bancomer, as well as by institutions and people who joined our causes in 2015.

Scope: BBVA Bancomer Foundation.

d. Volunteers

The BBVA Bancomer Foundation education scholarship programs grants have two components that tackle the main causes of school dropout—lack of income and interest. The economic cause is served through the monthly MXN\$1,000 scholarship the recipients receive during the 10-month school year and we tackle the lack of interest through the 1,673 Godparents (sponsors) who support them during junior high school.

Our Godparents are part of the BBVA Bancomer Corporate Volunteer strategy who are employees of the BBVA Bancomer branches. Our volunteers make a valuable effort acting as Godparents of the youth of our scholarship programs. They donate their time and talent to support and encourage these young people so that they improve their performance and do not drop out.

Scope: BBVA Bancomer Foundation.

2015 Fundraising

Source	Amount Raised
B+Educa Investment Fund	\$ 82,127,003
Agreements	\$ 14,525,000
ATMs	\$ 6,165,070
BBVA Bancomer Race	\$ 2,159,700
BBVA Bancomer Regional Board Members	\$ 2,259,000
Others	\$ 4,662,645
Total	\$ 111,898,418

Moreover, there is also a volunteer program in partnership with BBVA Bancomer Financial Education, which is aimed at children and youngsters with the purpose of contributing to the development of financial skills focused on the responsible use of money in a securities context.

Program	Volunteers	Hours
"Por los que se quedan" (For Those Who Are Left Behind) scholarships	791	15,450.00
Olimpiada del Conocimiento Infantil (Children's Knowledge Olympics)	966	1,622.25
Becas Bicentenario (Bicentennial Scholarships)	449	321
Valores de futuro (Future Values)	115	1,380.00
Total	2,321	18,773.27

Our Cause

G4-4, G4-8,

We are positively impacting the community through education scholarships, entrepreneurship, and culture, supporting people affected by natural disasters and investing on migration and education research.

Education | Entrepreneurship | Culture | Natural Disasters | Migration

SCHOLARSHIPS

“Por los que se quedan” Becas de Integración and Becas Adelante Scholarships

SCHOLARSHIPS

Becas de la Olimpiada del Conocimiento Infantil (Children’s Knowledge Olympics) Scholarships

SCHOLARSHIPS

Generación Bicentenario Nacional Monte de Piedad Scholarships

SCHOLARSHIPS

(PROMIS) (Secondary Comprehensive Improvement Program)

Education

We have implemented two major programs focused on education:

- “Por los que se quedan” (For Those Who Are Left Behind) *Becas de Integración* and *Becas Adelante* scholarships
 - *Becas de la Olimpiada del Conocimiento Infantil* (Children’s Knowledge Olympics) scholarships

28,000
junior high and high
school recipients

791
godparents

“Por los que se quedan” (For Those Who Are Left Behind) *Becas de Integración* and *Becas Adelante* Scholarships

The purpose of the *Becas de Integración* y *Becas Adelante* “Por Los Que Se Quedan” program is that low-income, well-performing junior high school students from migrants’ communities are able to complete their junior high and high school studies.

To achieve this objective, the BBVA Bancomer Foundation supports them with a MXN\$1,000 monthly scholarship for *Becas de Integración* (junior high school), and MXN\$1,200 for *Becas Adelante* (high school) in partnership with the Secretariat of Public Education, both for the 10-month school year.

Junior high school students may receive support through Godparents (sponsors) as part of the BBVA Bancomer Volunteer program. We encourage high school students to become change makers by taking part in social initiatives we have designed in partnership with institutions such as Diseña el Cambio, CONAFE and INEA.



20
states



159
municipalities



18,000
junior high school
students



10,000
high school
students

3,150
recipient students

14,273
young people benefited
from 2002 to date

966
godparents

Becas de la Olimpiada del Conocimiento Infantil **(Children's Knowledge Olympics) Scholarships**

The *Olimpiada del Conocimiento Infantil* (Children's Knowledge Olympics) is a national competition organized every year by the Secretariat of Public Education (SEP, in Spanish). About 2.3 million sixth-grade students of elementary school take part nationwide.

The purpose of this program is to recognize high academic achievement of young people throughout Mexico.

The selection process involves teachers and state and federal education authorities throughout the country. It is carried out in 3 stages: by area, region, sector, head of supervision area or equivalent; and finally by entity.

The winners of the Children's Knowledge Olympics receive a monthly financial grant of \$1,000 pesos during the 10 months of the school year, thanks to the support given by BBVA Bancomer Foundation and SEP.

BBVA Bancomer Foundation has taken part in the Children's Knowledge Olympics since 2002 supporting the 550 winners with the scholarship every year. From the 2006-2007 edition, with the support of SEP, the number of annual winners increased to 1,000 youngsters. In 2010, it was announced that SEP would conduct a reassessment to the winners during the third year of junior high school. From such winners, the 50 best-evaluated students per generation will continue with the support of the scholarship during the 3 years of high school. The high school scholarship is \$1,200.00 pesos per month during the 10 months of the school year and is covered entirely by the BBVA Bancomer Foundation.

2013 - 2015
Increase of the
average approval

8.6 points

increase of graduation
efficiency

14 points



Programa de mejoramiento integral de secundarias (PROMIS) (Secondary Comprehensive Improvement Program)

PROMIS is a program funded by BBVA Bancomer Foundation, which was implemented in the state of Michoacán from 2013 to 2015. The goal was designing an innovative educational model, considering the needs of schools in Michoacán.



1,941
students



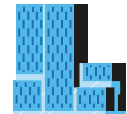
7
municipalities
in Michoacán



216
teachers



10
parents



10
managers

Generación Bicentenario Nacional Monte de Piedad Scholarships

In 2010, BBVA Bancomer Foundation joined the Programa de becas Generación Bicentenario Nacional Monte de Piedad (Bicentennial Generation Nacional Monte de Piedad Stipend Program), where Nacional Monte de Piedad, Fundación Azteca, SNTE, and the Government of Puebla recognize high academic achievement of a number of elementary, junior high, high school, and college students who proved to be the best students across the country through academic testing in the Bicentennial of the Mexican Revolution festivities in 2010.

