

BBVA Creating Opportunities

BBVA COLOMBIA

Corporate Information 2018

Fourth Quarter 2018

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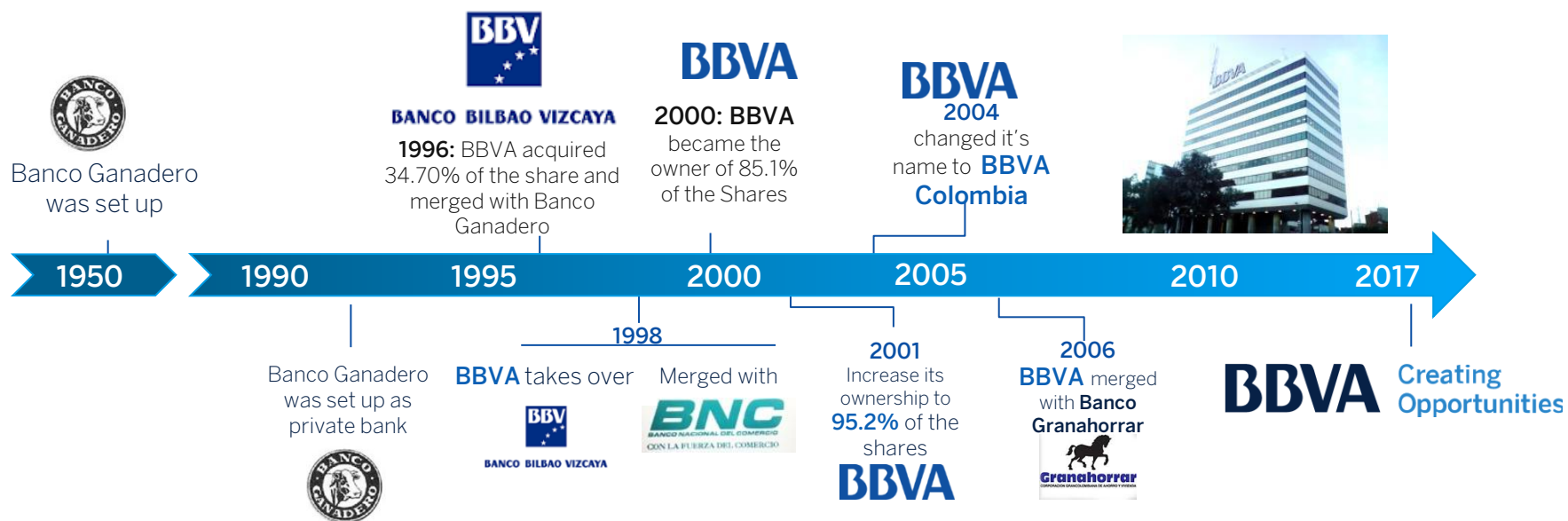
- 1 History
- 2 Organizational Structure
- 3 BBVA in Colombia
- 4 Main Figures
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1

