

BBVAMF Group Corporate Commitment to Women's Economic Empowerment

INDEX



4

Our Motivation

14

Our Commitment



Our Motivation

We serve the
most vulnerable
people,
especially
women
1



Because of their
impact on
development and
growth
2



7
Because thinking
specifically about
them creates value

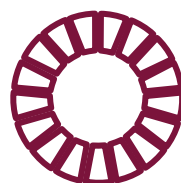


6
They are social
and economic
development
agents

They drive
their families'
development
3



Key to achieve the
2030 Agenda
4



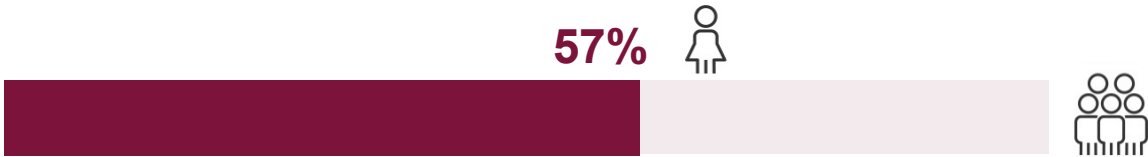
5

They are a priority
because of their higher
vulnerability at the start
of and during economic
shocks

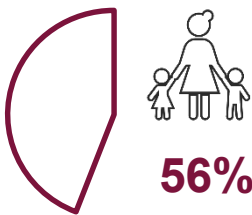
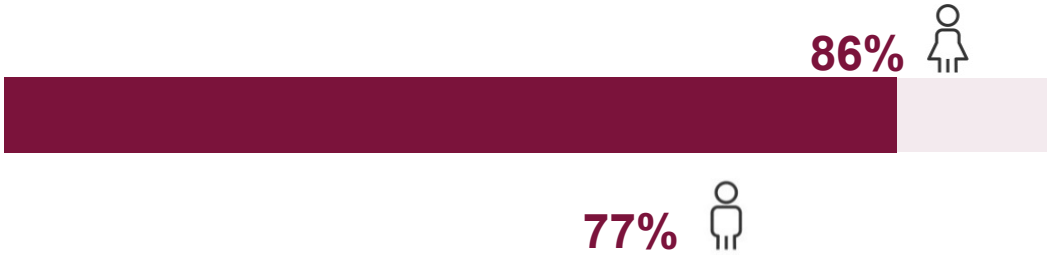
Our motivation

1 Our strategic lines are aimed at improving the living conditions of the most vulnerable people, especially women.

Women are **57%** of the entrepreneurs we serve, and **59%** of our credit clients



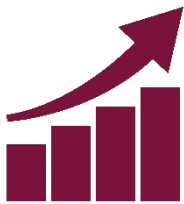
86% are vulnerable (9 percentage points higher than men)
38% live in poverty (12 percentage points higher than men)



Head single-parent households (which impacts the type of economic activity they choose to pursue, and its performance)

Our motivation

2 Women's economic inclusion has an impact on the development and the economic growth of countries.



25% increase in productivity if women's entrepreneurship capacity were equivalent to men's



If there were no labor participation gap or wage gap, women's income would increase by **76%**

28 trillion dollars

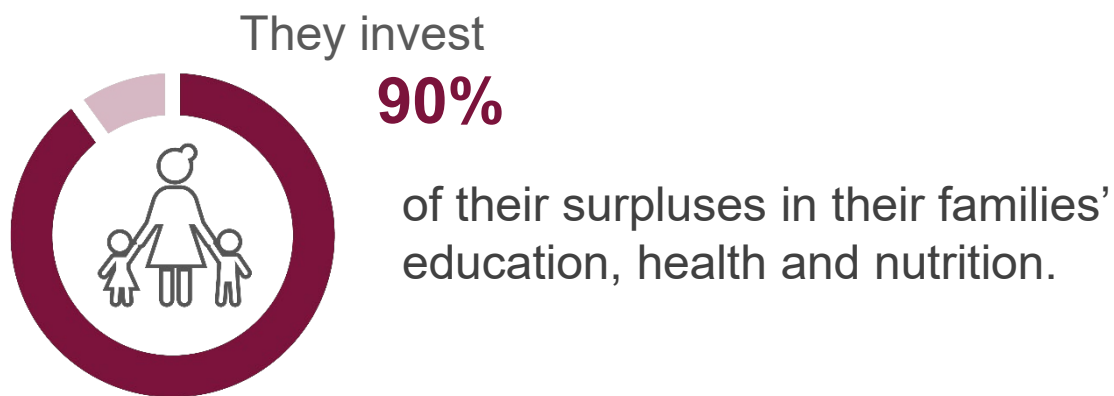
Would be added to the 2025 annual GDP, in case the gender labor participation gap was closed

