

# Raise your hand for education

Annual Report 2025



# Table of Contents

---

01

## Letter from Our Managing Director

02

## We are Fundación BBVA

- 2025 Achievements
- About the Foundation
- Materiality

03

## Donor Engagement

- Fundraising
- Engagement with Our Donors
- Resource Allocation

04

## Our Contribution to the SDGs

- Our Commitment to the BBVA Community 2025

05

## Educational Impact

- BBVA Scholarships Program for Inspiring Young Boys and Girls
- BBVA Scholarship Program for Inspiring Young Boys and Girls with Disabilities
- Employability and Workforce Integration
- Supérate with Fundación BBVA
- Together for Guerrero
- Inspiring Young Boys and Girls Partners
- Inspiring Young Boys and Girls Schools
- Equality, Diversity, and Inclusion
- Partnerships for Education
- Innovation

06

## Institutional Strength of Fundación BBVA

- Process compliance
- Corporate governance
- Our Foundation's talent

07

## Our Detailed Contribution to the SDGs

08

## About this Report

- Standards used in the preparation of this report

09

## Exhibits

- Breakdown of people impacted
- GRI Content Index
- Independent review
- Contact



# Letter from Our Managing Director

As I reflect on what 2025 has meant for our Foundation, the word that resonates most strongly is **opportunity**. In a vibrant Mexico full of talent, we know that the zip code into which a person is born should not dictate their destiny. That is why this year we have reaffirmed our deepest conviction: education is the most powerful driver of social mobility and the most effective tool for reducing inequality.

This report is not merely a compilation of figures; it reflects **more than 1,900,000 lives** we have touched. Behind every number, there is a face, a family, and a dream that, thanks to collective effort, is now closer to becoming a reality.

2025 has been a historic year in terms of social investment. We have allocated **more than MXN \$2.2 billion** to our programs, a figure that embodies our unwavering commitment to the country. But the most valuable investment is the trust we place in the talent of young Mexicans.

Within our educational focus, our flagship initiative, the **BBVA Scholarships Program for Inspiring Young Boys and Girls**, continues to be at the heart of our strategy. Today, I am proud to share that we support **more than 50,000 scholarship recipients** throughout their academic journey. Furthermore, with an essential vision of inclusion, we have awarded nearly **4,500 specific scholarships** for **Inspiring Young Boys and Girls with Disabilities**, demonstrating that talent knows no physical or social barriers.

This virtuous cycle of support is completed through the employability of our Inspiring Young Boys and Girls: we celebrate that **5,400 of our graduates** successfully entered the labor market this year, transforming their economic reality and that of their families.

**Origin should not dictate destiny: we transformed 1.9 million life stories through education and social mobility.**

Educational innovation has also yielded extraordinary results. We celebrate the consolidation of the third generation of the **Inspiring Young Boys and Girls Schools**, a cutting-edge educational model that now serves **425 high-achieving students**. Also, through the **Partnerships for Education program**, we have succeeded in amplifying our impact, directly benefiting more than **373,000 people** and indirectly more than **878,000**, strengthening the educational ecosystem in the communities that need it most.



**Historic investment of MXN \$2.2 billion: 54,000 scholarship recipients supported and 5,400 graduates successfully integrated into the workforce.**



However, we know that academic education must go hand in hand with preparation for real life. Through the **Supérate program**, we impacted more than **194,000 people**, and we successfully supported thousands of young people in their **Journey to University** process, equipping them with tools that not only enable them to choose a university career that will help them fulfill their **dreams**, but also prepare them for admissions processes through simulators that include entrance exams for the country’s top universities.

At Fundación BBVA México, we also understand solidarity as an imperative in the face of adversity. In critical moments, we were there for **24,000 people in Veracruz and Oaxaca** through our **Natural Disaster Relief** program. I would especially like to highlight our sustained efforts in the state of Guerrero, where the **Together for Education** program has continued to directly benefit more than **17,900 people** and indirectly **more than 12,400**, demonstrating that we can continue strengthening our communities even long after disasters beyond our control. Indeed, by transforming our programs into new opportunities, our new **Alliance for Digital Education in Guerrero** proves that technological innovation can continue adapting even in the aftermath of disasters.

Our commitment and solidarity with the country continue to grow stronger every day. This report also presents the results that can be achieved when the private and public sectors unite with the sole purpose of addressing

challenges that would be impossible to solve independently. This is how the **Seeing to Dream** initiative has become part of our educational support strategy, working hand in hand with the Government of Mexico and our partners. Together, we have succeeded in supporting more than 52,000 public elementary school children who needed eyeglasses, providing them with yet another essential tool to help ensure their educational continuity.

Regarding our impact on communities, we recognize that thanks to the tireless work of our scholarship recipients serving as **financial coaches**, **41,649 people** have gained tools to improve their financial health, thereby creating more favorable environments for a better future.

It is impossible not to speak about our volunteer program. I would like to extend my deepest gratitude to the more than **8,000 volunteers** who generously donated their time and expertise through the **Mentorship** program. Those **15,300 hours of mentorship** are not merely time invested; they represent advice, guidance, and active listening that change the life trajectories of our scholarship recipients.

Our commitment transcends borders. For this reason, we remain firmly aligned with the United Nations Sustainable Development Goals and the Ten Principles of the Global Compact, ensuring that every local action has a universal resonance in favor of the common good.

None of this would be possible without the strength of our people. BBVA’s institutional solidity, the strategic vision of our Board of Directors, the trust of our partners, and the commitment of more than **46,000 employees** are the pillars that sustain this great work. Thanks to this collective effort, we are building the more just and inclusive Mexico we aspire to see—a country where origin does not determine destiny, and where our children and youth find a fertile environment in which their talent can flourish.

While the achievements of 2025 are certainly cause for celebration, the challenges ahead require us to remain vigilant. The future demands that we continue innovating to close digital divides, foster skills for the jobs of tomorrow, and keep building a Mexico where talent invariably finds an opportunity to shine.

Thank you to our board members, partners, and the Foundation team for your passion and professionalism. Let us continue working and moving forward together to create opportunities that transform lives.

Sincerely,

**Sofía Ize Ludlow**

Managing Director of Fundación BBVA México



# We are *Fundación* **BBVA**



**We promote and support the efforts of those who dream of breaking barriers, building together a more equitable Mexico through educational programs that generate impact and transform lives.**



# Achievements


**+\$2.2 billion**   
invested in Fundación BBVA México's programs


**+1,900,000**   
people impacted


**+50,000**   
scholarship recipients in the BBVA Scholarships Program for Inspiring Young Boys and Girls

**4,479**   
scholarships for Inspiring Young Boys and Girls with Disabilities

**+194,000**   
people directly benefited through the Supérate program

**41,649**   
people benefited through our financial coaches

Third generation of the Inspiring Young Boys and Girls School, with **425**  students

**+370,000**   
people directly benefited and **+878,000** indirectly benefited through the Partnerships for Education program





5,400

people benefited by successfully entering the labor market



+189,000

people directly and indirectly benefited through the Seeing to Dream program



24,000

people benefited through the Natural Disaster Relief program



+17,900

people directly benefited and +12,400 indirectly benefited through the Together for Education program in Guerrero



### Mentorship Program

+8,000

volunteers

+15,300

volunteer hours



# About the *Foundation*

Letter from Our  
Managing Director

WE ARE  
FUNDACIÓN BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

Institutional Strength  
of Fundación BBVA

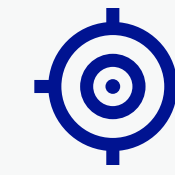
Our Detailed Contribution  
to the SDGs

About this Report

Exhibits

We are a nonprofit organization that brings to life Grupo Financiero BBVA México's social commitment, collaborating with those who seek to transform and strengthen collective and individual efforts through innovative programs that foster social mobility and generate a positive impact on society.

For more than two decades, we have promoted educational development and provided support to boys and girls, young people, and families through scholarships, tuition-free schools, and donations to institutions committed to learning. In addition, we work to revitalize the social fabric of communities by strengthening their well-being and extending our support to those affected by natural disasters.



## Mission

Fundación BBVA México's mission is to secure and channel resources to support social development programs for vulnerable populations, including scholarship programs, educational initiatives, cultural and artistic promotion activities, and direct assistance in the event of disasters or emergencies. This is carried out with the objective of providing sustainable opportunities for advancement that contribute to building a more equitable and just society for the benefit of Mexico.



## Vision

To be the leading organization in the field of Corporate Social Responsibility by promoting social mobility and reducing inequalities through education and social development.



# Objectives

With a view toward a more prosperous future, we reaffirm the commitments we have made to society, evolving our strategies to respond to current challenges.

- **Align** Fundación BBVA México's programs with the achievement of the Sustainable Development Goals through lines of action that contribute to fulfilling their specific targets.
- **Provide** opportunities to underserved communities that improve the quality of life of their members through education and promote their personal and family development.
- **Promote** formal education for Mexican children and young people, particularly talented boys, girls, and youth who face socioeconomic barriers and strive for academic excellence.
- **Foster** educational and workforce inclusion for people with disabilities to enhance their personal and professional development.
- **Develop** a fundraising strategy that ensures the continuity of our programs.
- **Provide** humanitarian aid to families affected by natural disasters.
- **Promote** corporate volunteerism as part of BBVA's commitment to society.
- **Encourage** Mexico's creative and cultural development through the promotion and implementation of artistic and cultural activities.

# Stakeholders

Committed to our mission and vision, we cultivate relationships based on transparency and active collaboration with our stakeholders. We clearly inform them about the use of resources and the results achieved, while also promoting open dialogue to align priorities, respond to their expectations, and maximize the impact of our actions for the benefit of society.

The Foundation’s stakeholders are primarily identified based on its activities: the beneficiaries of the programs it implements, as they are the target population we serve; donors, whether corporate or individual, as they finance these initiatives; and all parties involved in the operational process, including management, employees, regulators and authorities, suppliers, and partner organizations. In addition, society as a whole is considered a key stakeholder, as the Foundation’s objective is to contribute to the country’s socioeconomic development.

**Fundación BBVA México’s Annual Report enables us to communicate our actions and the impact we generate, strengthening trust with our stakeholders.**

Frequency	Stakeholders	Dialogue channels	Responsible areas	Priority topics
Daily	Beneficiaries	<ul style="list-style-type: none"> <li>Public cultural activities</li> <li>Materiality analysis</li> <li>Email</li> <li>Media outlets</li> <li>Fundación BBVA México website</li> <li>Digital media campaigns</li> <li>Bank social media channels</li> <li>Branch TV networks</li> </ul>	<ul style="list-style-type: none"> <li>Inspiring Young Boys and Girls School</li> <li>External Communications</li> <li>Marketing</li> <li>My Community</li> <li>Foundation Network</li> </ul>	<ul style="list-style-type: none"> <li>Support through our programs</li> </ul>
	Vendors	<ul style="list-style-type: none"> <li>Materiality analysis</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>Administration and Finance</li> <li>Procurement</li> </ul>	<ul style="list-style-type: none"> <li>Timely payments</li> </ul>
Weekly	Employees	<ul style="list-style-type: none"> <li>Para Mí</li> <li>Somos BBVA</li> <li>Totems</li> <li>TV dining halls</li> <li>TV pantries</li> <li>TV branches</li> <li>BBVA Media Center</li> <li>Video Wall</li> </ul>	<ul style="list-style-type: none"> <li>Internal and External Communications</li> <li>Marketing</li> <li>Talent and Culture</li> </ul>	<ul style="list-style-type: none"> <li>Work environment</li> <li>Benefits</li> <li>Foundation results</li> </ul>
	Management	<ul style="list-style-type: none"> <li>Materiality analysis</li> <li>Annual Report</li> <li>Board Presentations</li> </ul>	<ul style="list-style-type: none"> <li>Fundación BBVA México</li> </ul>	<ul style="list-style-type: none"> <li>Accountability</li> <li>Program results</li> </ul>
	Partner organizations	<ul style="list-style-type: none"> <li>Materiality analysis</li> <li>Email</li> <li>In-person and phone interviews</li> <li>Progress reports</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Partnerships and Fundraising</li> <li>Inspiring Young Boys and Girls School</li> <li>External Communications</li> <li>Marketing</li> <li>Foundation Network</li> </ul>	<ul style="list-style-type: none"> <li>Program results</li> <li>Transparency</li> <li>Accountability</li> </ul>
	Regulators and Authorities	<ul style="list-style-type: none"> <li>Email</li> <li>Drive</li> <li>Citizen service offices</li> <li>Official websites</li> </ul>	<ul style="list-style-type: none"> <li>Administration and Finance</li> </ul>	<ul style="list-style-type: none"> <li>Transparency</li> <li>Accountability</li> <li>Compliance with obligations</li> </ul>
Periodic	Donantes	<ul style="list-style-type: none"> <li>Email</li> <li>Materiality survey</li> <li>Annual Report</li> <li>Media outlets</li> <li>Website</li> <li>Social media</li> <li>Telephone</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Partnerships and Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>Transparency</li> <li>Accountability</li> <li>Program results</li> </ul>
	Society	<ul style="list-style-type: none"> <li>Media outlets</li> <li>Fundación BBVA México website</li> <li>Digital media campaigns</li> <li>Bank social media channels</li> </ul>	<ul style="list-style-type: none"> <li>External Communications</li> <li>Marketing</li> <li>Foundation Network</li> </ul>	<ul style="list-style-type: none"> <li>Transparency</li> <li>Accountability</li> </ul>