History

BBVA Has More Than 60 Years of History in Colombia

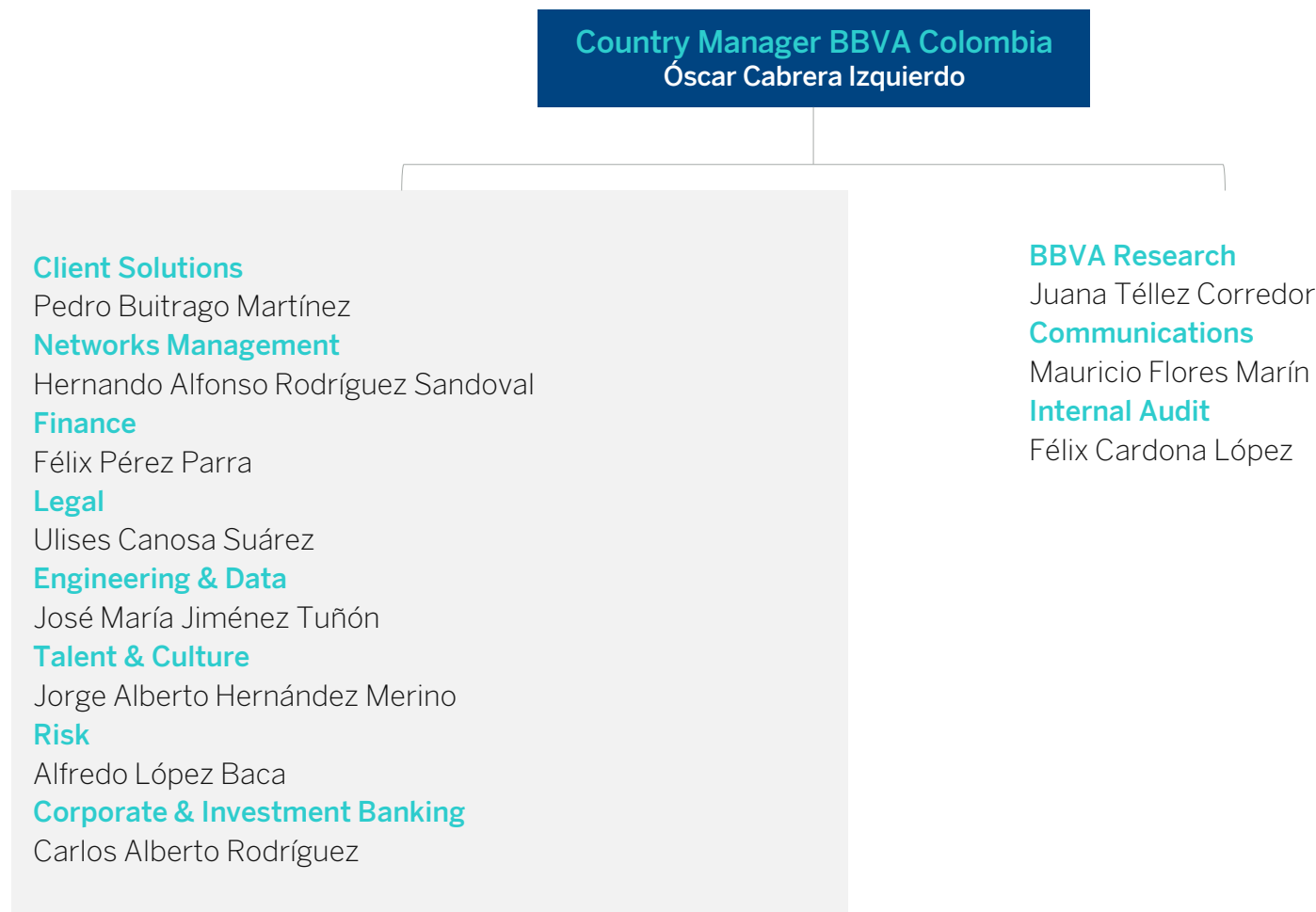




2

Organizational Structure

Organizational Structure



Shareholder's Composition BBVA and Subsidiaries

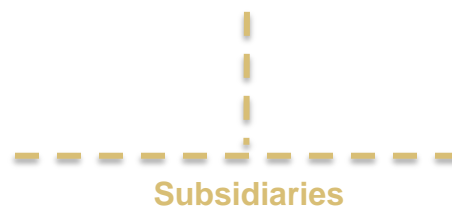


- 94.51% BBVA Colombia
- 2.74% BBVA Seguros Colombia S.A.
- 2.74% BBVA Seguros de Vida S.A.
- 0.01% Others



- 76.20% BBVA S.A.
- 19.23% BBVA América S.L.
- 4.57% Others

The parent company



- 94.44% BBVA Colombia
- 2.77% BBVA Seguros Colombia S.A.
- 2.77% BBVA Seguros de Vida S.A.
- 0.02% Others