Equivalent to the sum of the US and Chinese economies

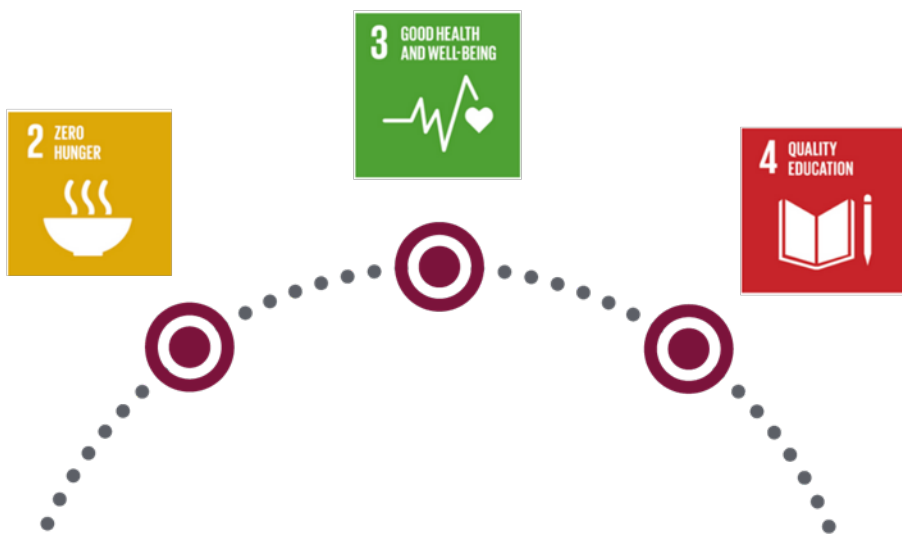


Our motivation

3 Women are cornerstones in the intergenerational progress: their economic autonomy impacts their families' wellbeing.



Their access to income helps eradicate poverty, and improve **education, nutrition and health**