In this project, BBVA Bancomer Foundation contributes with the dispersion of resources the program funders grant to recipients, providing them with the Godfather's Support in order to improve their academic performance.

Entrepreneurship



EDUCATION

BBVA Bancomer Educational
and Productive Centers - ITESM
Social Incubators

EDUCATION

Magdalena Contreras Educational
and Productive Center

EDUCATION

BBVA Bancomer Foundation-
INEA Community Plaza

BBVA Bancomer Foundation promotes entrepreneurship of the most marginalized sectors through centers operating in three methods:

BBVA Bancomer Educational and Productive Centers - ITESM Social Incubators

16,307
people served

*people served



722
micro-
enterprises*



5,025
local
courses*



3,355
volunteers*



5,305
community
education*



429
financial
education*



1,471
prepanet*

Magdalena Contreras Educational and Productive Center

1,850
people served

In collaboration with ProEmpleo Foundation, Cadavieco Foundation, Instituto Nacional para la Educación de los Adultos (National Institute for Adult Education), and FONABEC, we helped reducing the educational gap through quality educational options aimed at making easier the economic development of people.

BBVA Bancomer Foundation-INEA Community Plaza

5
centers nationwide

At the end of 2015, we decided to transform the 3 Integrated Centers so that they follow the INEA model; they started to operate in 2015 under the Volunteer model.

That is, at the end of 2015 the BBVA Bancomer Foundation and INEA model reached 5 centers nationwide.

SCHOLARSHIP

Bancomer Arts Scholarship

SCHOLARSHIP

Scholarship + Strategic Partnerships

PROGRAM

Bancomer-MACG Program
(Carrillo Gil Art Museum)

COMPETITION

University Competition "Hazlo en cortometraje" ("Do It In a Short Film")

PROGRAM

Bancomer-MACG Program
(Carrillo Gil Art Museum)

PROGRAM

Editorial Fund

Culture



We promote Mexico's creative and cultural development, through the support for and the realization of artistic, educational and cultural activities, both directly or indirectly by donations for creators, teachers, managers, and institutions.

59
projects supported

26,000
visitors

1,026
students

Bancomer Arts Scholarship

Bancomer-MACG Program (Carrillo Gil Art Museum)

Exhibition Program

Editorial Fund

Presentation of publication in the Mexico City Cathedral

University Competition “Hazlo en cortometraje” (“Do It In a Short Film”)

Topic: La ciudadanía del cambio (Citizens of Change)

- 1,026 students
- 283 short films
- 160 participating universities
- 25 participating states of Mexico

Scholarship + Strategic Partnerships

- Bancomer / SOMA Scholarship (postgraduate visual artists)
- Bancomer / UNAM Scholarships (students in puppet and acting drama)
- Bancomer / Ambulante más allá Scholarship (film training in rural communities)
- Bancomer / Centro de la Imagen Scholarship (seminar for curators)
- Bancomer / Casa Gallina Scholarship (workshops and trades for the inhabitants of the Santa María la Ribera neighborhood)

Natural Disasters

PROGRAM

Delivery of Food Supply Kits
for Emergency Food

PROGRAM

School Retrofitting and Building

BBVA Bancomer Foundation participates in supporting people affected by natural disasters such as hurricanes, floods, earthquakes and landslides.

28

schools retrofitted in
Baja California Sur

7,000

benefited students

1,806

benefited students in
Mexico City and Jalisco

School Retrofitting and Building

When a natural disaster occurs, BBVA Bancomer Foundation opens a bank account to receive donations from the general public. Subsequently, the Foundation doubles the amount raised and, in partnership with other public and private institutions, a fund is created to retrofit and – if appropriate – refurbish schools affected by disasters.

28 elementary and junior high schools, affected by Hurricane Odile during 2014, were retrofitted in the state of Baja California Sur. The number of students attending retrofitted schools is more than 7,000 students.

BBVA Bancomer Foundation along with Televisa Foundation, Construyendo A.C., Pegaso, Banorte and Fundación Sertull A.C. Grupo Bimbo and other participants were the main funders of the reconstruction of Sierra de Guerrero “El Edén” (Guerrero Mountains), which was affected by heavy rains caused by Hurricane Manuel in 2013. The project has preschool, elementary school, junior high school, dining hall, media room, and library. It was opened in 2015.

BBVA Bancomer Foundation, in partnership with Niños en Alegría A.C., retrofitted 2 elementary schools in the state of Guerrero that were affected by Hurricane Manuel and Tropical Storm Ingrid during 2013. The number of students attending retrofitted schools is more than 442 students.

Moreover, in partnership with the Secretariat of National Defense, a school was retrofitted in the Federal District and another one in Jalisco. In total, 989 and 817 students were benefited, respectively.

In partnership with the Government of Morelos, the “Palmira” junior high school was retrofitted with a multimedia room and furniture to improve the conditions of 450 girls studying in such boarding school.

Delivery of Food Supply Kits for Emergency Food

2,610
food supply kits sent
to Sonora

10,440
benefited people

In coordination with the Secretariat of National Defense (SEDENA) and Televisa Foundation food supply kits are delivered to the affected families.

During May 2015, a category-4 tornado swept through Ciudad Acuña, Coahuila, affecting homes of more than 1,000 families. 250 food supply kits were sent, equivalent to 1.75 tons of food for affected families.

In October 2015, Tropical Storm Marty hit the State of Sonora, affecting more than 9,500 inhabitants of the town of Guaymas. 2,610 food supply kits were sent, equivalent to 17 tons of food for affected families, benefiting 10,440 people.

Migration

PROGRAM

Corporate Network Supporting
Migrant Shelters, with Priority
in Minors

PROGRAM

Migration and Education
Research

In order to help improving the conditions of migrants we make research to meet their needs in depth.
We also provide support to migrant shelters, giving priority to those with minors.

20
shelters

28,376
people served

4,719
minors

Corporate Network Supporting Migrant Shelters, with Priority in Minors

From October 2013 through August 2014, more than 132,000 minors were spotted crossing the Mexico-US border. Most of these children came from Honduras, Guatemala, and El Salvador. The following are the main reasons why these children wanted to get to the US:

- Family violence and lack of opportunities in their home countries.
- Getting away from organized crime.
- Family reunification.
- Expectations for residing in the US.