No changes registered in 2018

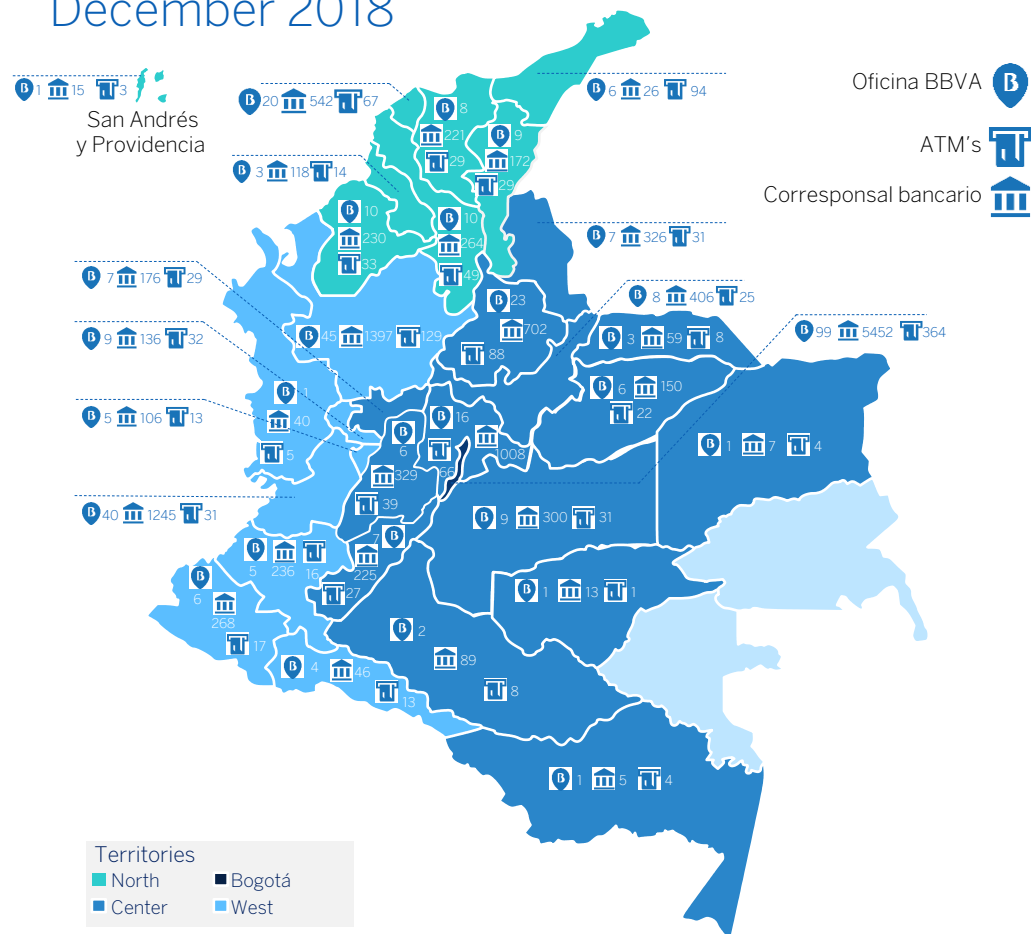
The image shows the entrance of a BBVA branch. The entrance is framed by a dark blue structure with the BBVA logo in white. The logo consists of the letters 'BBVA' in a bold, sans-serif font, followed by a horizontal line. The entrance is made of glass, and the interior of the branch is visible through the glass. The floor is made of light-colored tiles. The overall image has a blue tint.

3

BBVA in Colombia

Our Bank

December 2018



BBVA is a global financial group with a customer-focused business model that offers its customers worldwide, a full range of financial and non-financial products and services