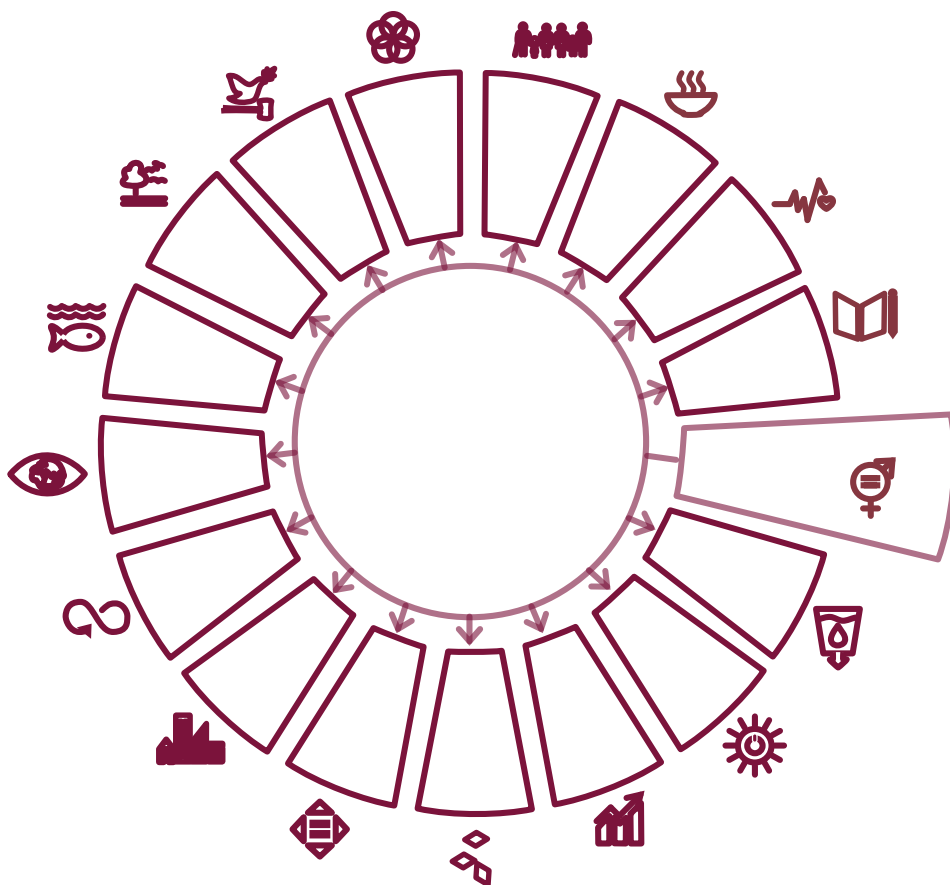


Our motivation

4 **Women's economic empowerment is essential to achieve the 2030 Agenda for Sustainable Development**

There is no sustainable development without gender equality, and without covering the critical social needs of 50% of the population

Gender equality impacts the 17 SDGs



Our motivation

5 Women are a priority because of their higher vulnerability at the start of and during economic shocks.

Poverty

for every 100 men in **extreme poverty** there are **113,3 women**



Labor force

Only **47.7%** are formally employed



Access to income

27.8% have no access to income
(men with no income account for **12%**)

Unpaid work

If valued economically it would amount to **15.7% - 24.2%** of Latin American GDP



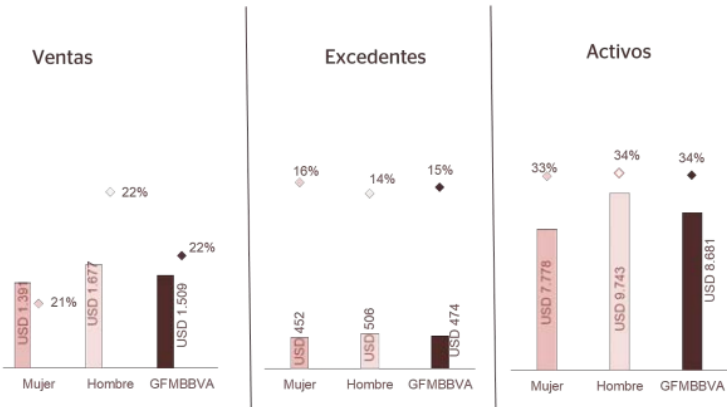
Financial exclusion

44.8% women in Latin America do not have a bank account

Our motivation

6 Offering them access to resources and facilitating their decisión-making process, turns them into social and economic development agents in their communities

CRECIMIENTO DE MAGNITUDES FINANCIERAS,
POR GÉNERO a 31.12.21
Tasas de crecimiento anuales compuestas



Their businesses accumulate assets at **33%**, sales at **21%** and surplus at **16%**

29% of the female entrepreneurs cross their initial poverty line within their second year with us



Women are 7 out of 10 clients that overcame poverty in 2021

Our motivation

7 Thinking specifically about them creates value and is an essential part of our purpose: it is not just a matter of corporate social responsibility or “doing the right thing”

Outreach. Creating specific opportunities for female entrepreneurs in vulnerable conditions



Scale. Through their progress, new opportunities arise for the next generations

For every **10 women**, **7** are unsatisfied with the financial institutions and **8** believe that their needs are not understood



Our commitment



1 Create a value proposition tailored to the specific needs of female entrepreneurs

- Advance in the **gender disaggregated data measurement and social performance by gender**; measuring the economic gaps to inform our value proposition
- Design **credit and saving products** tailored to the different stages of women's life cycle that take into consideration all the obstacles they face
- Foster **products and campaigns** that respond to their needs
- Define **microinsurance** and specific types of assistance for them and their enterprises
- Design an offer that responds to the needs of **rural women** to strengthen their role in the fight against climate change
- Review internal policies that might constrain **women's financial inclusion**
- Offer **skills training** linked to their economic activities
- Facilitate their **access to technology and services** that could reduce the time they spend in unpaid domestic and care work
- Bridge the **digital gender gap**; improve their digital skills and facilitate the creation of supporting networks among them
- Forge **alliances** with their providers so they can reap the benefits for their enterprises

