

Financial health

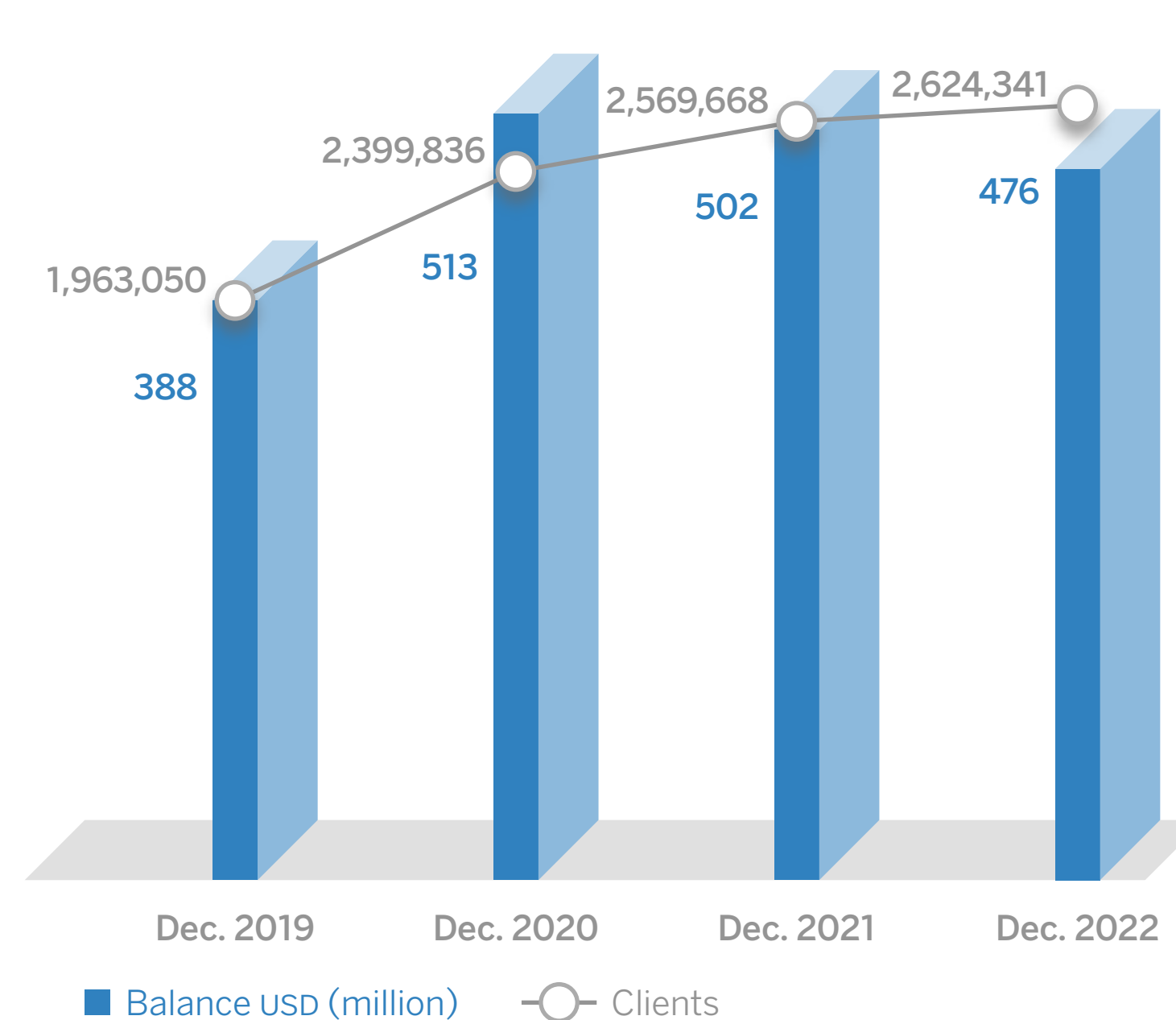
Turning to vulnerable entrepreneurs, it is particularly important to work in depth around their capacity to tackle potential financial shocks and to recover from them with their own funds. We need to understand how they handle their finances (management), how they prepare themselves to deal with future scenarios (planning) and what tools they have to do so (access and use).