Present in more than 90 cities of the country as a leading bank in Colombia

Billion

\$ 62.867
TAM +8.3%
Total Assets

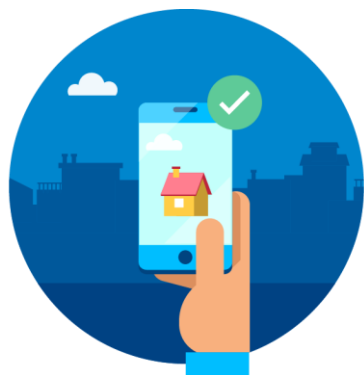
552
TAM +8.24%
Branch Offices

1.344
TAM -0.67%
ATM's

14.106
TAM +139.98%
Banking Agents

5.238
TAM +0.33%
Employees

We Continue to Move Forward in Our Digital and Transactional Transformation

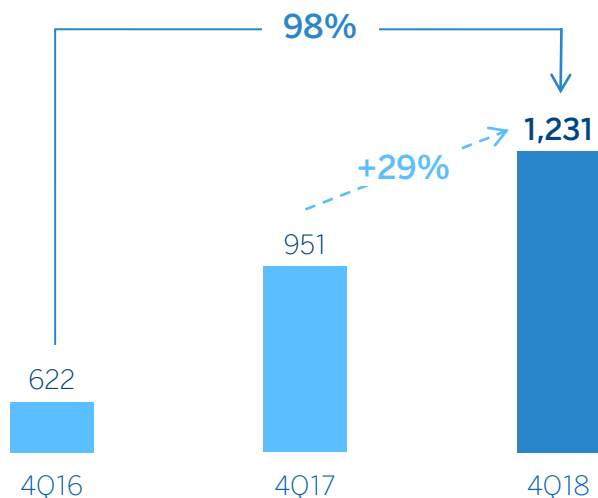


**+1 Million
Digital
Customers**

Digital Customers

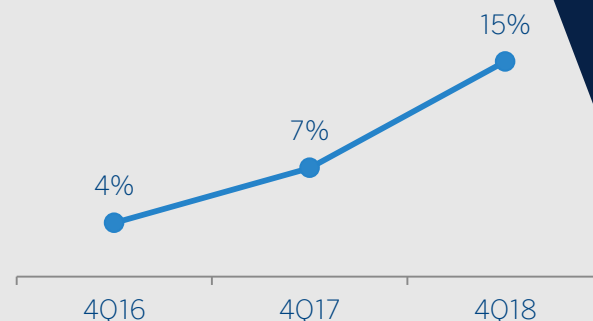


Thousands of Customers



Digital Sales

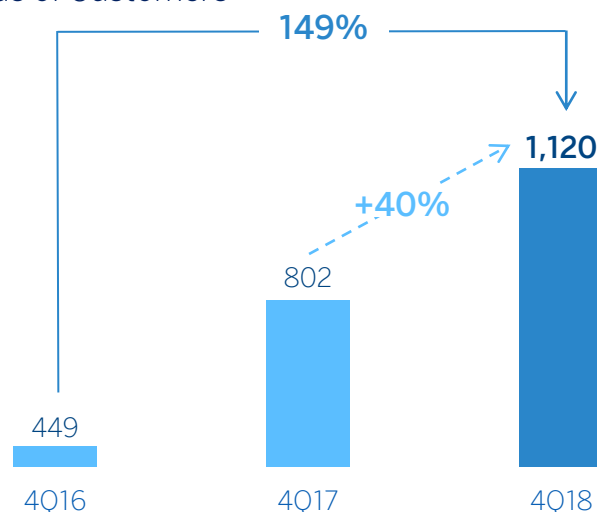
Digital Sales (Ex insurance) / Total Sales



Mobile Customers

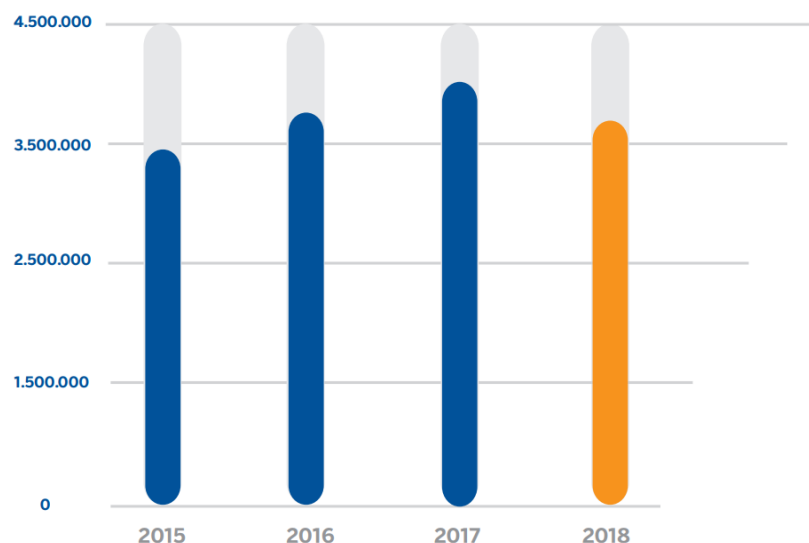


Thousands of Customers



BBVA Colombia Share and Stock Market Ratios

Market capitalization of BBVA Colombia
(COP million)



The BBVA Colombia stock is listed on the Colombian Stock Exchange. The ordinary share is listed with the mnemonic **BBVACO** and the preferred dividend share with the mnemonic **PFBBVACOL**

2015	2016	2017	2018
\$ 3.479.432,18	\$ 3.879.878,45	\$ 4.084.179,55	\$ 3.817.535,20