In view of this situation, in 2014, the Mexican government announced the Southern Border Program. In this context, Mr. José Antonio Meade — Secretary of Foreign Affairs — requested Mr. Luis Robles Miaja — Chairman of the Board of Directors of BBVA Bancomer — the BBVA Bancomer Foundation support due to its expertise in education and migration.

In response, BBVA Bancomer Foundation proposed to create and implement a corporate network to support retrofitting and main needs (equipment) of migrant shelters, giving priority to those with minors.

The Foundation attained that Spring Air, DEI Comunidad A.C. SCM Mensajería y Paquetería, Grupo Hérdez, Fundación Lala and Grupo Tony joined this project.

Migration and Education Research



Foundation BBVA Bancomer and BBVA Research, department in charge of the economic analysis of BBVA Group, work together for almost a decade conducting research and studies that seek to generate new contributions to migration issues and that remittances contribute to a better understanding of this important social movement.

Derived from this joint effort, the main publications include:

- Revista Situación Migración México (Mexican Immigration Situation Magazine)
- Anuario de Migración y Remesas, México (Yearbook of Migration and Remittances, Mexico 2013), co-published with the Consejo Nacional de Población (CONAPO) (National Population Council)

Accountability

G4-9, G4-NG07

We are committed to provide our stakeholders with clear, accurate, and truthful information about our operations. Therefore, we have created a transparency and accountability culture.

Administration and Finance

This area is responsible for keeping track of the Foundation's income and expenditure, as well as for meeting our tax obligations. Its main job is to provide the Foundation's Director with truthful, clear and timely financial information about all operations performed by the different areas and, specifically, about the budgetary allotments and their application to inform the decision-making process.

Fiscal and Tax-Deductible Receipt

The Foundation stepped forward to simplify and modernizing the services provided to our donors by allowing, even before it was a requirement from the Servicio de Administración Tributaria (SAT or Mexico's highest fiscal organ), the use of a digital fiscal receipt that is also tax-deductible, as foreseen in the Código Fiscal de la Federación and the Resolución Miscelánea Fiscal Vigente (Mexico's fiscal laws). Such receipts follow the standards defined by the SAT to make them authentic and reliable, plus they can be sent by e-mail from www.facturafundacionbancomer.com, to then be filed and transmitted electronically.

a. Budget

Strategic Area		Total Contribution
Social Development Projects	\$	357,205,940.72
Cultural Promotion	\$	14,390,852.98
Strategic Alliances	\$	14,695,989.69
Communication	\$	20,641,331.55
Administration and Finance	\$	2,581,721.69
Total	\$	409,515,836.63

(1) Includes money contributions and management costs.
Scope: BBVA Bancomer Foundation.

b. Fundraising

The main channels people can use to support BBVA Bancomer Foundation causes are:

a. *Fondo Solidario B+Educa* (*B+ Educa Investment Fund*)

It was created as a very low risk investment for investors, in such a way that the fund always pays a positive yield to the customers who have it in their portfolio and, thus, can constantly donate to the “Por los que se quedan” (“For Those Who Are Left Behind”) program.

b. ATM Fundraising Campaigns

These campaigns allow our clients to make direct donations to the “Por los que se quedan” (“For Those Who Are Left Behind”) program via our ATMs. In addition, the client can request its electronic receipt at BBVA Bancomer’s website:

www.facturafundacionbancomer.com

c. Directors

This initiative invites BBVA Bancomer directors to sponsor one of our beneficiaries with scholarships per school year of the “Por los que se quedan” (“For Those Who Are Left Behind”) program.



d. Campaign in www.bancomer.com

This campaign enables our customers to make donations to the “Por los que se quedan” (“For Those Who Are Left Behind”) program from our website. This strategy is directed to BBVA Bancomer customers that have electronic banking system.

c. Communication

According to international standards, both the communication strategies and the publicity about the Foundation's programs are done strictly according to ethic criteria, in such a way that images that degrade the dignity of our beneficiaries or messages that are not clear enough or plainly deceitful are never used. The Publicity area of the bank takes part in the design process of our different campaigns, and, together with the Foundation, seeks to create awareness in Mexican society about the importance of education, as well as inviting all of its members to join our cause.

For the advertising campaign of this year we used the following slogans:

- Por una generación de líderes mexicanos (For a generation of Mexican leaders)

- Que su educación no se detenga (Don't stop their education)
- Digamos sí a una educación sin pausas (Let us say yes to a continued education)
- No pongamos pausas al talento (Don't stop talent)
- Dales el impulso que necesitan (Give'em the boost they need)
- Para que más historias como ésta sucedan (For more stories like this may happen)

Data Protection

In compliance with the Federal Law for Data Protection we guarantee that all the information about our beneficiaries and customers will never be used illegally nor are they susceptible to loss or theft.



We would like to thank our entire team, since due to its tireless work BBVA Bancomer Foundation can have a positive impact on the lives of thousands of Mexicans.

Janett Aceves Navarro
Yareli Acosta Sánchez
Rosa Adame Durón
Sandra Verónica Aguilar Aguilar
José Armando Aguilera García
Ana Daniela Alcaraz Gutiérrez
Miriam Angélica Alejandre Avilés
Adriana Alfaro Rodríguez
Beatriz Adriana Amezcua Mejía
Mara Iliana Apodaca Mladovich
Jesús Ávila Reynoso
Elsa Ayala Ramos
Verónica Denisse Badillo Arenas
Jessica Mabel Bahena Vázquez
Linda Deyanira Barbosa Velázquez
María Soledad Bautista López
María Elena Becerra Cuevas
María Luisa Becerra Regalado
María Esther Betancourt Gallegos

María deJesús Briones Flores
Valerin Concepción Briseño Uribe
Viridiana Cabrera Arellano
Jesús Adrian Cabrera González
Mariel Guadalupe Calderón Morín
Ricardo Calderón Vilchis
Juan Campa Álvarez
Adriana Campista Vargas
José Alberto Carrasco Nájera
Maricruz Casas Rodríguez
Alejandra Anahí Castellanos Mayen
Bertha Castillo Felipe
Rosa Ileana Cervantes Quevedo
Samperio Paola Cervantes Ramírez
Francisco deJesús Chairez Mena
Alma Lucero Contreras Duarte
Ana Karina Contreras Luna
Alejandro Corral Corral
Juan Cruz Díaz