**Note:** Stakeholders are organized by frequency of engagement.



# Materiality

Our materiality analysis is a key tool for identifying and taking action on priorities that have a significant impact on our organization and stakeholders. During 2024, which is the most recent date of this exercise, an assessment of 22 preliminary topics was conducted based on the principle of double materiality.

Double materiality is a concept that considers both the impact of our actions on the social and environmental spheres, as well as external factors that may influence our operations and long-term strategies (financial materiality). This approach allows us to adopt a more cross-functional perspective in our analysis, strengthening our ability to effectively identify and manage impacts, risks, and opportunities.

## Methodology

Our double materiality exercise was carried out using the following methodology:

- a) Identification of 22 preliminary topics based on various public sources, peer organizations, internal organizational information, and the previous materiality analysis.
- b) Identification of Impacts, Risks, and Opportunities (IROs) associated with the preliminary topics so they could subsequently be evaluated through surveys.

- c) Implementation of surveys directed to seven Fundación BBVA México executives to evaluate preliminary topics from a financial relevance perspective, as well as to 18 Fundación BBVA México managers to assess them from an impact perspective.
- d) Following a validation process, the list of 21 prioritized topics was obtained<sup>1</sup>.

From the impact perspective, and based on surveys conducted with management, five principal topics were identified. Simultaneously, from the financial perspective evaluated by executives, five priority topics of specific interest were determined. Below are the relevant topics identified by each group:

### Relevant topics in the impact dimension

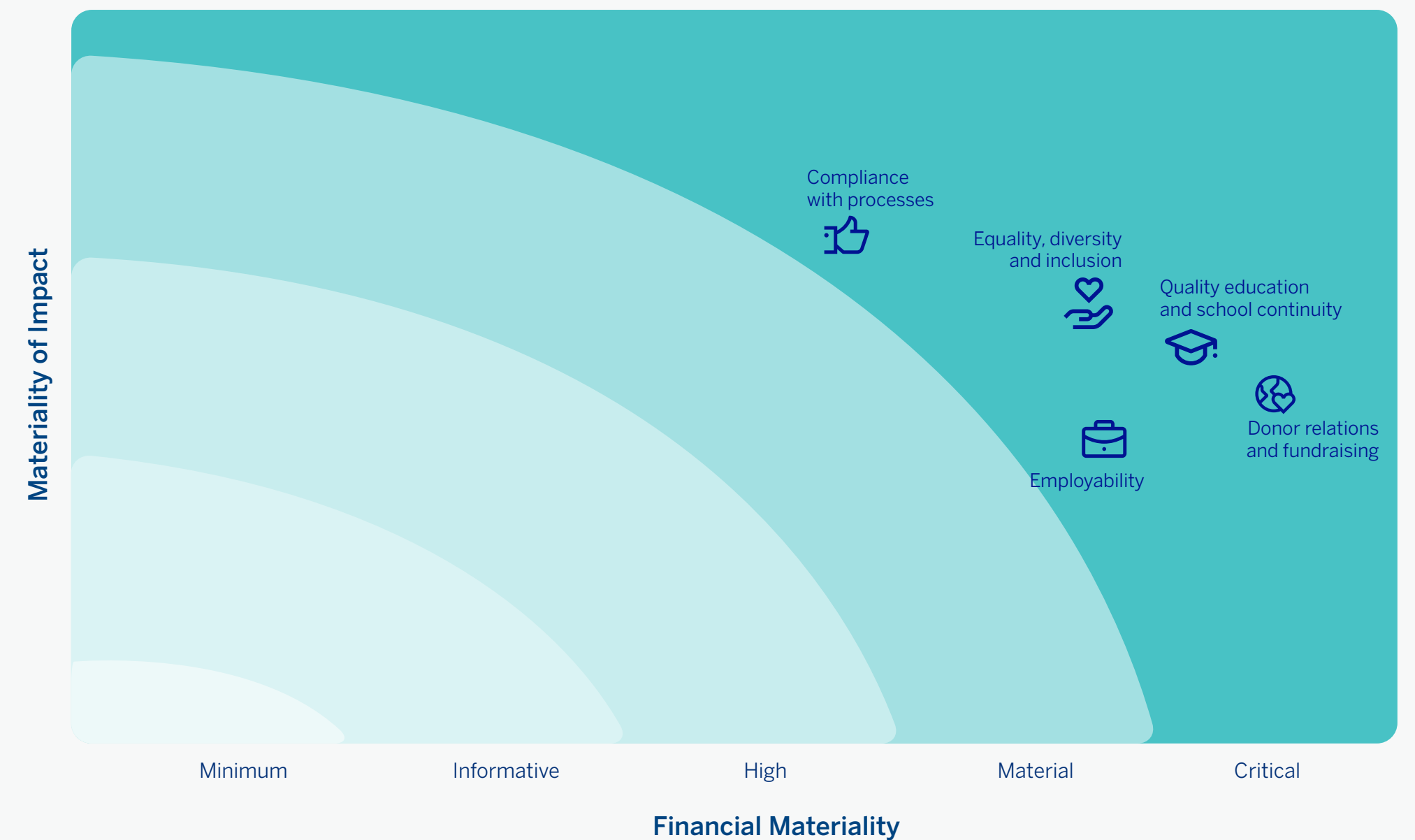
- Donor relations and fundraising
- Quality education and educational continuity
- Employability
- Equality, diversity, and inclusion
- Ethics and anti-corruption

### Relevant topics in the financial dimension

- Process compliance
- Equality, diversity, and inclusion
- Waste
- Quality education and educational continuity
- Donor relations and fundraising

As a result of integrating the impact and financial perspectives, five topics were identified as doubly material. In this report, we highlight the initiatives we promote through the Foundation to address them effectively.

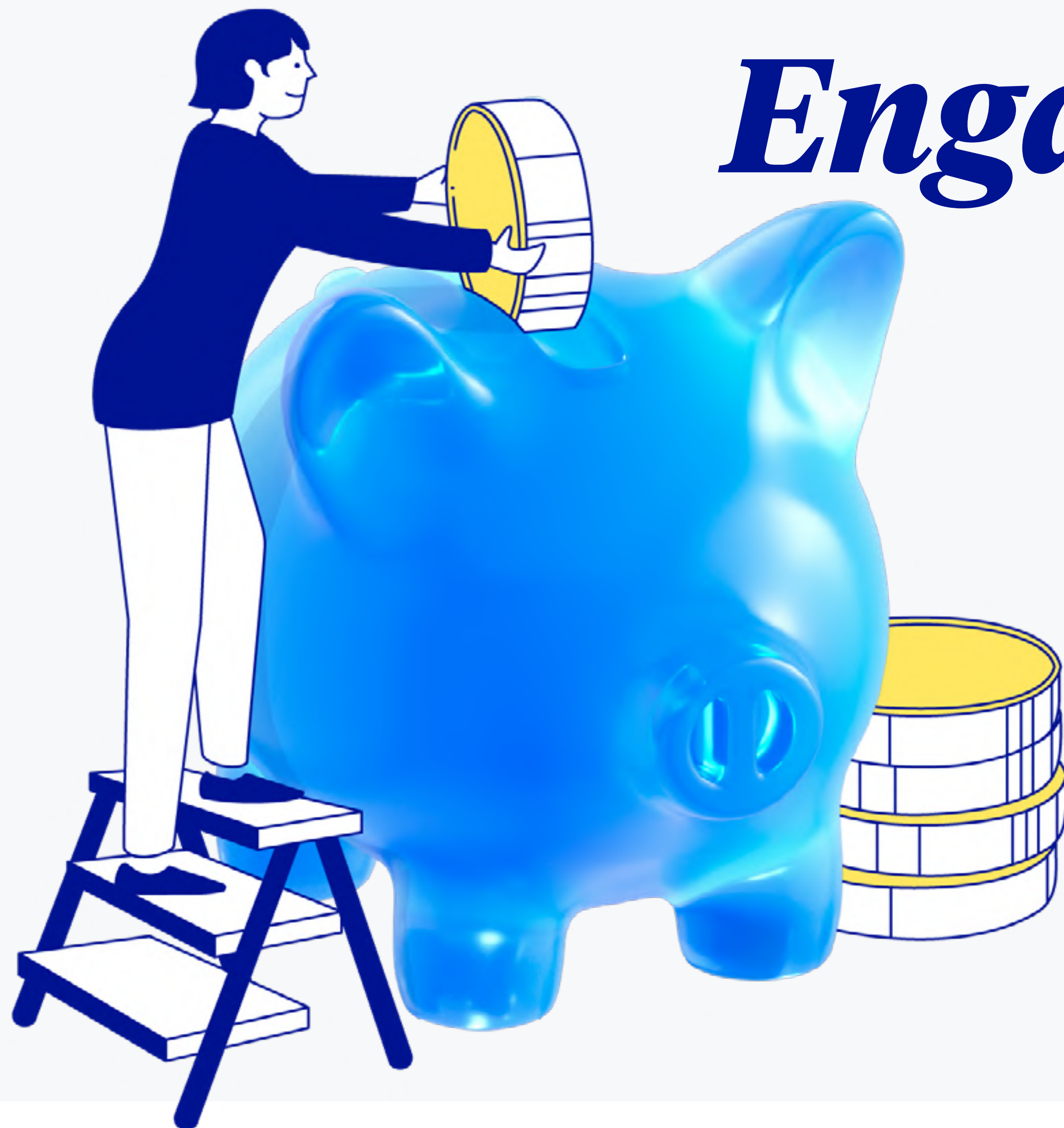
## Top 5 material topics



<sup>1</sup> During the validation process, the topics of Climate Change Adaptation and Sustainable Building were consolidated due to their close relationship, reducing the list of 22 preliminary topics to 21 priority topics.



# Donor *Engagement*



Our mission is sustained by the generosity, trust, and commitment of those who choose to join social transformation through education.



## SDGS TO WHICH WE CONTRIBUTE

### Directly

Applicable specific targets impacted:

**4 QUALITY EDUCATION** 5/10  
4.3, 4.4, 4.5, 4.6 and 4.b

**8 DECENT WORK AND ECONOMIC GROWTH** 4/9  
8.1, 8.2, 8.6 and 8.10

### Indirectly

Applicable specific targets impacted:

**1 NO POVERTY** 2/6  
1.3 and 1.a

**11 SUSTAINABLE CITIES AND COMMUNITIES** 2/9  
11.1 and 11.5

**16 PEACE, JUSTICE AND STRONG INSTITUTIONS** 4/9  
16.5, 16.6, 16.7 and 16.10

**17 PARTNERSHIPS FOR THE GOALS** 3/4  
17.16, 17.7 and 17.19



# Fundraising

Our fundraising strategy is an essential component in sustaining the programs that promote social mobility for thousands of young people. Year after year, we establish fundraising goals that seek not only to maintain current initiatives, but also to create opportunities for new projects that respond to emerging social needs.