The price of the ordinary share closed in 2018 at \$265, decreasing by 7.02% compared to the close of December 2017

Social Balance

We benefit more than 150.000 families

Entrepreneurship school BBVA



61.000 students
960 teachers

295 institutions
153 municipalities

Financial education
44.000 trained people

BBVA Momentum
30 entrepreneurs

Educational bases
5.000 YoY

Backpacks with school supplies kits
25.000 Children benefited

Technical and higher education scholarships
175 Young

WE ARE THE BANK OF FINANCIAL EDUCATION IN COLOMBIA

BBVA and their clients transform education in Colombia



\$ 1.350 m.M
Donated by 100.000
BBVA clients



1.100
Libraries for rural
institutions

Female entrepreneurship Business skills training



+300
Participants in forums
in Bogotá and Medellín



200
Trained women
entrepreneurs

Other corporate responsibility actions



1.200
BBVA volunteers donated
time and money



+20
High performance
athletes supported

Awards and Recognitions





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Main Figures

Main Consolidated Figures 4Q18

Balance Sheet (Billion)

\$ 62.867

+8.3% YoY

Total Assets

\$ 4.633

+4.0% YoY

Equity

\$ 45.573

+4.4% YoY

**Gross Loan
Portfolio**

\$ 45.621

+3.7% YoY

**Customer
Deposits***

Results (Billion)