Dulce Jazmín Darío Carbajal
Isabel Daza Garcés
Flores Félix Rodrigo deLuna
María Guadalupe Delgadillo Fuentes
Daniela Elizabeth Díaz Orozco
Idania Dimas González
Ismael Distancia Quintero
Ana Karen Domínguez Gordillo
Samantha Duran Chávez
Gustavo Alfredo Enciso Guzmán
Viridiana Jazmín Espinoza Vélez
Paola Ivonne Estrada Junco
Abigail Antonia Estrada Montano
Ana Bertha Estrada Ruvalcaba
Norma Patricia Fajardo Ubaldo
Priscila Femat Sancén
María deLa Luz Fernández Banderas
Jesús Samuel Fernández Gutiérrez
Eduardo Guadalupe Fierro Díaz

Daniel Flores Ángeles
Lizbeth Flores Jasso
Alejandro Flores Pérez
Eva Galarza Valente
Mario Galván García
Nallely Carmina Gámez Galván
Jazmín García Bartolo
Juan Pablo García Choy
Pablo García Guzmán
María Esther García Jiménez
Sandra Marisol García Lembo
Cesar Antonio García Ordaz
Mayolo García Suarez
Jesús Gastelum Lage
Rafael Gaytan Chávez
Jesús Alfonso Godínez Bravo
Cristina Godínez Donjuán
María Del Rosario Gómez Rizo
Grecia Paulina González Herrera

Virginia González Nava
Jazmín Goroztieta Delgado
Margarita María Guardado García
Marisela Guerra Cuellar
Guadalupe Guillen López
Brenda Gutiérrez García
Thalía Arely Gutiérrez Santiago
Lucero Jazmín Hernández Andrade
Juan Alberto Hernández Chávez
Mayra Guadalupe Hernández Escobar
Lourdes Elizabeth Hernández González
Giovanni Hernández Herrera
Rosa Nelly Hernández Ramírez
Ana Ma Del Carmen Hernández Reveles
Ana María Hernández Sánchez
Verónica Herrera Villalazo
Leónides Guadalupe Hortelano Perú
Guadalupe Ibarra Díaz
Alma Lucero Iñiguez Jaime

María Del Carmen Iñiguez Lomeli
Karina Marisol Jara Herrera
Marta Jiménez Cortes
Rosina Jiménez López
Jeannette Monserrat Jiménez Vázquez
Fernando Labrador Mendoza
Mónica Lara Hernández
Niraceli Lara Hernández
Jannel Lara Moctezuma
Carol Selene Lecou Murcia
Nubia Karina León Contreras
Juan José Li Ng
Sara Londono Tobon
Miriam deJesus Lopez Ramirez
Jazmin Lopez Rangel
Jose Luis Lopez Zamudio
Clara Raquel Maldonado Reyes
Jaime Francisco Marken Iturralde
Karen Marisol Martinez Acosta

Susana Martinez Cruz
Marcos Martinez Enriquez
Maria Antonieta Martinez Rivera
Sandra Guadalupe Mata Ambriz
Erika Mauro Luna
Maria Justina Mayer Medrano
Marco Geovanny Mayorga Mora
Nelly Diana Medina Conde
Jorge Adrian Melchor Rodriguez
Maria Karina Melchor Rodriguez
Luis Angel Mendo González
Víctor Jesús Mendoza García
Alma Lucenia Mercado Alcaraz
Alejandra Meza González
Yedith Mijangos Hernández
Edgar Eduardo Monrroy Yáñez
Azucena Morales Martínez
Blanca Esthela Muñoz Mendiola
María Elena Muñoz Perezanta

Edna Arely Muñoz Reyes
Ana Maleny Nava Correa
Judith Monsserrat Negrete Chávez
Ruth Mireya Olague Orizaga
Flor Beatriz Olguín Petrearce
Cristina Anahí Oliva Valadez
Dolores Guadalupe Olmos Ortega
Dulce María Olvera Vázquez
Brenda Maricela Osorio Vizzuett
Luz Graciela Padilla Sojo
María Concepción Páez Muñoz
Reyna Pareja Ramírez
Perla Virginia Perales Alvarado
Anayeli Peralta Gómez
María Lorena Pérez Carrillo
Alejandra Pérez Cruz
León Linda Sagrario Pérez De
Marissa Pérez Puga
Montserrat Puebla Jassen

Nora Elena Quezada Romero
Hortensia Ramírez Ávila
María Beatriz Ramírez Castro
Gladis Ramírez García
Dania Ramírez Martínez
Ivan Ramírez Martínez
Itzel Adriana Ramírez Plaza
Denisse Itshel Ramiro Gómez
María del Rosario Rebollar Aguirre
Ana Isabel Renteria Almaraz
Lorena Reséndiz Fajardo
Humberto Cajeme Rey Vázquez
María Del Pilar Rivera Alegría
Alejandra Rivera Saucillo
María Guadalupe Roa Ríos
Rocío Rocha Cervantes
Jessica Lizeth Rodríguez Cortes
Anabel Rodríguez Franco
José deJesús Rodríguez Ramírez

Gabriela Rodríguez Rodríguez
María Isabel Rodríguez Vidrio
Elizabeth Romero García
Dulce Alejandra Romero Vanegas
Patricia Romero Vargas
Jazmín Romo Gutiérrez
Elvira Rosa Quezada
Blanca Zulema Rosas Lozano
Carmen Idania Rubio Mendiivil
Brenda Monserrat Salazar Andrade
Francisco Bernabé Salcedo Méndez
Julio Cesar Saldaña Pérez
Nancy Salgado López
Alfredo Salgado Torres
José Rogelio Salvador Magaña
Sandra Luz Sánchez Altamirano
Jorge Erick Sánchez Contreras
Gabriela Sánchez Eguiza
Cinthia Sánchez Muros