In 2025, this dynamic continued to guide our actions, combining two primary sources:

- **Institutional donation from BBVA México:** equivalent to a percentage of its annual profits, which this year amounted to more than MXN \$950 million.
- **Fundraising initiatives:** a broad network of voluntary donation mechanisms that enabled the participation of 420,000 donors throughout the country, whose contributions totaled MXN \$500 million.

**Together, total revenue in 2025 exceeded MXN \$1.5 billion, resulting from the combined support of the Bank and the commitment of a broad community of donors.**

Letter from Our Managing Director

We are Fundación BBVA

DONOR ENGAGEMENT

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits



## Fondo B+

One of the most representative mechanisms within our fundraising strategy is Fondo B+Educa, a socially responsible investment instrument that allows BBVA México clients to participate starting from an initial amount. This fund offers clients the option to donate 30% of the net monthly interest generated, transforming their investment into a direct vehicle for supporting education.

In 2025, the B+Educa Fund made a significant adjustment by reducing the minimum investment amount from MXN \$10,000 to MXN \$5,000, with the objective of making it more accessible to a greater number of clients. Donations from the B+ Fund are allocated to financing the BBVA Scholarships Program for Inspiring Young Boys and Girls.

[Here for more information about this fund](#)

## Automated Teller Machines (ATMs)

ATMs continue to be the channel with the highest number of donors for the Foundation. Throughout the year, millions of people used the more than 14,000 ATMs located across the country, where they were invited to register a recurring monthly donation.

This mechanism, which as of this year was expanded to all BBVA clients, allows donors to choose from various suggested amounts ranging from MXN \$25 to MXN \$200, which are charged on a recurring basis. ATM donations are allocated to financing the BBVA Scholarships Program for Inspiring Young Boys and Girls.



## Regional Advisors

Nationwide, the support of the Regional Advisors group played a fundamental role. This collective, made up of more than 500 business leaders across 30 states, works closely with BBVA México's business and social responsibility areas to promote social investments that address the educational needs of young people in middle school, high school, university, and mentorship programs within their own communities.

To participate in this program, advisors must belong to BBVA's Regional Board in their respective regions and be invited by relationship and branch directors. Donations from Regional Advisors are allocated to financing the BBVA Scholarships Program for Inspiring Young Boys and Girls.

## Raise Your Hand

This year, the Inspiratón initiative evolved into a broader and more participatory campaign. This new version expanded its reach beyond employees, also including the Bank's clients through the BBVA App and non-clients through the Bank's website, becoming a collective five-day effort during December.

Thanks to targeted outreach to employees based on their donation profiles, as well as communication through social media and branches featuring real testimonials from our scholarship recipients, we achieved unprecedented participation from more than 21,000 people.

Through Raise Your Hand, we continue strengthening the culture of giving and enabling more people to join the social impact driven by the Foundation. Donations are allocated to financing the BBVA Scholarships Program for Inspiring Young Boys and Girls.



## BBVA Employees

BBVA México's internal talent demonstrates a deep commitment to the Foundation's social causes. During 2025, more than 32,000 employees actively participated in fundraising initiatives that strengthened our capacity to provide scholarships and expand the reach of our programs.

### Payroll Donations

One of the most significant channels is the payroll donation system. Through the corporate intranet, any employee has the opportunity to choose a recurring contribution amount, starting at MXN \$12.50 biweekly and up to the full value of a scholarship, which is automatically deducted from their salary.

This model enables thousands of people to contribute consistently and easily to financing the BBVA Scholarships Program for Inspiring Young Boys and Girls.

### BBVA Race Circuit

Another notable initiative is the BBVA Race Circuit, an event held between June and October across seven states in the country, bringing together more than 23,000 participants, including employees, family members, and friends. Each participant contributed a MXN \$210 donation as part of their registration, combining physical activity, community engagement, and social impact into one experience.

[Support our program by making a donation to our Foundation.](#)



## Other Channels

### Online

To facilitate participation for anyone interested, throughout 2025 we continued promoting online donations through the Foundation's website. This channel allows for one-time or recurring contributions using domestic credit or debit cards (excluding AMEX), without the need to be a BBVA client. Online donations are allocated to the BBVA Scholarships Program for Inspiring Young Boys and Girls.

### BBVA App

This year, we incorporated the BBVA App as a new donation channel, making it easier for the Bank's more than 28 million clients, if they choose, to contribute quickly and securely from their mobile devices. This functionality allows users to make one-time donations ranging from MXN \$20 to MXN \$8,000 or schedule recurring contributions in just a few seconds.

### Can Roca

In partnership with Can Roca restaurant, since 2018 we have organized exclusive charity dinners. These dinners are designed to raise funds for the BBVA Scholarships Program for Inspiring Young Boys and Girls. This year, the dinner took place on September 18, 2025, in Guadalajara, Jalisco. Thanks to our Wealth Management, Private Banking, UHN, Corporate Banking clients, and employees, we successfully secured 60 annual scholarships for Inspiring Young Boys and Girls in the state of Jalisco.

### Book Sales

The publication of our annual book is part of our commitment to cultural promotion while simultaneously contributing to fundraising efforts. Each edition seeks to open new avenues for reflection on Mexican identity, bringing the public closer to

themes that connect them with our history, artistic expressions, and the elements that shape our cultural diversity. The books are available on Amazon, allowing more people to join the Foundation's mission through a purchase with purpose.

In 2025, we presented *Cine México*, the latest published work exploring the history of national cinematography. It is Mexico presenting itself through the silver screen, its experiences and aspirations, filled with creativity and imagination.

This initiative became a valuable tool for promoting Mexico's cultural diversity while simultaneously strengthening the Foundation's educational initiatives.

[Learn more about this book.](#)

**The combination of all these initiatives made it possible to raise a total of MXN \$1,577,008,351 during 2025.**

We proudly recognize the more than 420,000 donors who make up the Foundation's donor network. This community, comprised of clients, employees, and partners, is the pillar that sustains our causes.

Their commitment and generosity have made it possible to generate a positive impact in the lives of millions of people in Mexico. Every contribution strengthens our mission and brings us closer to a more just and supportive country.

Letter from Our Managing Director

We are Fundación BBVA

**DONOR ENGAGEMENT**

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

## Total funds raised\*

**Corporate donation**  
**\$959,710,901**

**Fondo B+Educa**  
**\$425,657,369**

**ATMs**  
**\$109,566,033**

**Regional Advisors**  
**\$24,001,151**

**Other channels<sup>2</sup>**  
**\$21,371,645**



**Payroll Donations**  
**\$17,832,900**

**BBVA Race Circuit**  
**\$4,999,880**

**Raise Your Hand**  
**\$13,223,288**

**Fundraising for Natural Disasters in Guerrero**  
**\$ 3,552.96**

**BBVA App<sup>3</sup>**  
**\$641,628**

**Total \$1,577,008,348**

<sup>2</sup> Other channels include online fundraising, book sales, the Can Roca charity dinner, and emoluments.

<sup>3</sup> The amount includes only pilot programs and the fundraising campaign conducted during December 2025.

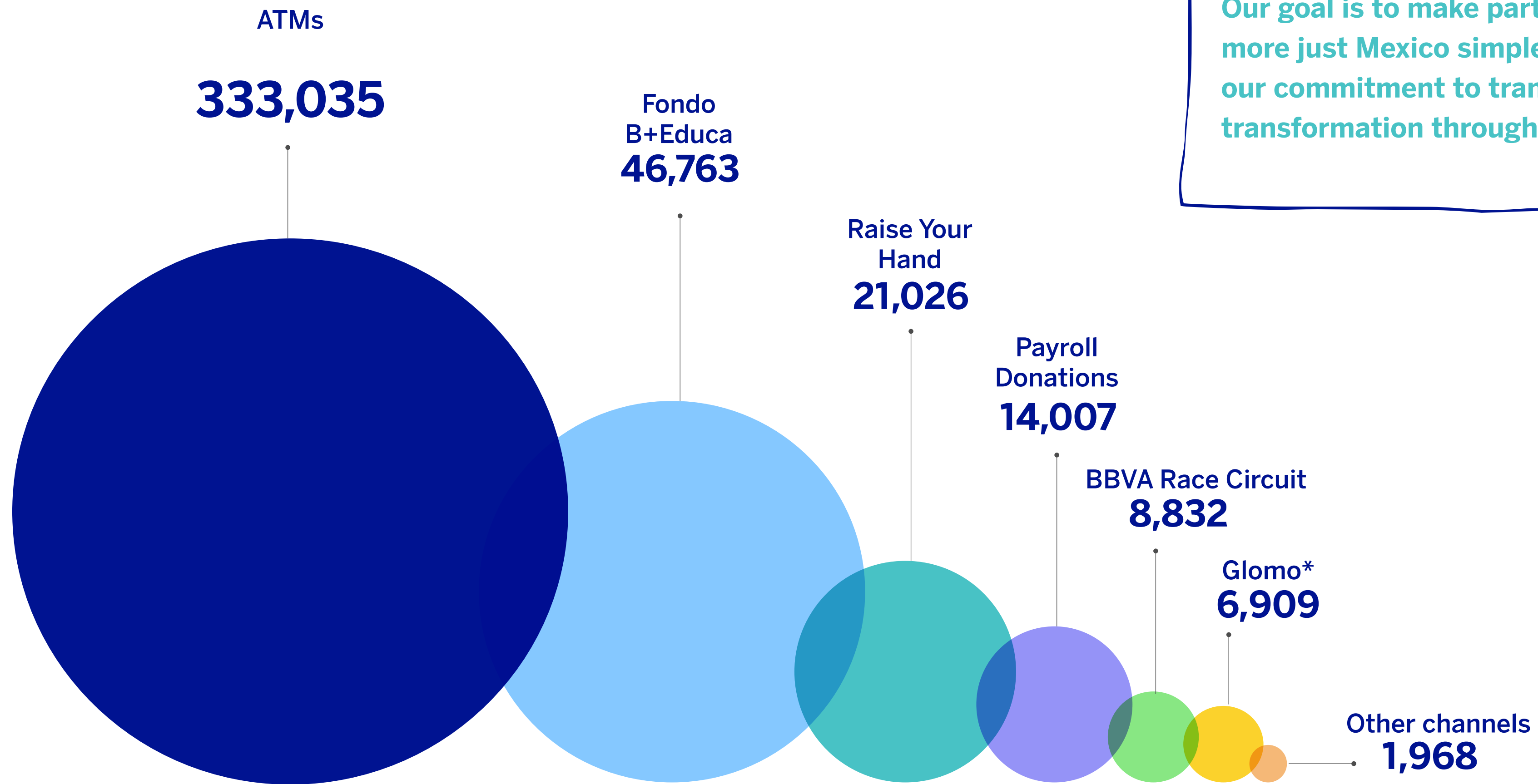
\*Rounded figures.

During 2025, as in previous years, Fundación BBVA México did not receive financial assistance from the government.



We will continue strengthening our fundraising ecosystem by developing more flexible and accessible methods that enable more people to join our causes from any device.

### Number of individual donors by channel<sup>4</sup>



<sup>4</sup> Individuals who made at least one donation to Fundación BBVA México during the year.  
\* A lead generation initiative powered by BBVA's mobile app.