\$ 564

**Net
Profit**

+14.8%

BDI vs. 2017

\$ 2.662.370

+10.8% YoY

Net Interest Income

\$ 367.098

+11.4% YoY

Net Fee Income

\$ 3.537.439

+5.1% YoY

Gross Margin



Focus on Strong Returns on Capital Market Shares

Loan Portfolio

\$46
Trillion

Market Share **10.21%**
-16 bps YoY

Individuals*

Market Share
14.57%
-17 bps YoY

Commercial

Market Share
6.96%
-34 bps YoY

Consumer**

Market Share

13.11%

-3 bps YoY

Credit Cards

Market Share

7.21%

+4 bps YoY

Mortgages***

Market Share

16.66%

-49 bps YoY

Deposits

\$47
Trillion

Market Share **11.85%**
+0.15 bps YoY

Saving Accounts

Market share
10.66%
YoY Growth +25 bps

Checking Accounts

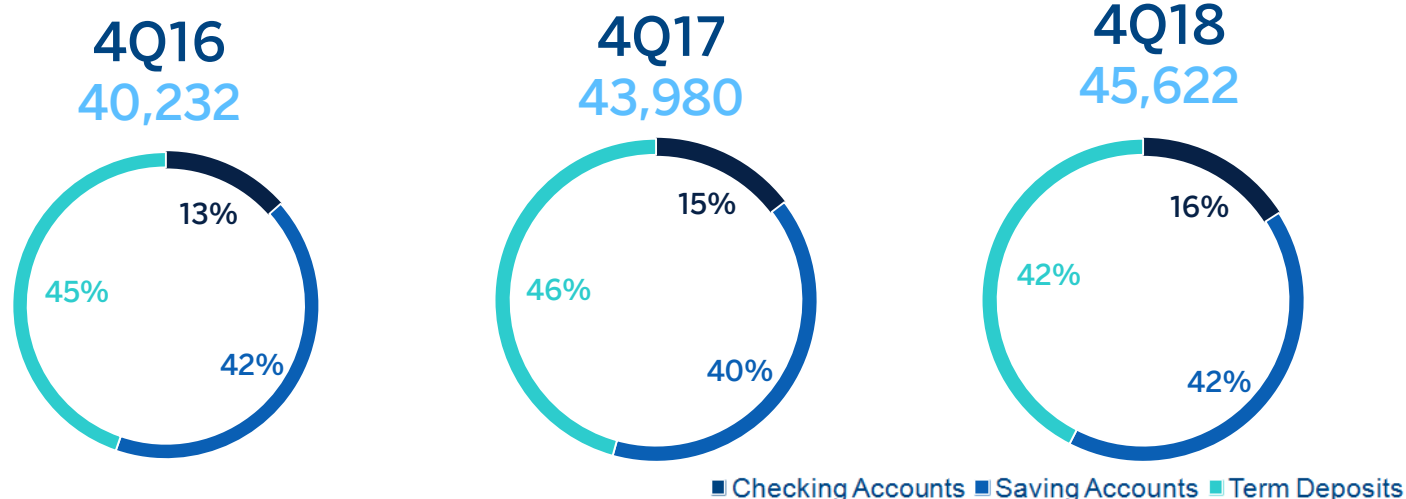
Market share
12.88%
YoY Growth +78 bps

Time Deposits

Market share
12.98%
YoY Growth -94 bps

Strategic Management of Our Funding Sources

Deposits Composition



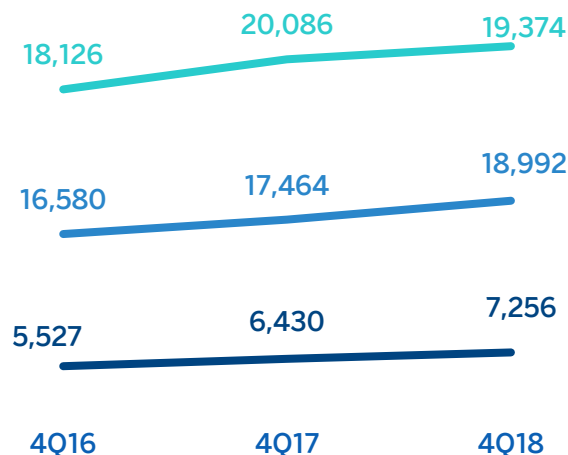
Deposits Growth +3.7% yoy

Billion

Time Deposits
-3.5% YoY

Saving Accounts
+8.8% YoY

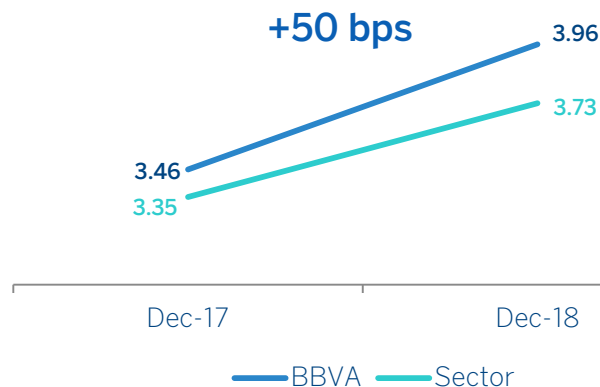
Checking Accounts
+12.8% YoY



Deposits growth driven by an increase in saving and checking accounts

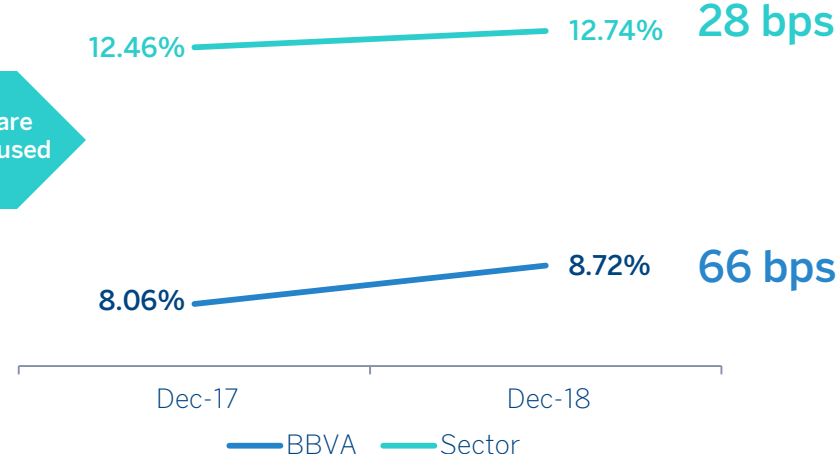
Solid Risk Indicators

NPL (%)*

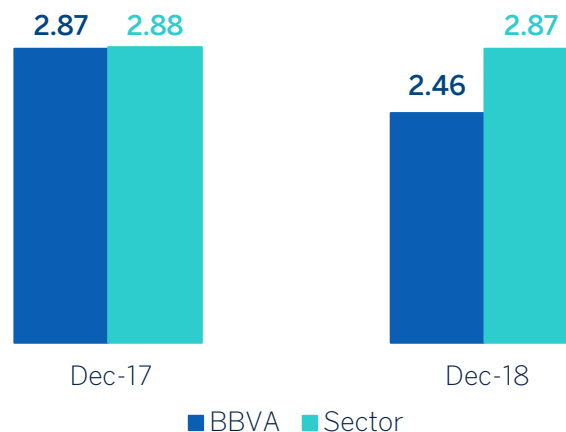


BBVA Colombia's
Write-offs Policies are
Tighter than those used
by the Sector

NPL + Write-offs (%)