Mariela Sánchez Nafate
Vianney Sandoval Flores
León Gladys Lucero Saucedo De
Sergio Gerardo Solís García
Magali Soto Villalpando
Rebeca Torres Ramírez
Marta Patricia Torres Sánchez
Adriana Elizabeth Tristán Gómez
Miguel Ángel Trujano Alanís
La Cruz Dominga Gabriela Trujillo De
Octavio Valero García
Alma Cesilia Vargas Chávez
Verónica Araceli Vargas Valadez
Paola Karina Vázquez Nava
José Armin Vázquez Pérez
Verónica Vázquez Vargas
Gabriela Velázquez Robinson
Ricardo Vicencio Guzmán
Georgina Villanueva Ruiz

Viridiana Del Refugio Vital Quiroz
Dianna Zamora Cecenas
Samuel Zarate Flores
Aided Zarate Garrido
Ana Gabriela Montserrat Zepeta Pacheco



Appendixes

2015 Developments and 2016 Objectives

Rating	
✓	Objective accomplished
!	Objective with some compliance progress
	No compliance progress

No.	Area	2015 Objective	2015 Progress	Rating	2016 New Objective (Smart)
1	Social Development Projects	To grant 6,375 new first-year junior high school scholarships for the 2015-2016 school year.	Granting 6,000 scholarships and selecting 376 scholarship recipients for growth that will begin receiving a scholarship in March 2016 with retroactive effect.	!	To grant 6,376 new scholarships for first-year junior high school students of the Becas de integración Por los que se quedan (For Those Who Are Left Behind) Scholarship Program in 2016-2017 school year.
2	Social Development Projects	To grant 18,375 scholarships for the 2015-2016 school year.	To grant 18,000 scholarships and selecting 376 scholarship recipients for growth that will begin receiving a scholarship in March 2016 with retroactive effect.	!	To grant 18,376 scholarships of the “Por los que se quedan” scholarship program for the 2016-2017 school year.
3	Social Development Projects	Benefiting 200 students from public junior high schools belonging to 2 municipalities in order to promote values and physical activation; deadline: December 31, 2015.	105 beneficiaries. It was decided to finish the program as it did not comply with the objectives of the Foundation.	!	
4	Bancomer in Education	To grant 1,000 scholarships for secondary school children of the “Children’s Knowledge Olympics” program, for the 2015-2016 school year.	To grant 1,000 new scholarships for junior high school students of the “Olimpiada del Conocimiento Infantil” (Children’s Knowledge Olympics) program.	✓	To grant 1,000 scholarships for secondary school children of the “Children’s Knowledge Olympics” program, for the 2016-2017 school year.

No.	Area	2015 Objective	2015 Progress	Rating	2016 New Objective (Smart)
5	Bancomer in Education	To continue the refurbishment program of 6 SEDENA public schools; deadline: December 31, 2015.	The refurbishment program of 6 SEDENA public schools corresponds to the 2015-2016 school year; from which the elementary schools "Canadá" and "Luis Ocejo Escoto Urbana 736" were refurbished.	!	To continue with the refurbishment of the 4 remaining schools, corresponding to the 2015-2016 school year, and assess the refurbishment applications for the 2016-2017 school year.
6	Cultural Promotion	Touring in 6 cities and increase participation by 5%.	Conferences and/or workshops were scheduled in: Durango, Coahuila, Yucatán, two in Jalisco, Baja California Sur and Baja California Norte. Students: 1,026 (147% more than in 2014) Number of short films: 283 (141% + que 2014) Participating universities: 160 (153% + que 2014) Participating states of Mexico: 25. Presence abroad: Amsterdam (Netherlands), Stanford and New Mexico (USA).	✓	To give a workshop for students of Universidad Tecnológica del Centro de Veracruz in Cuitláhuac, Veracruz. Most representative institution in 2015.
7	Cultural Promotion	Hold 5 meetings and edit catalog.	5 meetings are held; one of them in Oaxaca City. A catalog is prepared with advice from Erick Beltrán, visual artist. The publication will be part as an additional piece of the sample.	✓	Scheduling the show: "De la formación a lo público" at 3 cultural venues in Mexico.
8	Cultural Promotion	To perform 3 workshops for PLQSQ recipients and/or employees.	2 workshops programmed in Puruándiro, Michoacán. SOMA artists recipients give such workshops to 90 youngsters of the PLQSQ program. María Sosa, scholarship recipient of the Bancomer/MACG Program gives a workshop in the Carrillo Gil Museum to 47 employees of the Bank.	✓	To implement a linkage and synergy program for stakeholders composed of 12 cultural activities and/or workshops throughout 2016.

No.	Area	2015 Objective	2015 Progress	Rating	2016 New Objective (Smart)
9	National Alliances	To keep fundraising at MXN\$113,000,000.00 for the extension of coverage of the various initiatives offered by the Foundation; deadline: December 31, 2015.	Fundraising for 2015 amounted to: MXN\$111,343,341.	!	To bring fundraising at MXN\$235,000,000.00 for the extension of coverage of the various initiatives offered by the Foundation; deadline: December 31, 2016.
10	Educational and Productive Centers	To increase the number of ITESM student mentors in 1,500 for Educational and Productive Centers (Social Incubator); deadline: December 31, 2015.	At the close of December 31, 2015, 2,118 Social Service ITESM student mentors were registered.	✓	To keep the number of ITESM student mentors (ranging between 1,500 and 2,000) for the Educational and Productive Centers (Social Incubator); deadline: December 31, 2016.
11	Educational and Productive Centers	A metric change of volunteers for increasing the number of direct beneficiaries was made: 4,500 for the Magdalena Contreras Center; deadline: December 31, 2015.	At the end of December 31, 2015, a total of 1,850 beneficiaries were registered from the 4 Institutions of the Magdalena Contreras Center.	!	To increase to 2,000 the number of direct beneficiaries for Educational and Productive Centers (Social Incubator); deadline: December 31, 2016.
12	Educational and Productive Centers	To increase to 18,000 the number of direct beneficiaries for Educational and Productive Centers (Social Incubator); deadline: December 31, 2015.	At the end of December 31, 2015, 16,307 direct beneficiaries served in the 16 Educational and Productive Centers were registered.	!	To increase to 18,000 the number of direct beneficiaries for Educational and Productive Centers (Social Incubator); deadline: December 31, 2016.