Saving

Insufficient income is the main barrier facing entrepreneurs (35%), followed by incapacity to save (one in five, 22%, don't succeed in doing so). Moreover, the drop in sales caused by the pandemic has had negative repercussions on entrepreneurs' capacity to save and on the amount they can save (for more information, see our [2022 Social Performance Report](#)). Despite this, the number of savings clients in the Group has risen slightly to 2.6 million. The takeaway from this is that fostering this habit among entrepreneurs continues to be a challenge.

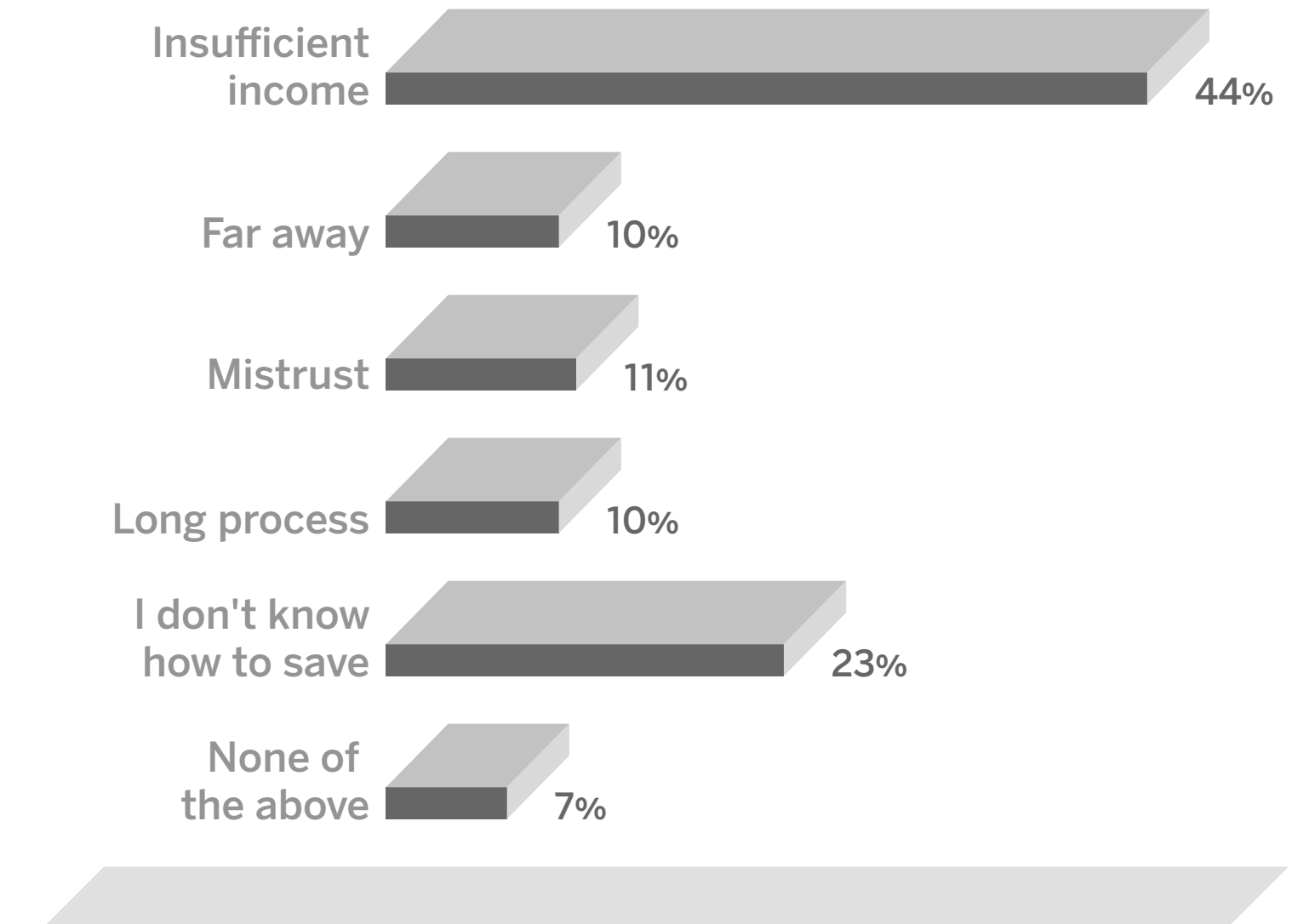
Clients with accounts &/or savings products each year