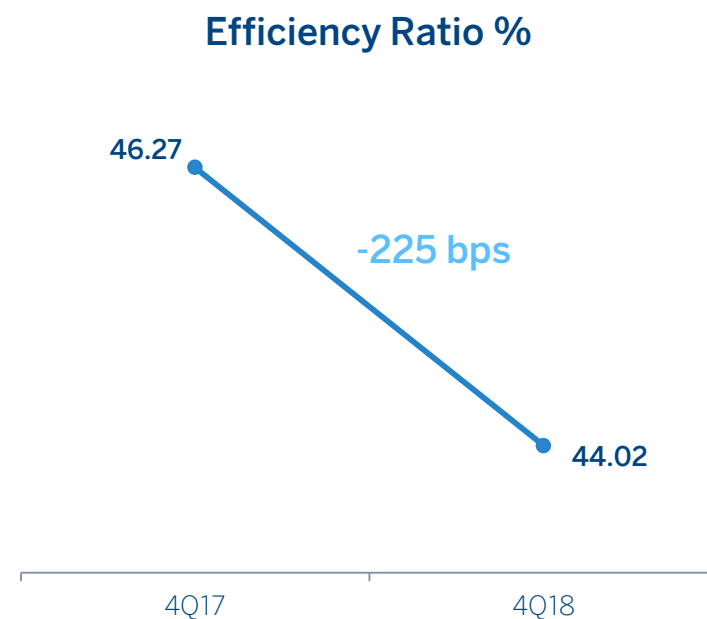
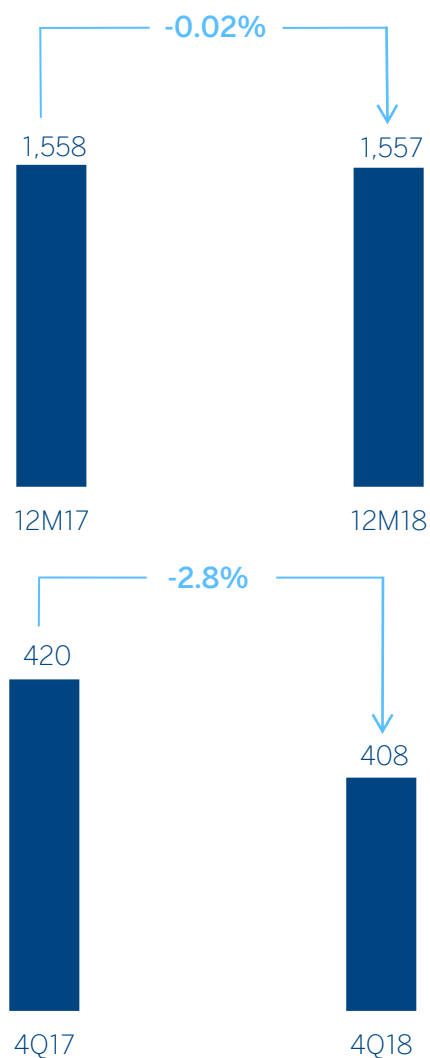
Cost of Risk (%)