No.	Area	2015 Objective	2015 Progress	Rating	2016 New Objective (Smart)
13	Communication and Brand	<ul style="list-style-type: none"> To continue with the 2015 “Por una generacion de líderes mexicanos” (For a Generation of Mexican leaders”) campaign to maintain the positioning of Bancomer Foundation to Bancomer’s customers, employees and non-customers, with the purpose of making a fundraising for the “PLQSQ” integration program. The campaign will be conducted internally and externally. To increase indicators of the SNS and of the website with the Bancomer Foundation campaign. 	<ol style="list-style-type: none"> A market study was conducted to Bancomer Foundation in the 2015 campaign, where 507 people were assessed—112 employees and 395 customers. They know that our Foundation supports Education, children with high academic achievement and in poverty, which led the Foundation to position itself in 87% with employees and 32% with customers. The channels with Foundation positioning were: ATM, B.com, Branches, Television, Account Statements, RRSS, Email and Corporate Intranet. At the end of 2015 the website: Visits: 817,265 Visits: 589,341 Network Portal: 119,222 At the end of 2015, SNS closed with the following indicators, thus reaching a growth rate: Twitter: 23,107 Google +: 5,605 Facebook: 887,485 At the end of 2015, “clicks” were included regarding the communication on two channels. B.com: 8,897 Corporate Intranet: 16,850 	!	<ol style="list-style-type: none"> To position, in 2016, the Bancomer Foundation – by a Dissemination and Communication Campaign –, with follow-up of the Mexican Leaders Campaign. We will do this with Customers, Employees, and Non-Customers of the Bancomer BBVA Group. Increase metrics on the website vs. 2015 (visits and views). Visits: 120,000 Views: 80,000 To increase the percentage of metrics in SNS (Google +, Twitter and Facebook) vs. 2015. Twitter 25% Google 80% Facebook 50%
14	Becas Adelante (Adelante Scholarships)	To grant 4,000 new scholarships for newly admitted high school students for the 2015-2016 school year.	Selecting and providing scholarships to 4,000 new recipients.	✓	To grant 4,000 new scholarships for newly admitted high school students for the 2016-2017 school year.
15	Becas Adelante (Adelante Scholarships)	To attain a total of 10,000 scholarships for the 2015-2016 school year.	To deliver 10,000 new scholarships.	✓	To attain a total of 12,000 scholarships for the 2016-2017 school year.

No.	Area	2015 Objective	2015 Progress	Rating	2016 New Objective (Smart)
16	Becas Adelante (Adelante Scholarships)	To continue with the project and implement new "BA Community Service" projects for the 2015-2016 school year.	4,785 participants in 2015.	✓	To design an indicator scorecard to select the projects that will continue and to rate the success of projects undertaken by scholarship recipients.
17	Becas Adelante (Adelante Scholarships)	To replicate the event with a participation of 500 scholarship recipients of the "Becas Adelante" program.	372 attendees (low number due to budget issues)	!	
18	PROMIS	Regarding the start-up of the PROMIS project: - Improve by 10% the indicator value: Approval - Improving by 0.5 % the indicator value: Reduction of School Dropout - Improving by 15% the indicator value: Improving Graduation Efficiency	The results in PROMIS schools, at the end of the intervention made during three school years (2012-2013 / 2013-2014 / 2014-2015) were as follows: - Approval stood at 95.6, which represented 9.89% regarding the start-up of the project. - Dropouts showed a decrease of 50% at intervened schools, ending in 3 points. - Graduation efficiency was improved by 19.44% ranging from 72 to 86.	!	N/A The project was completed in July 2015
19	PROMIS	Disclosing and documenting the results of the action plans of the 11 schools. - Documenting the 11 intervention processes with parents - Applying multiple-intelligence diagnosis to new students (first year) of the 11 schools	The universe served in the PROMIS project was: 1,941 total students in 11 schools served, 216 teachers, 10 principals, 67 administrative and support employees, 110 parents. The results of the action plans, the intervention processes with all participants, and the application of multiple-intelligence diagnoses implemented were documented—as evidenced in the project deliverables.	✓	N/A The project was completed in July 2015

Principles of the Global Compact

Departments	Principles of the Global Compact	GRI Indicators
Human Rights	1. Support and respect the protection of internationally proclaimed human rights, within their sphere of influence.	Social Performance HR1-HR3, HR4, HR5, HR6, HR7, HR8, HR9, LA4, LA6-LA9, LA13, LA14, SO5, PR1, PR2, PR8. Economic Performance EC5
	2. Ensure of not being an accomplice in abusing human rights.	Social Performance HR1-HR3, HR4, HR5, HR6, HR7, HR8, HR9, SO5
Labour	3. Uphold the freedom of association and the effective recognition of the right to collective bargaining	Social Performance LA4-LA5, HR1-HR3, HR5, SO5
	4. Eliminate all forms of forced and compulsory labor.	Social Performance HR1-HR3, HR7, SO5
	5. Uphold the effective abolition of child labor	Social Performance HR1-HR3, HR6, SO5
	6. Uphold the elimination of discrimination in respect of employment and occupation	Social Performance LA2, LA15, LA13, LA14, HR1-HR3, HR4, SO5 Economic Performance EC7
Environment	7. Support a precautionary approach to environmental challenges.	Economic Performance EC2 Environment Performance EN18, EN26, EN30, Social Performance SO5
	8. Undertake initiatives to promote greater environmental responsibility.	Environment Performance EN1, EN2, EN3-EN7, EN8-EN10, EN11-EN15, EN16-EN25, EN26, EN27, EN28, EN29, EN30 Social Performance SO5, PR3, PR4.
	9. Encourage the development and dissemination of environmentally friendly technologies.	Environment Performance EN2, EN5-EN7, EN10, EN18, EN26, EN27, EN30 Social Performance SO5
Anti-Corruption	10. Work against corruption in any form, including bribery and extortion.	Social Performance SO2-SO4, SO5-SO6

Independent Assurance Report



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Independent Assurance Report to Fundación BBVA Bancomer, A.C. (Fundación BBVA Bancomer) on the Annual Report 2015.