# Engagement with *Our Donors*

Letter from Our  
Managing Director

We are  
Fundación BBVA

**DONOR  
ENGAGEMENT**

Our Contribution  
to the SDGs

Educational Impact

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits

Trust is a central element in our relationship with donors. For this reason, we rigorously apply BBVA's Transparency, Clarity, and Responsibility (TCR) Principles. This means providing complete and understandable information about each fundraising product or initiative, balancing benefits with applicable requirements or risks, and presenting messages in a clear, accessible, and relevant manner for each type of donor.

Likewise, we ensure responsible practices in the use of personal data in accordance with our current donation policy and share our Donation Privacy Notice.<sup>5</sup>

## Transparency, Clarity, and Responsibility (TCR) Principles



### Transparency

- Provide donors with all relevant information
- Relevant information varies depending on the donor's profile, the stage of the process, and the product
- Give equal visual importance to advantages/benefits and risks/costs/requirements
- Use the appropriate channel: one that allows you to communicate relevant information effectively
- Ensure that the main message is valid for the majority of the audience



### Clarity

- Use a strong structure and visual elements to facilitate understanding and navigation
- Ensure that graphic elements provide a realistic and intuitive representation
- Promote accessibility; in audiovisual materials, use subtitles and incorporate relevant information
- Use clear and easy-to-understand language
- Limit the use of fine print as much as possible (when used, ensure it is clear)



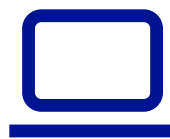
### Responsibility

- Safeguard the donor's interests in the short, medium, and long term
- Give donors control over their relationship with the Bank
- Support donors throughout their journey
- Ensure the responsible use of donors' personal data
- Promote financial health

<sup>5</sup> View the Privacy Notice > Donation Privacy Notice at: [Fundación BBVA Privacy Notice \(fundacionbbva.mx\)](https://fundacionbbva.mx)



We are committed to maintaining open and transparent communication with our donors.



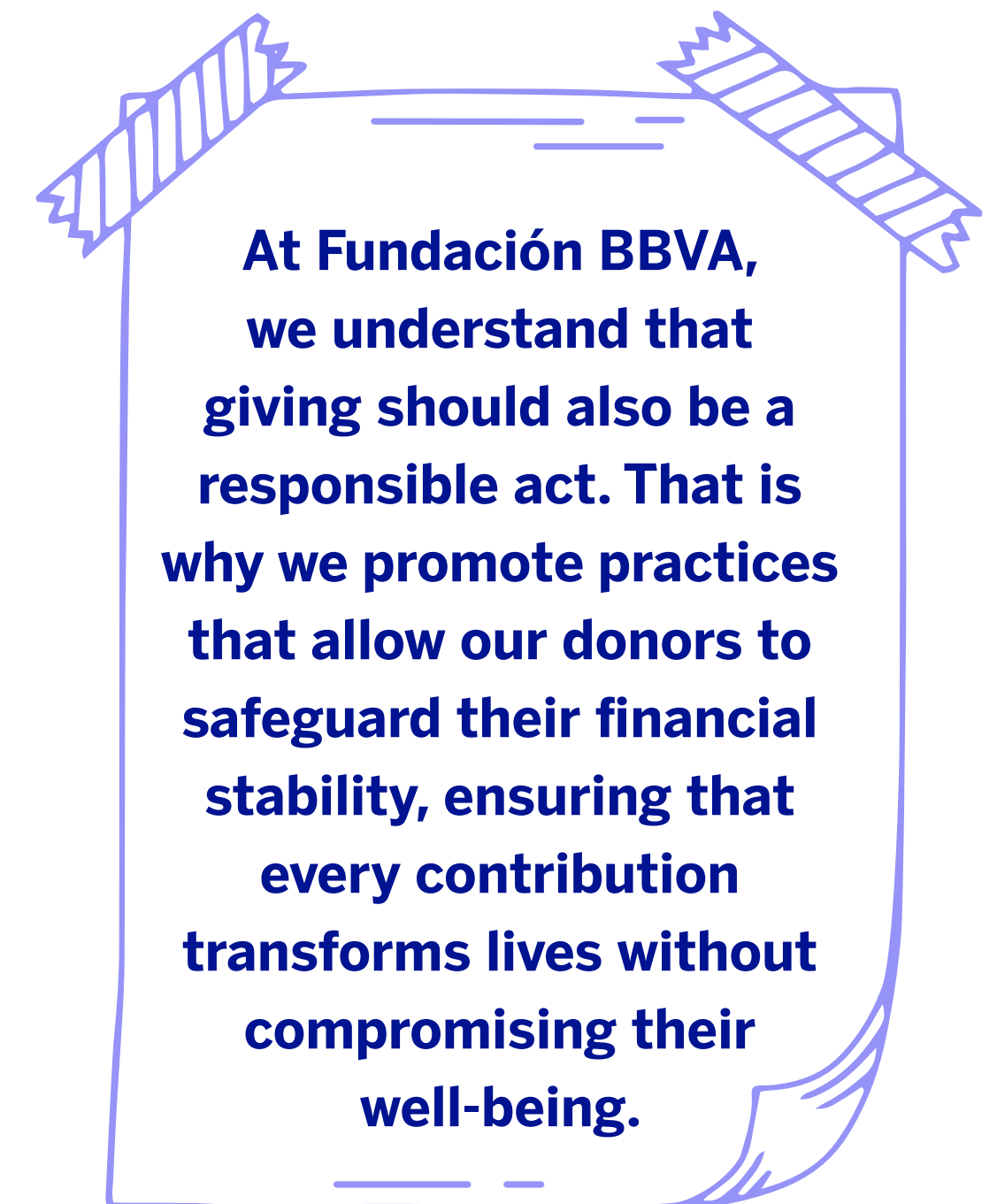
**Through our website, donors can access accountability reports, generate tax-deductible receipts, and use direct communication channels with our team, along with other tools that ensure a clear and trustworthy donation experience.**

We guarantee that all donors receive the necessary information to obtain their tax-deductible receipt. In addition, to address any questions or inquiries related to accountability, we provide the email address [donativos.fundacion@bbva.com](mailto:donativos.fundacion@bbva.com), which remains active year-round.

In the event of an unrecognized donation, clients are referred to a specialized advisor through the BBVA Hotline, ensuring prompt and personalized service.

Each year, during the month of May, we publish our Annual Report on our website and send it directly via email to our donor community. This report details how resources are invested and the impact generated throughout the year, reinforcing our ongoing commitment to accountability. Additionally, we maintain a continuous system of personalized communication. Upon making a donation, each person receives a welcome and thank-you message.

Regional advisors who sponsor full scholarships receive a personalized letter with information about the Inspiring Young Boy or Girl they are supporting. During December, scholarship recipients record and send personalized audio messages to their supporters, sharing their academic achievements and personal progress.



# Resource Allocation

In 2025, the Foundation allocated the funds raised to social programs, as well as to operating and administrative expenses<sup>6</sup>, ensuring that every peso directly contributed to fulfilling our mission.

BBVA Scholarships Program for Inspiring Young Boys and Girls

**\$1,788,743,539**

Operating and administrative expenses

**\$136,221,846.96**

Supérate Platform

**\$4,218,687.30**

Ver para Soñar

**\$8,407,085.50**

Alliance for Digital Education in Guerrero

**\$1,074,474.81**

Employee salaries and benefits

**\$130,629,491.50**

Inspiring Young Boys and Girls Schools

**\$61,696,151.70**

Second-tier donations

**\$39,030,798**

Natural disaster relief / food assistance

**\$2,682,349.20**

Juntos por Guerrero Scholarships

**\$67,820,487**

**Total  
\$2,240,524,910.97**



<sup>6</sup>The “operating and administrative expenses” category includes operating expenses, personnel expenses, administrative expenses, non-deductible expenses, and banking fees. For resource allocation processes, the organization uses Grupo BBVA’s internal accounting systems.



# Our *Contribution* to the *SDGs*



At Fundación BBVA, we are committed to aligning our actions with the Sustainable Development Goals (SDGs) through the implementation of programs that generate a positive impact on education, social mobility, and inclusion.

# Our Commitment to the BBVA Community 2025

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

OUR CONTRIBUTION TO THE SDGS

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

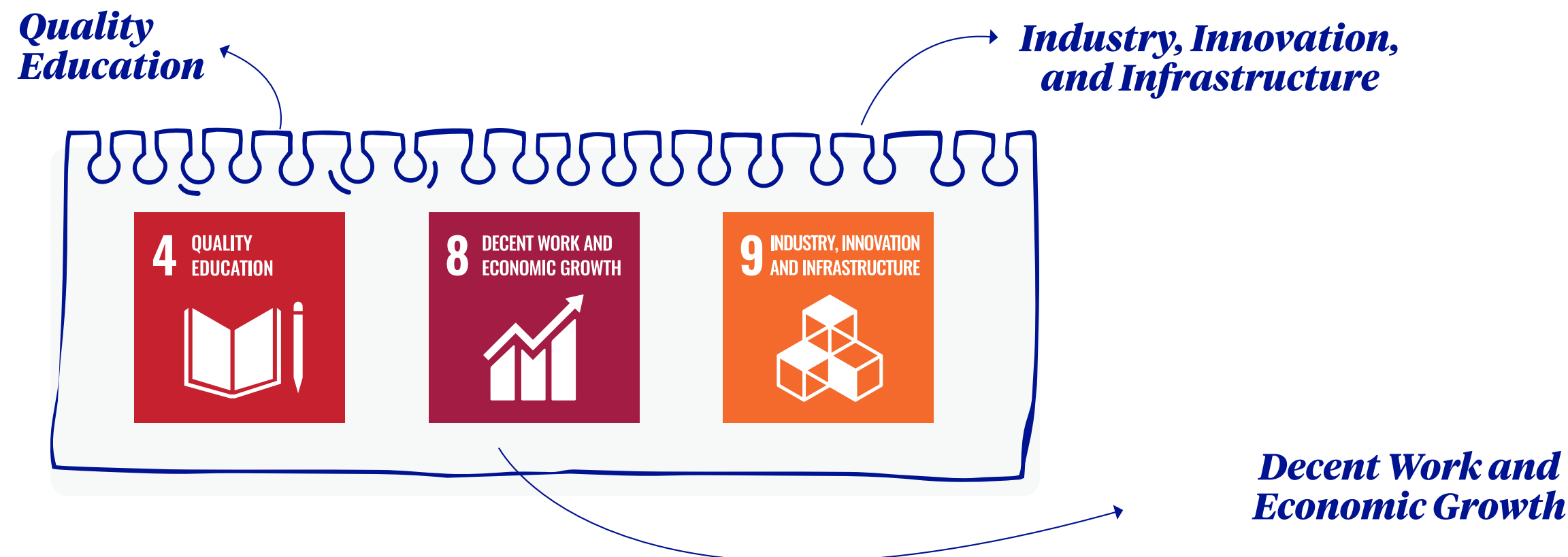
About this Report

Exhibits

At Fundación BBVA México, we work in close coordination with the **Commitment to the BBVA Community 2025** initiative, a plan that, throughout the 2021–2025 period, strengthened Grupo BBVA's global responsibility and sustainable vision. Upon concluding this cycle, the initiative demonstrated its scope and effectiveness, reflecting the Group's and its foundations' commitment to inclusive and sustainable development.

During these five years, the initiative enabled the achievement of four key goals centered around three strategic pillars, directly aligned with three Sustainable Development Goals (SDGs). In this way, each country where BBVA operates independently assigns Community Investment responsibilities, which are monitored quarterly by BBVA Holding in alignment with the London Benchmarking Group methodology, an

international standard for evaluating the impact of corporate contributions to communities. In Mexico's case, the Foundation is responsible for implementing all the initiatives presented in this report, which are integrated into the organization's responsibilities and are constantly evaluated by nationally and internationally recognized third parties, under quality standards, adherence to BBVA guidelines, and rigorous social and economic impact measurement methodologies. Likewise, the Foundation operates with its goods and services suppliers with integrity, assuming full compliance with all applicable BBVA policies and national and international regulations, where applicable. In the same regard, Community Investment policy commitments, as well as their implications (Personal Data Protection, Compliance, Anti-Corruption, Conflict of Interest, and Ethics), are communicated to all Foundation employees, who are also required to participate regularly in mandatory training programs on these subjects.