Expenditure Decrease and Efficiency Improvement

Operational costs

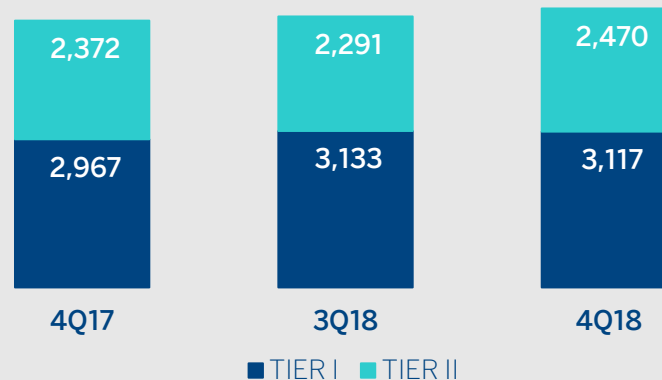
Billion COP



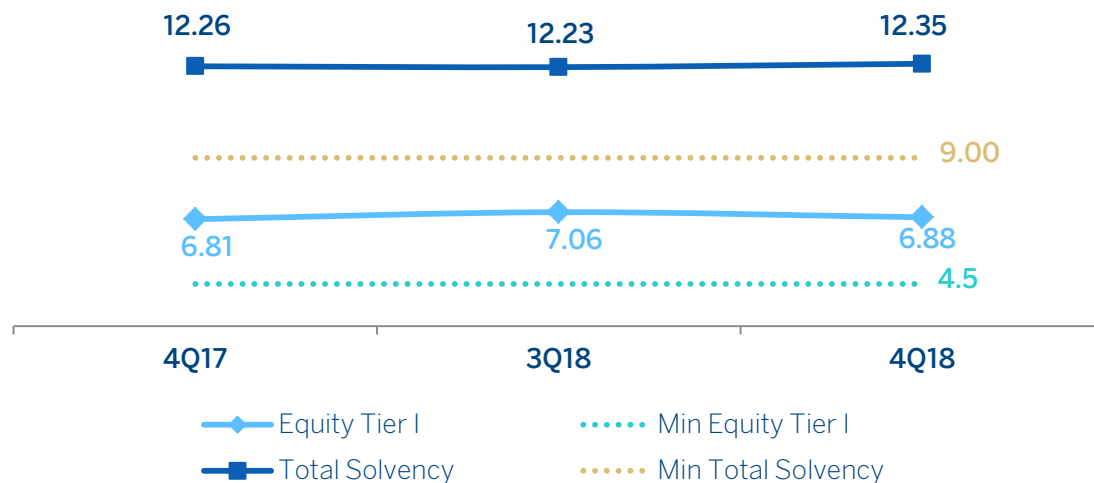
Capital Adequacy

Billion of COP

Strong
Capital Position



Evolution of the capital ratio %



335 bps
Above the Minimum
Regulatory Level



Annex: BBVA Colombia Transformation

Our purpose

“To bring the age of opportunity to everyone”



Six Strategic Priorities



New standard in customer experience



Drive digital sales



New business models



Optimize capital allocation



Unrivalled efficiency



A first class workforce

We are BBVA. We create opportunities

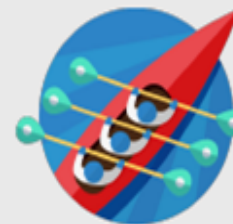
Our values



Our client comes first



We think **big**



We are **one team**



We are emphatic



We are ambitious



I am committed



We are intact



Breaking models



I trust the other



We solve your needs



We surprise the customer



I am BBVA

BBVA Strategic Priorities



New standard in customer experience

Starting points/ Challenge

- Launch of the new BBVA page under the AEM platform optimizing load times and making navigation routes more precise and timely
- Work on hybrid initiatives (Digital and Non-digital) to supplement the efforts of both communication platforms
- Opportunity for improvement in the client's experience and knowledge.



Drive digital sales

Starting point/ Challenge

- Investment in digital means of payment to support the launch of new products in the bank's digital channels
- Advance in the labeling of the digital products of the bank to obtain more data in the hiring processes
- Need to implement digital marketing tools, channels and processes.



Optimize capital allocation

Starting points/ Challenge

- Portfolio of good quality, with presence in segments of greater value
- Need to improve profitability in customers and increase presence in higher value products and segments
- To be pioneers in the market with innovative products so customers have a better experience both in hiring and in transaction banking

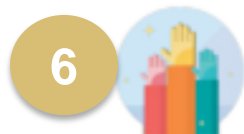


Unrivalled efficiency

Starting point/ Challenge

- Build a new organizational model that is as agile, simple and automated as possible
- Need to improve transactional processes and services
- Integration of the Bank's data with digital data to know the behavior of the active products in BBVA net and BBVA mobile

BBVA Strategic Priorities



A first class workforce

Starting point/ Challenge

- Need to improve talent attraction plans, employee experience and professional development plans.
- We seek to provide the best experience and continue to evolve our corporate culture to achieve our goals
- Continue working with an agile methodology in a culture of collaboration and entrepreneurship, with flatter structures, but that don't stop thinking big

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