Responsibilities of Fundación BBVA Bancomer and independent reviewer

The preparation of the Annual Report 2015 (AR 2015) as well as its content is responsibility of Fundación BBVA Bancomer, who is also responsible for defining, adapting and maintaining the management and internal control systems from which information is obtained. Our responsibility is to issue an independent report based on the procedures applied during our review. This report has been prepared exclusively for the management of Fundación BBVA Bancomer in accordance with the terms of our letter of agreement dated November 19th, 2015, and is not intended to be nor should be used by someone other than this. We do not assume responsibility to third parties other than the Management of Fundación BBVA Bancomer.

Scope of assurance work

The scope of our verification was limited, and is substantially lower than for a reasonable assurance engagement, therefore the security provided is also lower. This report in no case can be understood as an audit report.

We conducted our review of the AR 2015 under the following conditions and / or criteria:

- a) The adaptation of the contents of the AR 2015 to the Global Reporting Initiative (GRI) Guidelines version 4 (G4) and according to the materiality study provided by Fundación BBVA Bancomer.
- b) The review of the general and specific standards disclosures reported according to the option Core and specified in the GRI Content Index of the AR 2015.
- c) The information provided regarding to the progress in the areas of work on Corporate Responsibility during 2015.
- d) The consistency of information contained in the AR 2015 with supporting evidence provided by the management.

Assurance standards and procedures

We have performed our work in accordance with the International Auditing Standard ISAE 3000 Assurance Engagements other than Audits or Reviews of Historical Financial Information issued by the International Auditing and Assurance Standards Board (IAASB) of IFAC. Our review work included the formulation of questions to the management as well as various areas of Fundación BBVA Bancomer that have participated in the elaboration of the AR 2015 and the application of certain analytical and sample screening tests that are described below:

- a) Meetings with staff of Fundación BBVA Bancomer to learn the principles, systems and applied management approaches.
- b) Analysis of the process to collect, validate and consolidate the data presented in the AR 2015.
- c) Analysis of scope, relevance and integrity of the information included in the AR 2015 in terms of the understanding of Fundación BBVA Bancomer and of the requirements that stakeholders have identified as material aspects.
- d) Selected sample review from the evidence that supports the information included on the AR 2015.

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The following table details the general and specific standard disclosures reviewed according to the GRI Guidelines version 4 and the NGO Sector Supplement:

G4-8	G4-20	G4-26	G4-49	G4-LA9	NGO4
G4-9	G4-21	G4-27	G4-56	G4-SO1	NGO5
G4-12	G4-22	G4-34	G4-57	G4-PR5	NGO6
G4-17	G4-23	G4-38	G4-58	NGO1	NGO7
G4-18	G4-24	G4-39	G4-EC4	NGO2	NGO8
G4-19	G4-25	G4-40	G4-EC7	NGO3	NGO9

Conclusion

Based on the work performed and described in this report, nothing comes to our attention that could make us believe that the AR 2015 contains significant errors or has not been prepared in accordance with the Core Option.
Also, nothing comes to our attention that makes us believe that the information provided about the areas of work on Corporate Responsibility during 2015 contains significant errors.

Recommendations

Our recommendations for strengthening future Annual Reports, which do not modify the conclusions expressed in this report, are the following:

- Develop, document and communicate the guidelines for the processes related to gathering, analyzing and reporting information from the different areas responsible in the elaboration of the Annual Report.
- Establish the criteria to measure the beneficiaries (direct and indirect) and volunteers of the social action programs.
- Communicate the progress of each material aspect reported in former Annual Reports. Give continuity to those material aspects and inform the causes why the organization decides not to report a specific material aspect.
- Review the effectiveness of the communication channels in order to identify which channel communicates the social programs of the organization in a better way to its stakeholders.

We have submitted a detailed report of recommendations to the Officer of Fundación BBVA Bancomer concerning areas of improvement in the sustainability strategy (specifically for the verified indicators) as well as the reporting process.

Galaz, Yamazaki, Ruíz Urquiza, S.C.
Member of Deloitte Touche Tohmatsu Limited



Daniel Aguiñaga Gallegos
Partner
September 8th, 2016

GRI Table of Contents



Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
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Strategy and Analysis

G4-1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	A Message from the Director, p.6		
G4-2	Provide a description of key impacts, risks, and opportunities.	A Message from the Director, p.6		

Organizational Profile

G4-3	Report the name of the organization.	About this Report p.4		
G4-4	Report the primary brands, products, and services.	Our Cause p.27		
G4-5	Location of organization's headquarters	Av. Reforma 510 Col. Juárez C.P. 06600 México D.F.		
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	We only operate in Mexico		

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
G4-7	Nature of ownership and legal form	About this Report p.4		
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Beneficiaries p.22 Our Cause p.27		(p. 58-59)
G4-9	Report the scale of the organization, including:	The Numbers p.14 The Staff p.24 Accountability p.42 Budget p.43		(p. 58-59)
G4-10	Report the total number of employees by employment contract and gender.	The Staff, p.24		
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	The Foundation does not have any employee covered by collective labor agreements.		
G4-12	Describe the organization's supply chain.	The Foundation adheres to the Purchasing Policy of the BBVA Bancomer Group, described in its 2015 Annual Report, chapter Suppliers.		(p. 58-59)
G4-13	Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain.	About this Report p.4		

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	Code of Conduct p.12		
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	Principles of the Global Compact p.57		
G4-16	List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization participates.	Partnerships p.13		

Identified Material Aspects and Boundaries

G4-17	List all entities included in the organization's consolidated financial statements or equivalent documents.	There are no other entities within the structure of BBVA Bancomer Foundation.		(p. 58-59)
G4-18	Explain the process for defining the report content and the Aspect Boundaries.	About this Report p.4 Materiality and Stakeholders, p.16-17		(p. 58-59)
G4-19	List all the material Aspects identified in the process for defining report content.	About this Report p.4 Materiality and Stakeholders, p.16-17		(p. 58-59)
G4-20	For each material Aspect, report the Aspect Boundary within the organization.	Materiality and Stakeholders p.16-17		(p. 58-59)

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
G4-21	For each material Aspect, report the Aspect Boundary outside the organization.	Materiality and Stakeholders p.16-17		(p. 58-59)
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	For strategic purposes, this year the criterion to define direct and indirect beneficiaries was changed.		(p. 58-59)
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	No significant changes within the reported period were notified.		(p. 58-59)