Thanks to these efforts, BBVA globally allocated €550 million to social projects between 2021 and 2025, promoting initiatives that significantly contributed to well-being and social mobility in the communities where we operate.

This plan represents BBVA's comprehensive vision and reaffirms our commitment to generating a positive impact in the communities where we have a presence.



## Objectives

- 1.  Address the most significant social challenges
- 2.  Contribute to BBVA's purpose and strategic priorities
- 3.  Strengthen BBVA's position within the community
- 4.  Achieve participation across all areas

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

### OUR CONTRIBUTION TO THE SDGS

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits



Pillar 1	Pillar 2	Pillar 3
----------	----------	----------

**Reducing inequality and supporting entrepreneurship**

- a. Programs to combat social and economic inequality.
- a. Initiatives to support vulnerable entrepreneurs through financial or non-financial assistance.
- a. Initiatives to provide non-financial support to entrepreneurs and SMEs.

**Creating opportunities for all through education**

- a. Programs to close the digital divide in education.
- b. Programs to improve access to and quality of education.
- c. Open knowledge programs.
- d. Financial education and entrepreneurship workshops.

**Research and culture**

- a. Financial support for third-party research (scientists, researchers, and cultural creators).
- b. Frontier knowledge: events and initiatives for the dissemination of research.
- c. Support for cultural institutions.

During these five years, we advanced alongside the Commitment to the BBVA Community 2025 initiative, promoting collaboration, innovation, and strategic investment. Through this collective effort, we played a fundamental role in

achieving the SDGs, contributing significantly to the construction of a more prosperous, inclusive, and sustainable future for all.



# Fundación BBVA's Contribution to the SDGs

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

## OUR CONTRIBUTION TO THE SDGS

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

As part of our alignment with the Group's global strategy, Fundación BBVA México has adopted the SDGs as a central pillar across all our programs. This enables us to measure the direct and indirect impact of our actions on the specific targets of each goal.

**Fundación BBVA's participation in the United Nations Global Compact reflects our ongoing commitment to contributing to sustainable development and upholding the principles established by this international initiative.**





EDUCATIONAL IMPACT



# Educational *Impact*



At Fundación BBVA México, we continue evolving our commitment to ensure that education remains a fundamental pillar in creating opportunities and a powerful driver of transformation for young people and society.



# BBVA Scholarships Program *for Inspiring Young Boys and Girls*

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

## EDUCATIONAL IMPACT

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



58% of scholarship recipients  
study at the top 50 universities

Graduates have, on average, seven  
more years of education compared  
to their parents

93% of graduates secured  
their first job

100% of graduates overcome  
their condition of poverty

52% IRR<sup>7</sup> Internal Rate of Return

<sup>7</sup> IRR: Internal Rate of Return. The value of every peso invested in the program is fully recovered within the first five years.



## SDGS TO WHICH WE CONTRIBUTE

### Directly

Applicable specific targets impacted:

- 1 NO POVERTY** 4/7  
1.1, 1.2, 1.3 and 1.4
- 4 QUALITY EDUCATION** 6/10  
4.3, 4.4, 4.5, 4.6, 4.7 and 4.b
- 8 DECENT WORK AND ECONOMIC GROWTH** 6/12  
8.3, 8.4, 8.5, 8.6, 8.8 and 8.10
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE** 2/8  
9.2 and 9.5
- 10 REDUCED INEQUALITIES** 3/10  
10.1, 10.2 and 10.4
- 13 CLIMATE ACTION** 1/5  
13.3
- 17 PARTNERSHIPS FOR THE GOALS** 1/19  
17.17

### Indirectly

Applicable specific targets impacted:

- 1 NO POVERTY** 6/6  
1.1, 1.2, 1.3, 1.4, 1.5 and 1.a
- 2 ZERO HUNGER** 1/4  
2.1
- 5 GENDER EQUALITY** 3/6  
5.1, 5.5 and 5.b
- 10 REDUCED INEQUALITIES** 2/4  
10.2 and 10.3
- 16 FAIR AND JUST SOCIETIES** 2/9  
16.6 and 16.7
- 17 PARTNERSHIPS FOR THE GOALS** 1/4  
17.7

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

### EDUCATIONAL IMPACT

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

## Objective

Promote social mobility through education by supporting talented students facing socioeconomic challenges, enabling them to fully develop their potential and continue their studies through middle school, high school, and university.

## Challenges Addressed

Socioeconomic inequality and unequal access to opportunities remain major barriers to social mobility.

- Between 2016 and 2022, the proportion of young people aged 18 to 24 who attained more years of education than their parents declined from 72.3% to 68.2%<sup>8</sup>.
- In Mexico, the percentage of the population experiencing educational lag increased from 19.0% to 19.4% in the most recent measurements, meaning that 25.1 million people lack the mandatory education corresponding to their age, disrupting the social mobility ladder before university<sup>9</sup>.
- Higher education continues to be the most profitable driver of mobility, as obtaining a bachelor's degree increases average income by 85% compared to individuals who only complete high school. However, for young people in lower income deciles, the opportunity cost of studying instead of working often restricts access, perpetuating cycles of low productivity and limited income<sup>10</sup>.

## How do we generate impact?

# 01

### Financial Aid

The scholarship helps ensure that Inspiring Young Boys and Girls have sufficient financial resources to continue their education.

# 03

### Social Mobility

This is reflected in graduates' educational continuity and income levels.

# 02

### Comprehensive Support

- Academic, psychological, and vocational support
- Mentorship
- University and workforce placement

<sup>8</sup> Espinosa Yglesias Center for Studies. (2023). Educational Social Mobility in Mexico. Available at: <https://ceey.org.mx/wp-content/uploads/2023/08/Movilidad-social-educativa-en-Mexico-2016-2022.pdf>

<sup>9</sup> National Council for the Evaluation of Social Development Policy. (2024). Multidimensional Poverty and Educational Lag Estimates.

<sup>10</sup> Mexican Institute for Competitiveness. (2024). Compare Degree Programs 2024.



## Inspiring Young Boys and Girls scholarship recipients by state

We firmly believe that through this program, each Inspiring Young Boy and Girl receives meaningful support for more than a decade, tailored to their profile, trajectory, and abilities.

Through ongoing analysis, we ensure that our scholarships create meaningful change in the country's most vulnerable communities, expanding educational opportunities in regions facing the greatest socioeconomic challenges.

We firmly believe that access to quality education is essential to narrowing social disparities in Mexico. For this reason, we support students across all 32 states, reaching nearly 80% of the country's municipalities.



Total 50,018



## Our Educational Support and Development Model

The BBVA Scholarships Program for Inspiring Young Boys and Girls combines financial assistance with comprehensive support over a 10-year period, built around three key areas: academic, vocational, and psychological development. Through this approach, we help our scholarship recipients strengthen their abilities, overcome challenges, and remain on their educational path, while also preparing them to access better opportunities for themselves and their families and to become drivers of sustainable development within their communities.

**Our team of advisors closely monitors each student's progress and provides personalized guidance designed to foster growth, beginning in the first year of middle school and continuing through university completion and workforce integration.**

The program addresses one of the most significant educational challenges: low levels of skills development, identified through diagnostic assessments conducted via the Supérate platform. Based on these findings, our support model focuses on remediation, skill-building, and strengthening educational continuity for scholarship recipients. Its purpose is to improve year-over-year

**This year, more than 1,200 scholarship recipients led financial education sessions in their communities, positively impacting 41,649 people.**



retention rates at every educational stage (middle school, high school, and university) while particularly reinforcing the critical transitions from middle school to high school and from high school to university, where dropout rates have historically been highest.

Through Supérate as a diagnostic tool, we are able to identify and classify scholarship recipients' progress in both cognitive areas, such as verbal and mathematical reasoning, and socio-emotional development. These assessments enable us to implement personalized support strategies tailored to each student's profile and specific needs, maximizing their potential while ensuring individualized guidance. In addition, this approach allows us to accurately monitor their academic, emotional, and vocational progress, working hand in hand with advisors to provide truly comprehensive support. The program also offers English-language instruction, with particular emphasis during the university stage, recognizing it as a critical tool for strengthening scholarship recipients' skills across multiple dimensions.

To strengthen communication and foster successful integration into the program, we organize an **onboarding** process at the beginning of each academic year, in which parents also participate. During these sessions, we explain the key elements they should follow to reinforce personalized support throughout the student's journey.

In addition, in collaboration with BBVA's **Financial Education** division, we developed the Financial Coaches program, aimed at university scholarship recipients pursuing economics, administrative, and social science degrees. Its purpose is to equip them with the tools needed to make responsible financial decisions, empowering them with essential knowledge and practical skills to manage their resources effectively.

By gaining financial knowledge, our scholarship recipients become agents of positive change within their communities. Working alongside Fundación BBVA, they organize and lead a variety of activities, including talks and workshops in schools, community centers, and public spaces throughout their local areas.

**Personalized profiling ensures that scholarship recipients have access to materials and opportunities specifically aligned with their individual needs.**



EDUCATIONAL IMPACT

With this same objective, during the year we also invited graduated scholarship recipients to receive Financial Education training focused on banking products, credit card use, and investments.

We recognize that educational success requires a comprehensive approach that involves not only students, but also their families. For this reason, through the **Parents' School** of the BBVA Scholarships Program for Inspiring Young Boys and Girls, we promote the development of essential skills among parents and guardians, empowering them as key partners in young people's educational development. Through practical resources and tools, we support families in fundamental areas such as academic guidance, psychological support, and vocational orientation.

The Parents' School serves as a collaborative learning space that encourages family engagement, helping create an environment of emotional and academic support for young people.

**During the 2024–2025 academic cycle, 4,247 individuals strengthened their skills and knowledge through Parents' School initiatives.**



The 52 webinars conducted throughout the year served as a key platform for participant development in the following areas:

- Communication and social relationships
- School, home, and society
- Civic education and interculturality
- Gender and family
- Literacy and technology
- Vocational guidance
- Emotional health and well-being
- Fundación BBVA

**Likewise, more than 200 individuals strengthened their skills and knowledge through Parents' School initiatives within the Inspiring Young Boys and Girls Schools.**

The three workshops held provided an essential space for participant development in the following topics:

- Parenting and childhood education
- Family emotional management
- From clean land to sustainable land



# Resource Allocation

As the Foundation's flagship program, the BBVA Scholarships Program for Inspiring Young Boys and Girls receives the largest share of raised funds, along with financial support from Grupo BBVA México, in order to fulfill the various commitments this initiative entails.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