Our commitment



2

Promote Internal Gender Equity

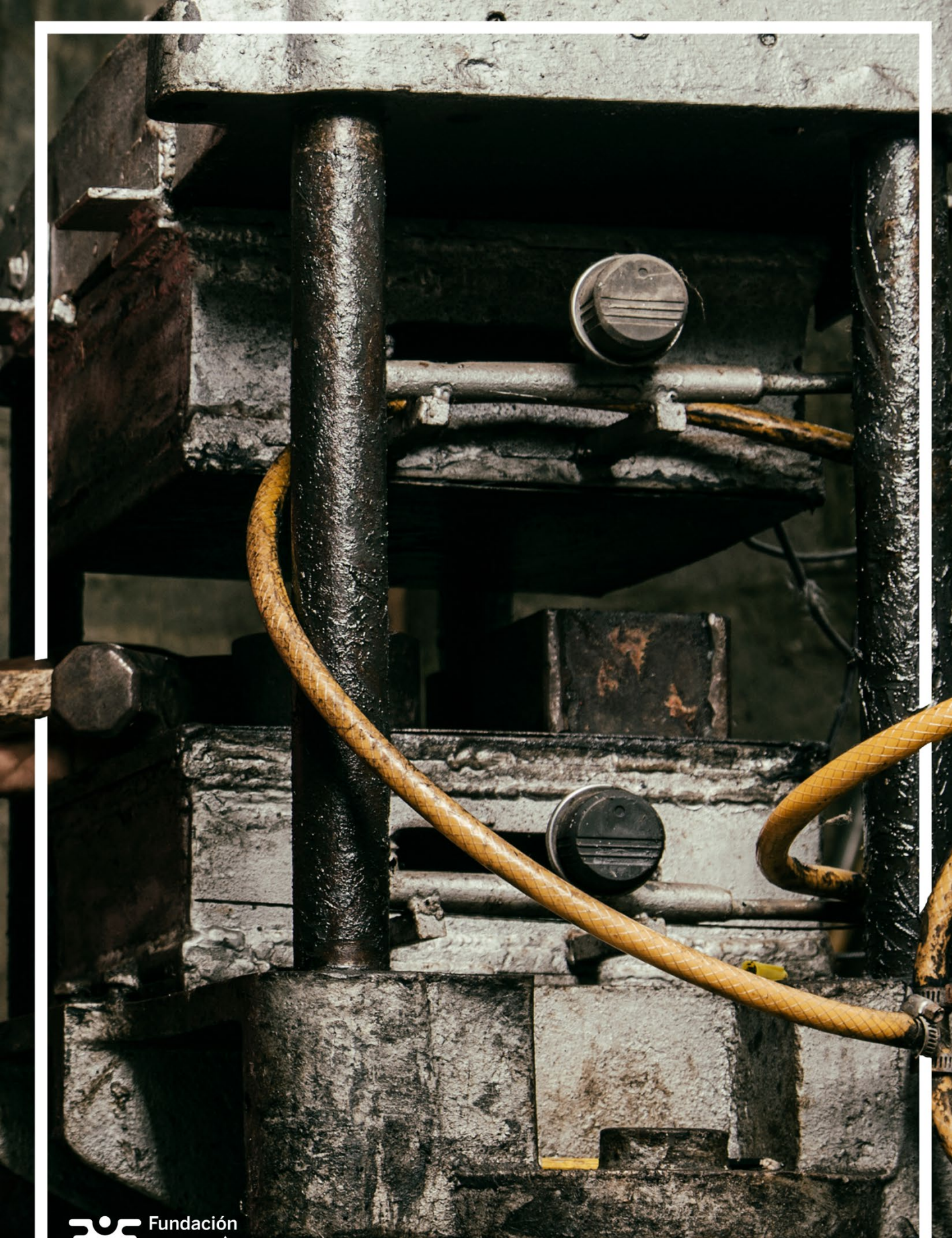
- Create a **more inclusive and diverse** working environment in all our Microfinance Institutions
- Endorse the UN Women **Women's Empowerment Principles** (WEPs)
- Sensitize all our staff regarding **unconscious gender bias**


3

Advocacy

- Advocate for **financial inclusion** as a key element for women's economic empowerment
- Highlight the needs of vulnerable **female entrepreneurs** in Latin America
- **Foster institutional alliances** with the main international organizations that push for women's economic empowerment
- Play a part in the **public-private initiatives** that might exist in our footprint
- Share the **best practices** for women's economic empowerment and the stories of our female entrepreneurs





 Fundación
BBVA Microfinanzas

Banca  **mía**

Financiera
confianza

 **BANCO ADOPEM**
DE AHORRO Y CRÉDITO

 **fe**
FONDO ESPERANZA

emprende
mf
MICROFINANZAS

microserfin