Stakeholder Engagement

G4-24	Provide a list of stakeholder groups engaged by the organization.	Materiality and Stakeholders p.16-17		(p. 58-59)
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	Materiality and Stakeholders p.16-17		(p. 58-59)
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	Materiality and Stakeholders p.16-17		(p.58-59)

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
G4-27	Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns.	Materiality and Stakeholders p.16-17		(p. 58-59)

Report Profile

G4-28	Reporting period (such as fiscal or calendar year) for information provided.	2015		
G4-29	Date of most recent previous report (if any).	2014		
G4-30	Reporting cycle (annual, biennial)	Annual		
G4-31	Provide the contact point for questions regarding the report or its contents.	Deyanira Barbosa E-mail: deyanira.barbosa@bbva.com informeanual@fundacionbbvabancomer.org		
G4-32	Report the 'in accordance' option the organization has chosen.	Core		
G4-33	Report the organization's policy and current practice with regard to seeking external assurance for the report.	Independent Review Report p.58		

Governance

G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	Structure and Corporate Governance p.10-11		(p. 58-59)
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Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
G4-38	Report the composition of the highest governance body and its committees.	Structure and Corporate Governance p.10-11		(p. 58-59)
G4-39	Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).	Structure and Corporate Governance p.10-11		(p. 58-59)
G4-40	Report the nomination and selection processes for the highest governance body and its committees, and the criteria used for nominating and selecting highest governance body members.	Structure and Corporate Governance p.10-11		(p. 58-59)
G4-49	Report the process for communicating critical concerns to the highest governance body.	Structure and Corporate Governance p.10-11		(p. 58-59)

Ethics and Integrity

G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	Mission, Vision and Objectives p.9 Code of Conduct p.12		(p. 58-59)
G4-57	Report the internal and external mechanisms for seeking advice on ethical and lawful behavior, and matters related to organizational integrity, such as helplines or advice lines.	Code of Conduct p.12		(p. 58-59)
G4-58	Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and matters related to organizational integrity, such as escalation through line management, whistleblowing mechanisms or hotlines.	Code of Conduct p.12		(p. 58-59)

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
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Category: Economy

Aspect: Economic Performance

G4- EC4	Significant financial assistance received from government	Donors p.26 Becas de la Olimpiada del Conocimiento Infantil (Children's Knowledge Olympics) Scholarships p.30		(p. 58-59)
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Aspect: Indirect Economic Impacts

G4-EC7	Development and impact of infrastructure investments and services supported	The Numbers p.14 Entrepreneurship, p.32 School Retrofitting and Building p.37		(p. 58-59)
G4-EC8	Significant indirect economic impacts, including the extent of impacts	The Numbers p.14 2015 Breakdown of Beneficiaries by Program p.22		

Category: Environment

Aspect: Compliance

G4-EN29	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	Code of Conduct p.12		
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Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
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Category: Social Performance

Sub-category: Labor Practices and Decent Work

Aspect: Employment

G4-LA1	Total number and rates of new employee hires and employee turnover by age group, gender and region	Workforce p.24 Average Employee Turnover p.25		
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Aspect: Training and Education

G4-LA9	Average hours of training per year, per employee, by gender and by employee category	Employees' Training p.25		(p. 58-59)
G4-LA11	Percentage of employees receiving regular performance and career development reviews by gender and by employee category.	All employees receive a performance evaluation per year.		

Aspect: Diversity and Equal Opportunity

G4-LA12	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	Corporate Governance, p.11 Workforce p.24		
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Aspect: Equal Remuneration for Women and Men

G4-LA13	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	In the same position, men and women receive the same salary.		
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Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
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Sub-category: Society

Aspect: Local Communities

G4-SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	2015 Breakdown of Beneficiaries by Program p.22		(p. 58-59)
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Aspect: Compliance

G4-SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	Code of Conduct p.12		
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Aspect: Grievance Mechanisms for Impacts on Society

G4-SO11	Number of grievances about impacts on society filed, addressed, and resolved through formal grievance mechanisms.	Code of Conduct p.12		
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Sub-category: Product Responsibility

Material Aspect: Product and Service Labeling

G4-PR3	Type of product and service information required by the organization's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements	Communication p.45		
G4-PR5	Results of surveys measuring customer satisfaction.	Materiality and Stakeholders, p.16		(p. 58-59)

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
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NGO Sector Supplement

NGO1	Processes for involvement of affected stakeholder groups in the design, implementation, monitoring and evaluation of policies and programs.	Materiality and Stakeholders p.16		(p. 58-59)
NGO2	Mechanisms for feedback and complaints in relation to programs and policies and for determining actions to take in response to breaches of policy.	Materiality and Stakeholders p.16		(p. 58-59)
NGO3	System for program monitoring, evaluation and learning, (including measuring program effectiveness and impact), resulting changes to programs, and how they are communicated.	Materiality and Stakeholders p.16		(p. 58-59)
NGO4	Measures to integrate gender and diversity into program design, implementation, and the monitoring, evaluation, and learning cycle.	All calls for our social programs are designed to be inclusive so that impartiality is granted in the selection of candidates as well as a gender perspective.		(p. 58-59)
NGO5	Processes to formulate, communicate, implement, and change advocacy positions and public awareness campaigns.	Communication p.45		(p. 58-59)
NGO6	Processes to take into account and coordinate with the activities of other actors.	Partnerships p.13		(p. 58-59)

Indicator	General Standard Disclosures	Page/Direct Answer	Omissions	External Assurance
NGO7	Resource allocation	Accountability p.42		(p. 58-59)
NGO8	Sources of funding by category and five largest donors and monetary value of their contributions.	Donors p.26 Fundraising p.44		(p. 58-59)
NGO9	Mechanisms for workforce feedback and complaints, and their resolution.	Code of Conduct p.12 Materiality and Stakeholders p.16		(p. 58-59)

How Can You Help?

If you are interested in supporting our programs you can make your donation through the following ways:

- Charged to your credit card or debit card: Please visit www.fundacionbbvabancomer.org, choose the “donate” option, and register your account.
- Through the hotline 01 800 122 6689.