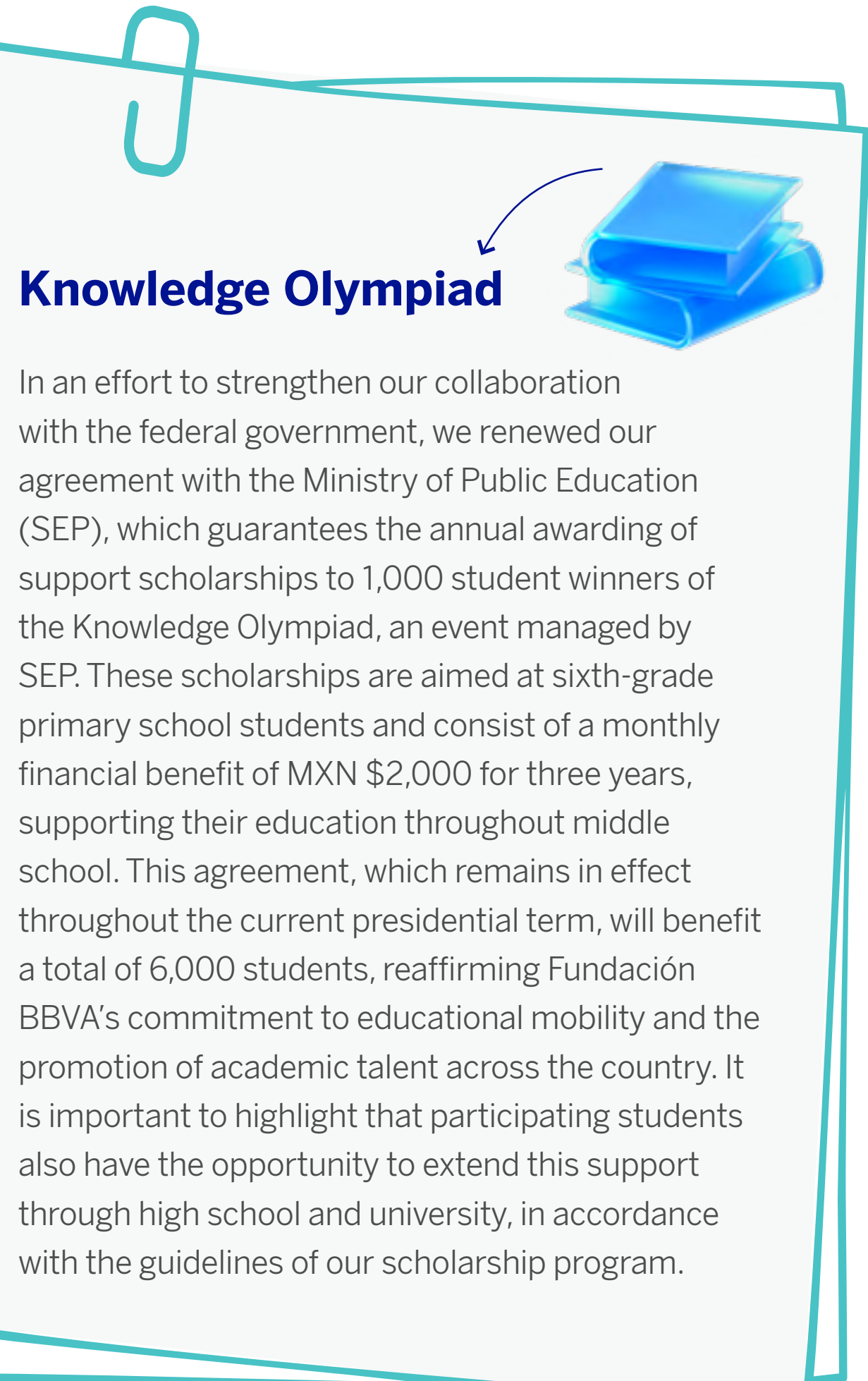
## EDUCATIONAL IMPACT

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits



### Knowledge Olympiad

In an effort to strengthen our collaboration with the federal government, we renewed our agreement with the Ministry of Public Education (SEP), which guarantees the annual awarding of support scholarships to 1,000 student winners of the Knowledge Olympiad, an event managed by SEP. These scholarships are aimed at sixth-grade primary school students and consist of a monthly financial benefit of MXN \$2,000 for three years, supporting their education throughout middle school. This agreement, which remains in effect throughout the current presidential term, will benefit a total of 6,000 students, reaffirming Fundación BBVA's commitment to educational mobility and the promotion of academic talent across the country. It is important to highlight that participating students also have the opportunity to extend this support through high school and university, in accordance with the guidelines of our scholarship program.



## Call for Applications

Each year, we conduct a nationwide public digital call for applications to welcome students from public schools across Mexico who are beginning their first year of middle school and who meet the following criteria:

- **Multidimensional poverty status**, prioritizing young people in vulnerable situations
- **Outstanding academic performance**, recognizing and supporting effort and talent

**Through a multi-channel outreach strategy, we ensure that the BBVA Scholarships Program for Inspiring Young Boys and Girls is recognized nationwide, connecting more individuals with this transformative opportunity.**

With 92,700 applicants registered in the 2025 call for applications, we reaffirm the program's relevance and impact on Mexican families across the country.

## Selection Process

Applicants participating in the call for applications are evaluated based on two primary criteria:

1. We use the **Multidimensional Poverty Measurement Methodology**<sup>11</sup> of INEGI<sup>12</sup> in Mexico to determine each candidate's socioeconomic status and level of vulnerability, taking into account family income and social deprivation factors such as access to basic services, education, and healthcare.
2. We assess applicants' **talent profiles** through five talent assessments conducted on a digital platform, designed to evaluate a range of competencies:

- Verbal reasoning
- Mathematical thinking
- Psychological capital
- Academic persistence
- Emotional intelligence and leadership

This year, we further strengthened the selection process by implementing adjustments that allow for a deeper understanding of applicants' financial and asset profiles, ensuring that selected beneficiaries fully meet the socioeconomic vulnerability criterion. To achieve this, we collect detailed information regarding applicants' family financial capacities and circumstances in order to assess not only their current condition, but also their potential vulnerability to future economic events.

**This year, 5,000 new scholarship recipients were selected** and will benefit from the program over the next 10 years of their lives.

As a first step, we facilitate the opening of a BBVA account for each recipient to ensure the timely and transparent delivery of their monthly scholarships.

<sup>11</sup> See the Multidimensional Poverty Measurement Methodology in Mexico (INEGI-CONEVAL) at: <https://www.coneval.org.mx/InformesPublicaciones/InformesPublicaciones/Documents/Metodologia-medicion-multidimensional-3er-edicion.pdf>

<sup>12</sup> National Council for the Evaluation of Social Development Policy.



**Monthly support for scholarship recipients in the BBVA Scholarships Program for Inspiring Young Boys and Girls\***

**\$2,000**  
during middle school

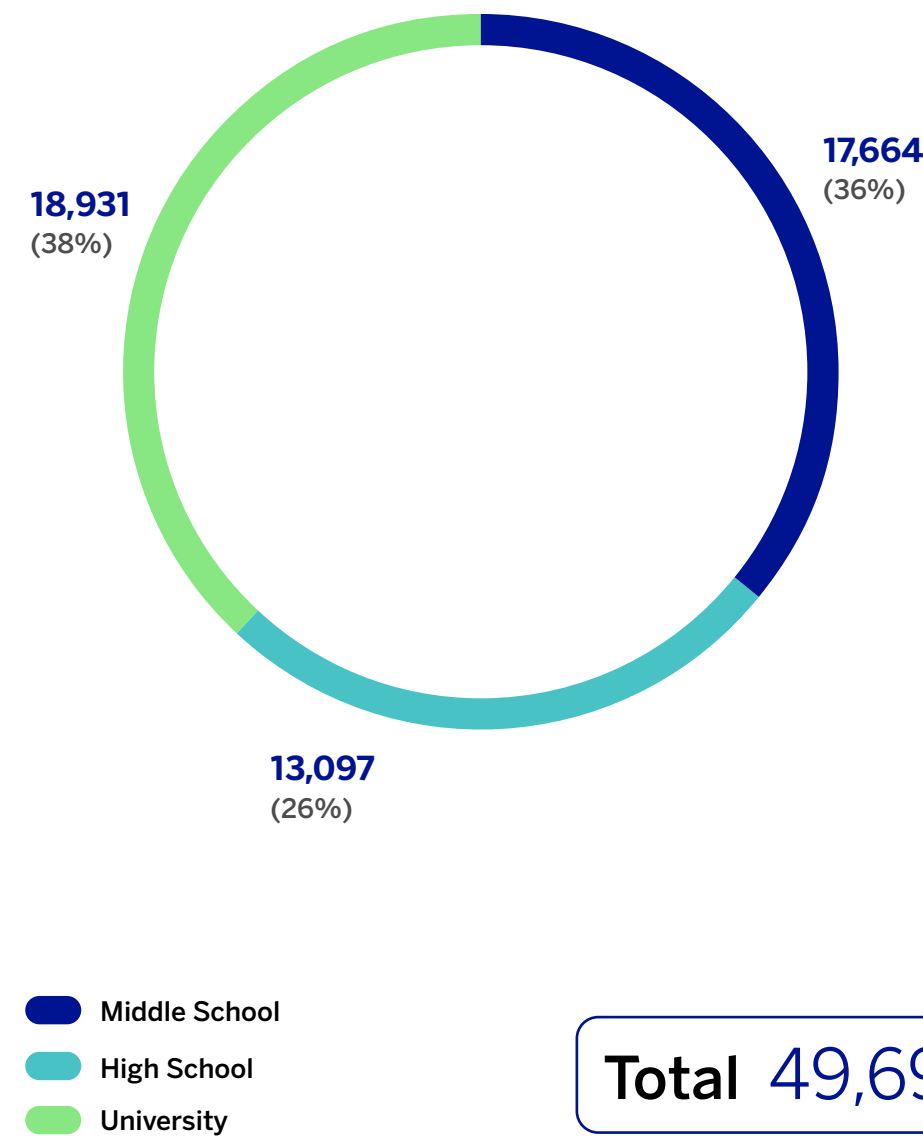
**\$2,000, \$2,500 and \$3,000**  
during high school

**\$4,800**  
during university

\*Contributions are provided in Mexican pesos and are distributed over 10 months of the academic year. The total investment per scholarship recipient is \$351,000 if they complete the 10-year mentoring program.

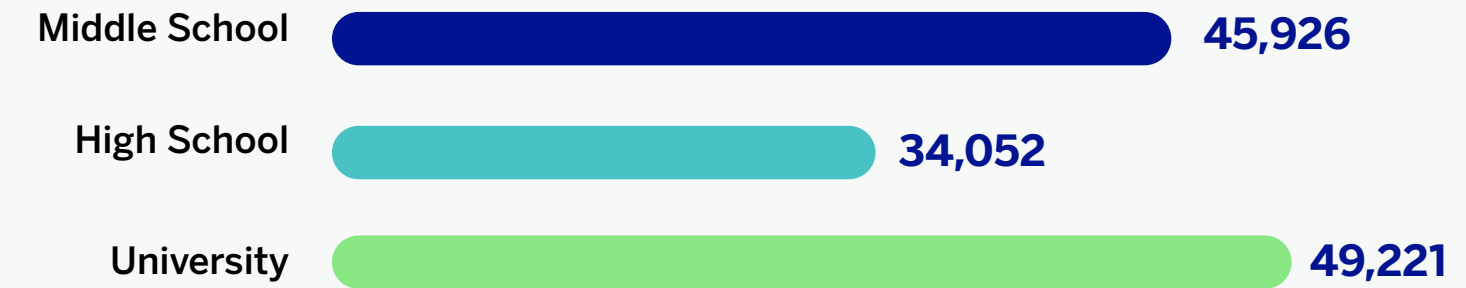
**Throughout their academic journey, beneficiaries may retain their scholarship as long as they maintain a minimum GPA of 8.0 and fulfill the program's requirements.**

**Scholarship recipients by educational level in the Inspiring Young Boys and Girls program**



**Total 49,692**

**Indirect beneficiaries by educational level**



**Total 129,199**

**With more than 49,600 scholarships awarded, we transform young people's talent into a strong investment in Mexico's future, generating a positive impact on social mobility.**

**Contact Center – Foundation Liaison**

To ensure close and effective support for the beneficiaries of this program, we have a Foundation Liaison operating through a specialized Contact Center<sup>13</sup>.

This telephone service is designed to address any concerns and needs of scholarship recipients, providing personalized guidance in areas such as:

- Vocational guidance
- Academic support
- Psychological support
- Administrative matters
- Follow-up on specific project needs
- Resolution of applicant inquiries during calls for applications

<sup>13</sup> As an outsourced service, the Contact Center is exclusively dedicated to supporting young participants in the BBVA Scholarships Program for Inspiring Young Boys and Girls.



**During 2025, the Contact Center managed more than 89,500 telephone interactions, strengthening the comprehensive support provided to our scholarship recipients.**



**Contact line:  
800 122 6689**

We adopt a proactive and preventive approach to supporting our scholarship recipients by combining continuous assessments with direct consultations through the Call Center. As part of this model, we implement an escalation system based on surveys that allows us to identify potential dropout cases and activate a comprehensive support plan that includes remote assistance through group and individual counseling via webinars and high-impact workshops, complemented by personalized action plans consisting of four to six sessions.