Total Balance & clients with savings & deposits. Excluding institutional clients



Savings difficulties

Total entrepreneurs surveyed in 2022, multiple answers permitted



The main barrier facing entrepreneurs is their lack of income (35%), followed by their inability to save (22%), so we have an enormous opportunity to foster the savings habit



Insurance

For these reasons we have continued to push forward with products that encourage savings habits by setting goals and concrete targets. In 2022, after several pilot programs, Financiera Confianza has launched a savings app with a “piggy bank” or “vault” (savings sections) function. With this product clients can create savings products within their account on a one-off or scheduled basis, which helps entrepreneurs to:

1. Organize their balances; and
2. Separate their income, as they might have already been doing in an “offline” fashion, into separate vaults; and
3. Define longer term goals so that they can visualize how their vaults are growing and understand clearly what they are separating off and achieving. The aim is to simplify the information so that they can take decisions.

Furthermore, work is progressing with digitalizing the processes involved in purchasing, checking balances and operations, enabling clients who are digitally adept to operate without moving from their homes or place of business.

Functionality will go live in Colombia and Dominican Republic in the first few months of 2023.



Insurance is another tool for improving financial health since it helps to safeguard clients against unfavorable events and avoid unexpected expenses that could endanger the sustainability of their household incomes. For example, a health setback (whether the entrepreneur’s own or that of a family member) can destabilize business revenues.

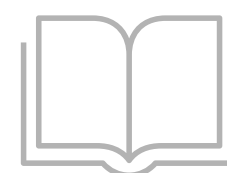
Our institutions have a broad insurance portfolio that they develop and improve, year after year. Of particular interest are the policies for covering damages that their business or harvest (in the farming sector) might suffer, and health and life insurance policies focused on mitigating any negative, health-related scenario (see [‘Health’](#)).

In 2022 we continued to adapt our insurance proposition for entrepreneurs. In Colombia, BA is working on defining a specific product for storeowners that protects their business, and which makes their *Mi bolso protegido* product [My Pocketbook Protected] more inclusive. In Panama, where there was nothing available for these entrepreneurs, MS has launched this service, which has been a real landmark for them. Life, sickness (cancer) and accident insurance have all been very popular. In 2023 the goal is to expand cancer insurance in Peru (FC) and coverage for women in Chile (FE).

Financial education

In 2022 we continued supporting training and upskilling for entrepreneurs across several platforms, digital and face-to-face channels.

Training



696,450 people trained
financial literacy and/or mentoring

90,803
People formed in **digital skills**

3,257 users
of the online education platform



Face-to-face
63%



Virtual
18%



Hybrid
19%



Financial education
76% of training actions

Throughout the year, nearly 700,000 people have received financial advice, training or have attended virtual upskilling sessions in one or other of the BBVAMF institutions across the region, representing a year-on-year increase of 17% over 2021. Of these people, over 440,000 people were given face-to-face advice by Bancamía via its financial literacy program *Echemos Números* [Let's do the numbers], that is used during visits to entrepreneurs. Bancamía has received the Quality Seal for this program in the Level 1 Financial Literacy Skills Management category, awarded by Colombia's financial oversight authority, making it the first bank in the country to obtain this kind of acknowledgment.

91% of this education is imparted directly by our institutions. As far as the format of the training is concerned, the number of people trained online has increased by 123,806 (18% of the total), of whom 92,843 have joined Fondo Esperanza's virtual training sessions (principally through the School for Entrepreneurs). The hybrid format (face-to-face + virtual) was used by 450,000 people, most of them with Financiera Confianza's monthly course for PdM women clients (*Aprendiendo Confianza*). The majority were women (68%).

73% of the content is financial education, while 23% covers digital skills. 80% of entrepreneurs receiving this training are Group clients.

Bancamía advises the highest number of people, at 65% of the total (457,045 people), followed by Fondo Esperanza with 14% (98,740), Financiera Confianza with 12% (84,800), Banco Adopem with 5% (34,520) and Microserfin with 3% (21,330).

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