## Online Education

For high school and university scholarship recipients living in remote areas with limited access to educational institutions, we offer a distance learning model. These students receive a different type of financial support than the conventional program, including the provision of a laptop and coverage of internet connectivity expenses, ensuring they have the necessary tools to continue their education.

This model is sustained through the partnership between Fundación BBVA, **Prepanet**, and **Tecmilenio**, which contribute key components to the program's implementation.

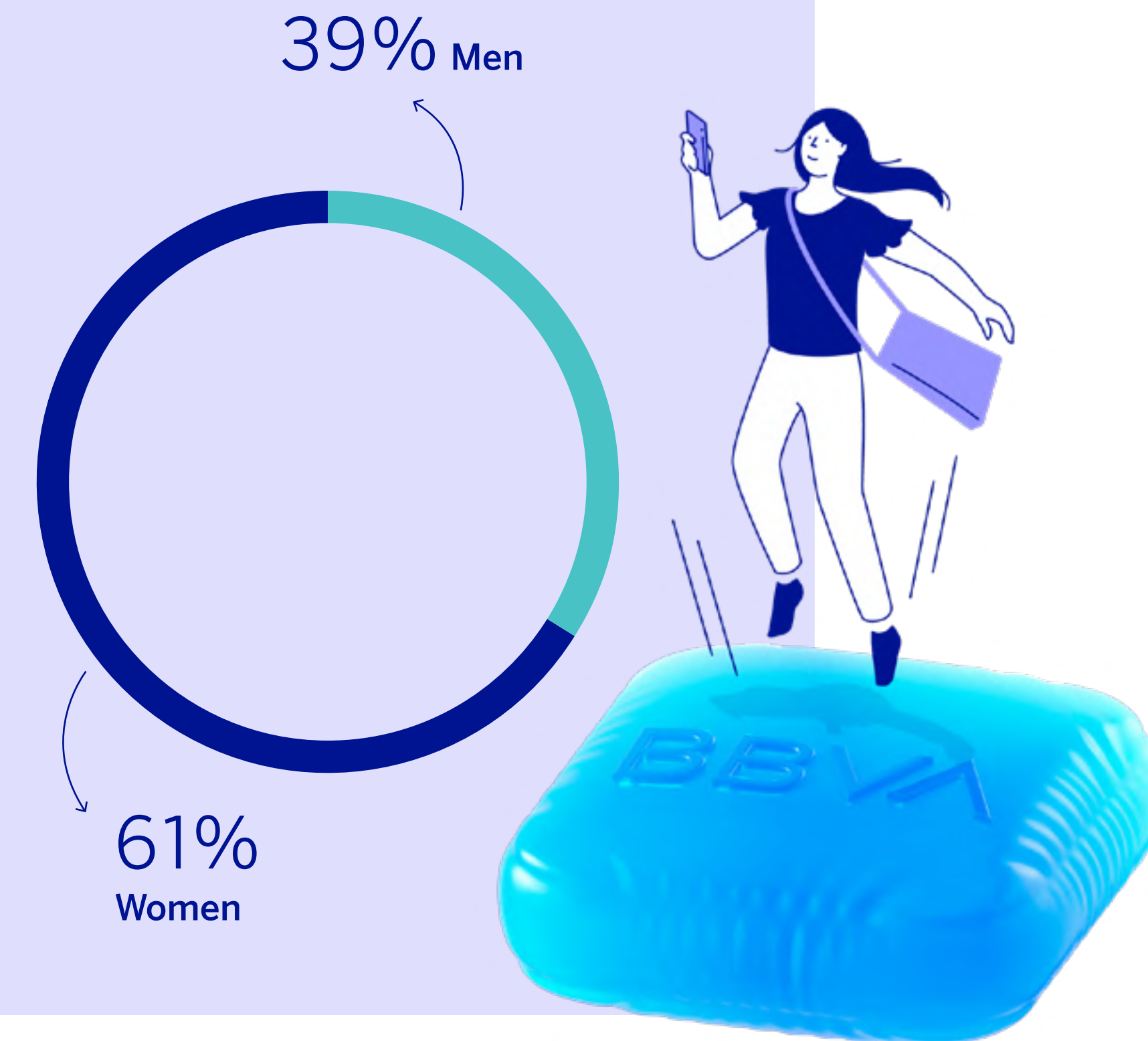
In addition, participants have access to resources designed to strengthen their digital competencies and essential skills, such as learning strategies, time management, and stress and anxiety management. They also receive specialized support in academic, vocational, and psychological areas.

We promote social interaction through integration activities, group webinars, and the creation of support networks, all reinforced by the ongoing guidance of tutors.

**The Online Education track generated significant impact, indirectly benefiting 913 people across various communities and supporting more than 320 scholarship recipients enrolled in this modality.**

**326** online education scholarship recipients

Coverage across **29** states in Mexico





## Monitoring and Evaluation of the BBVA Scholarships Program for Inspiring Young Boys and Girls

### NPS

We implement the Net Promoter Score (NPS), a BBVA methodology that measures the monthly satisfaction level of our beneficiaries. Through this index, participants are asked to rate, on a scale from 0 to 10, their willingness to recommend our program to others.

The data obtained through NPS is essential for evaluating whether our actions effectively respond to the needs of scholarship recipients. This tool enables us to identify potential gaps, design targeted strategies, and improve the overall experience of those who are part of the program.

NPS is conducted broadly across all scholarship recipients on a monthly basis by the Analytics team within BBVA México's Data division. Following data collection, both quantitative and qualitative analyses are performed to determine areas for program improvement.

**NPS BBVA Scholarships Program for Inspiring Young Boys and Girls:**

**98.5 points**

**NPS Mentorship Program:**

**95.4 points**

**NPS Contact Center**

**91.6 points**

## Results and Success Stories

We are part of the life transformation journey of our scholarship recipients. Through the BBVA Scholarships Program for Inspiring Young Boys and Girls, they are able to overcome conditions of poverty and access new development opportunities.

**68%** of our graduates are women

**58%** of scholarship recipients study at the top 50 universities in the country

**93%** of graduated scholarship recipients secured their first job

**81%** of scholarship recipients have achieved professional growth, both in organizational structure and salary level

**57%** of scholarship recipients are graduates of STEM degree programs

The Internal Rate of Return (IRR) is an indicator that reflects the average annual growth obtained by Fundación BBVA beneficiaries upon completing their professional education. It compares economic benefits, such as salary earnings, against the costs invested throughout their academic journey.

**We invite you to learn more about the success stories of our Inspiring Young Boys and Girls**





## Internal Rate of Return of the Inspiring Young Boys and Girls program

IRR increased during 2024–2025, reaching 52%, reflecting a higher return on investment.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

### EDUCATIONAL IMPACT

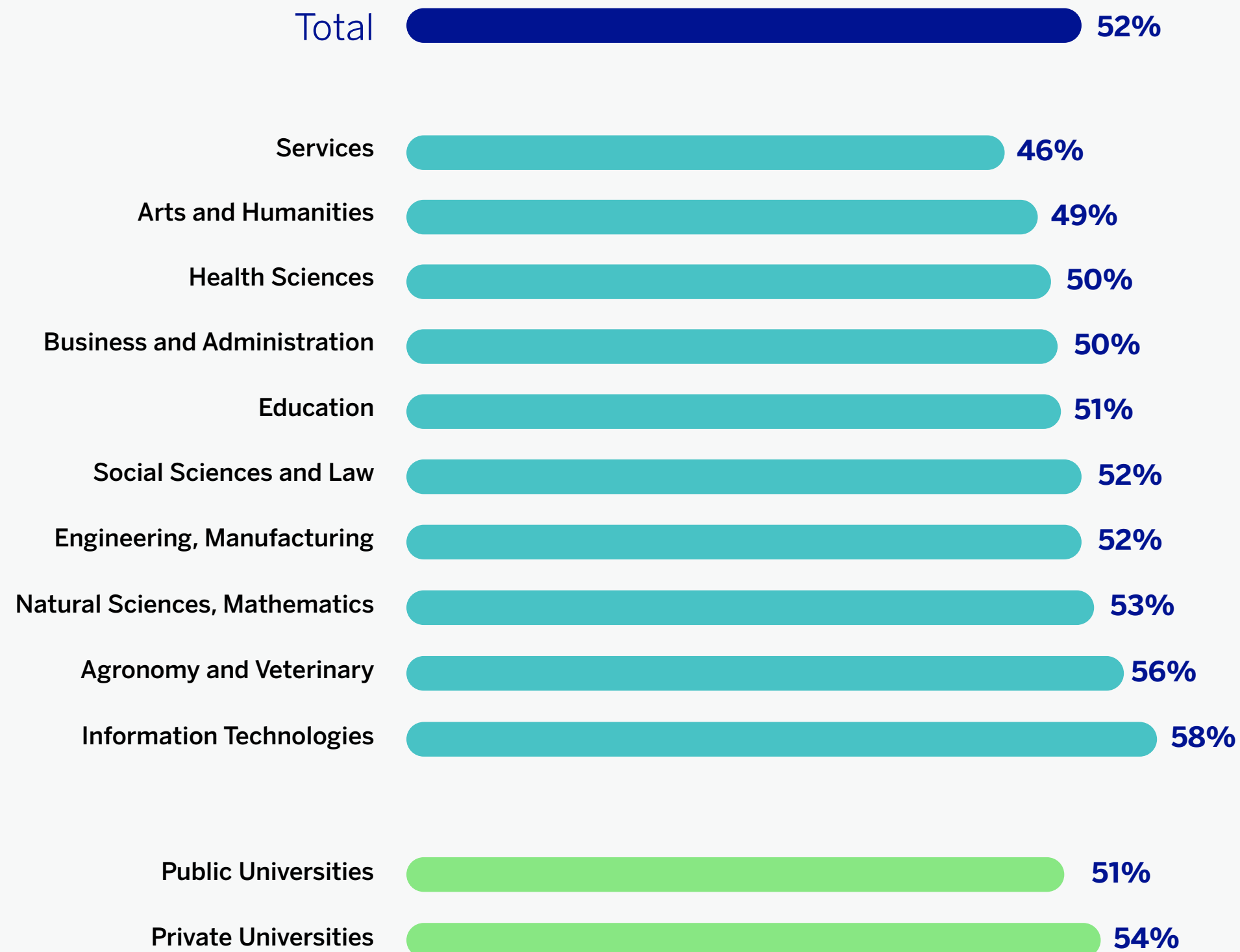
Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

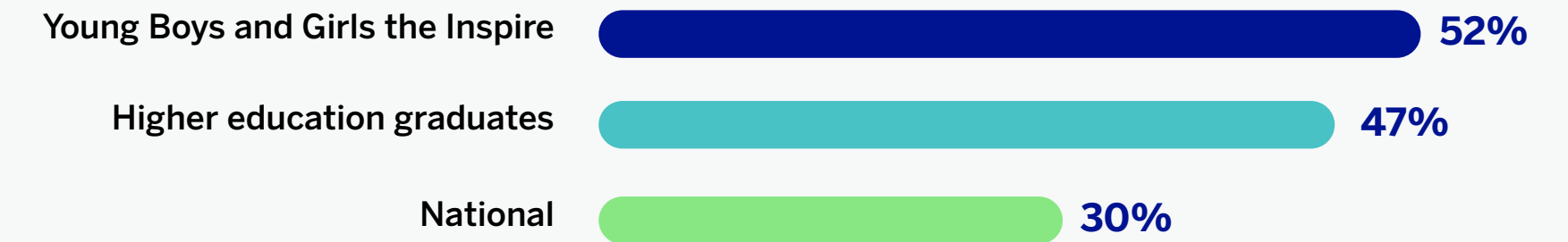
About this Report

Exhibits

### Young Boys and Girls the Inspire: 2025



### IRR – General Comparisons 2025



Note: Percentage recovered annually (during each year of workforce participation) for every \$1 invested in Inspiring Young Boys and Girls. Source: Estimates conducted by the Center for Educational and Social Studies, based on employability surveys from the Inspiring Young Boys and Girls program.

# BBVA Scholarship Program for *Inspiring Young Boys and Girls with Disabilities*

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

## EDUCATIONAL IMPACT

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



97% educational continuity

4,479 scholarship recipients  
are part of the program

63% scholarship recipients  
secured their first job



**SDGS TO WHICH WE CONTRIBUTE**

Directly

Applicable specific targets impacted:



1/7  
1.2



4/7  
4.1, 4.3, 4.4 and 4.5



2/10  
10.1 and 10.2

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

**EDUCATIONAL IMPACT**

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

## Objective

Promote educational and workforce inclusion through educational continuity, labor market integration, and social mobility for students with disabilities facing socioeconomic vulnerability, through scholarships and multidisciplinary support for both scholarship recipients and their families.

### Challenges Addressed

In Mexico, people with disabilities face significant challenges related to discrimination, limited access to academic and employment opportunities, and educational systems that are not adequately adapted to their needs.

- 50% of the population living with a disability is in poverty<sup>14</sup>.
- The percentage of people with disabilities living in poverty is between 6% and 10% higher than that of those without disabilities. In addition, people with disabilities are more likely to fall into extreme poverty.
- The labor force participation rate for people with disabilities is 38%, compared to 67% for people without disabilities<sup>15</sup>.

<sup>14</sup> Source: Multidimensional Poverty Measurement, 2024.  
<sup>15</sup> Source: 2020 Population and Housing Census. Note: The percentage was calculated based on the total population aged 15 and older.  
<sup>16</sup> Measured using the Quality of Life Index developed by Verdugo Alonso, Miguel Ángel et al. (2013). INICO-FEAPS Scale, Comprehensive Quality of Life Assessment for People with Intellectual or Developmental Disabilities.

### How do we create impact?

01

**Comprehensive support and guidance**

Financial assistance and multidisciplinary support are provided to both scholarship recipients and their families.

03

**Transition toward autonomy and independence**

Workforce inclusion is promoted for scholarship recipients, contributing to significant improvements in their quality of life<sup>16</sup>.

02

**Strengthening educational continuity**

This support helps ensure that students remain on their academic path while strengthening their overall well-being.



EDUCATIONAL IMPACT



The BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities is designed for students with disabilities across various educational levels, including middle school, high school, university, and workforce training programs. In addition to financial assistance, it provides comprehensive support that includes psychological care, vocational guidance, and academic advising.

## Call for Applications

Through a collaborative outreach strategy involving government institutions in education, sports, and health, public and private universities, civil society organizations, and BBVA employees, we promote the call for applications to connect more individuals with disabilities to this transformative opportunity.

**Applications for this year's call increased significantly, reaching 10,000 submissions, representing a 22.5% increase compared to the previous year.**

## Selection Process

Applicants are evaluated based on the following criteria, as well as their socioeconomic circumstances, prioritizing those facing the highest levels of vulnerability:

1. Reside in Mexico and hold Mexican nationality.
2. Provide proof of enrollment for the upcoming academic cycle at a public or private educational institution with official accreditation, within one of the following educational levels: middle school, high school, university, or workforce training.
3. Present a disability certificate or official documentation issued by a public institution specifying one or more of the following conditions: motor, visual, hearing, intellectual, psychosocial, or Autism Spectrum Disorder.
4. Be in a situation of socioeconomic vulnerability, according to INEGI-CONEVAL's multidimensional poverty measurement methodology in Mexico.

This year, we also worked on restructuring the selection process, implementing necessary adjustments to better understand applicants' financial and asset profiles, while additionally incorporating autonomy as a key selection factor.

### Autonomy Profiling to Focus Efforts

As the program continues to grow, it is essential to direct resources and actions toward those who need them most. For this reason, we use the **Autonomy Profiling Questionnaire**, a tool designed to optimize our engagement with beneficiaries by allowing us to better understand their interests, needs, and required levels of support.

This internal questionnaire, consisting of 77 questions, evaluates each student's level of autonomy. Beyond measuring specific skills, it provides a comprehensive perspective that also considers factors such as educational level and type of disability, enabling us to offer support tailored to individual circumstances.

Scholarship recipients are grouped into five autonomy levels (High, Upper-Medium, Medium, Lower-Medium, and Low). This approach allows us to provide greater challenges that strengthen the capabilities of those with higher autonomy, while also adapting our support to the specific needs of each participant in order to foster their development.

**Our commitment to inclusion is reflected in our specialized teams and the comprehensive support provided through the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities, ensuring that every scholarship recipient can grow without barriers.**

We determine financial support amounts by considering the household expenses reported by scholarship recipients' families, identifying the economic burdens associated with each recipient's disability, in order to ensure fair allocation that meaningfully improves their well-being.

**Monthly support for scholarship recipients in the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities\***

**MXN\$2,500**  
throughout the three years of middle school

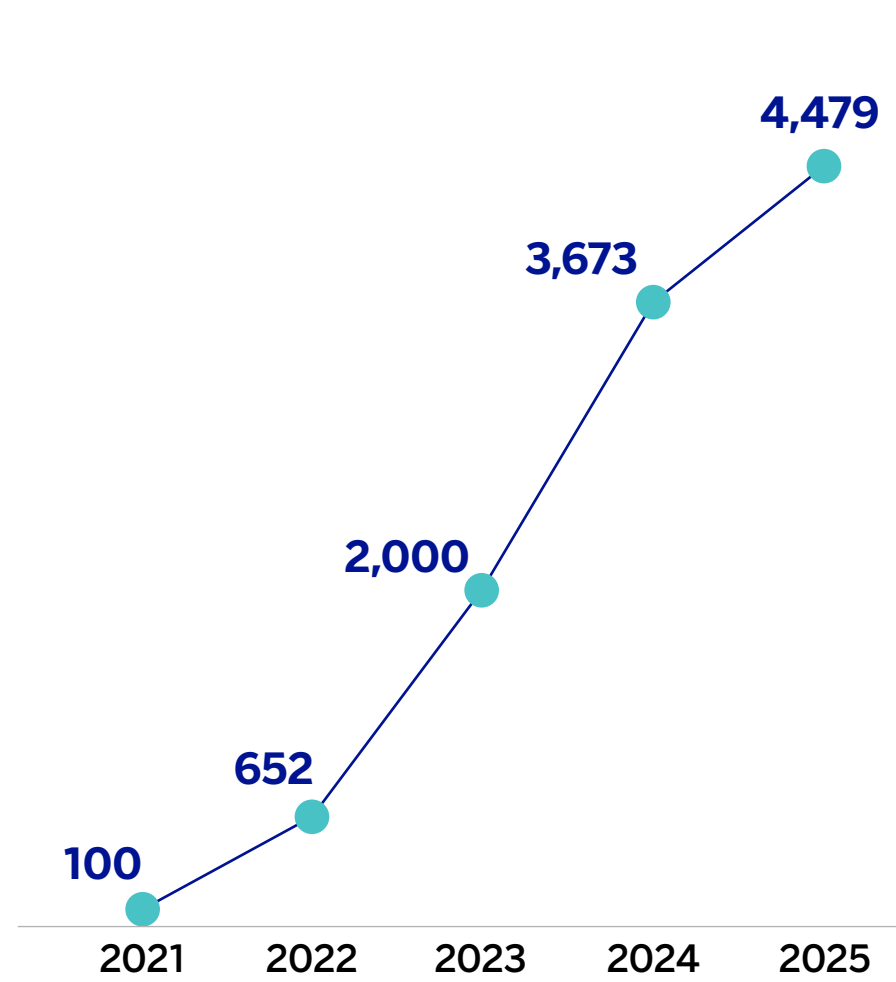
**MXN3,500**  
throughout the three years of high school

**MXN4,800**  
throughout the four years of university

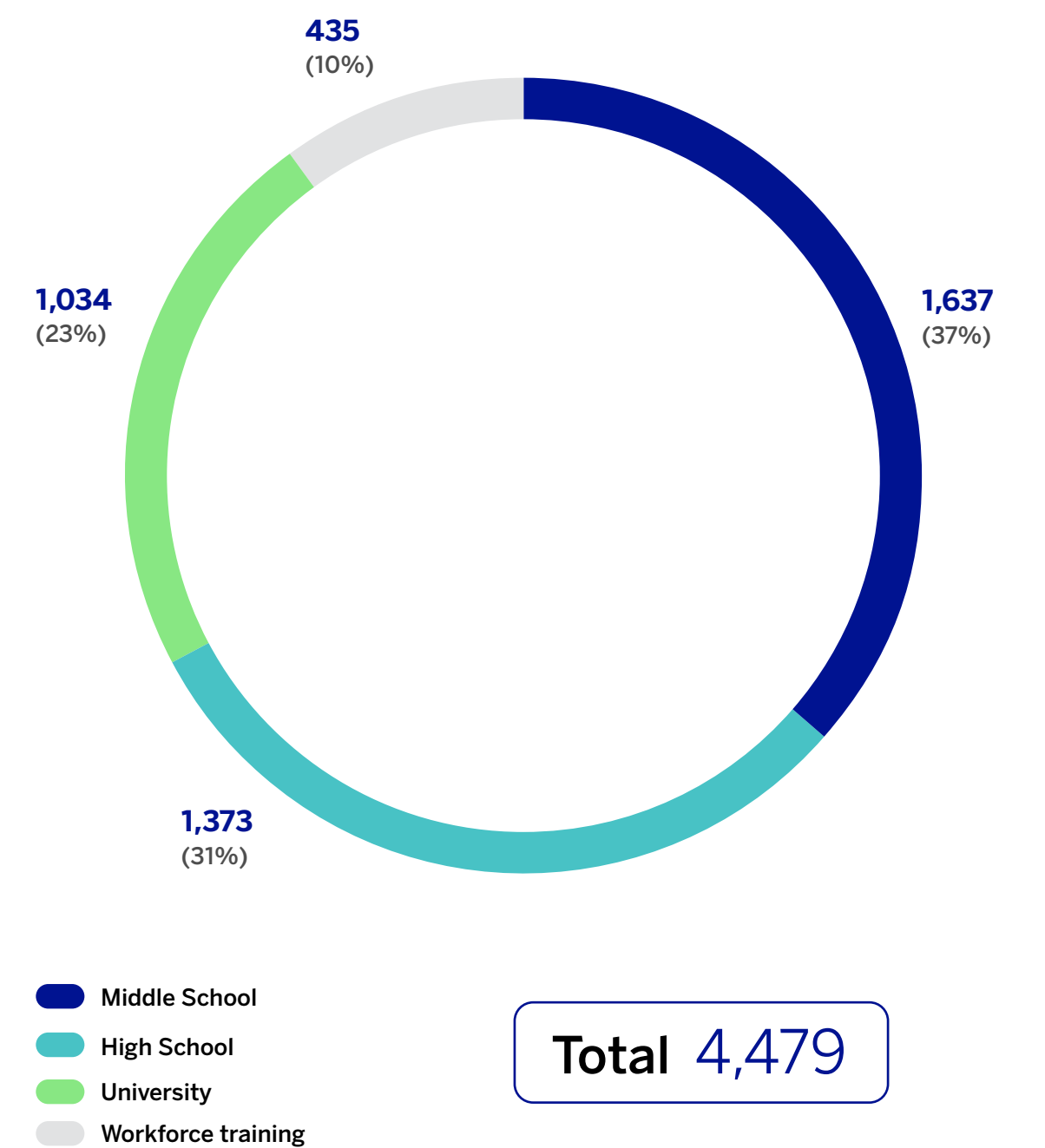
**MXN4,800**  
during workforce training programs (up to two years maximum)

\*Contributions are provided in Mexican pesos.

Scholarship recipients



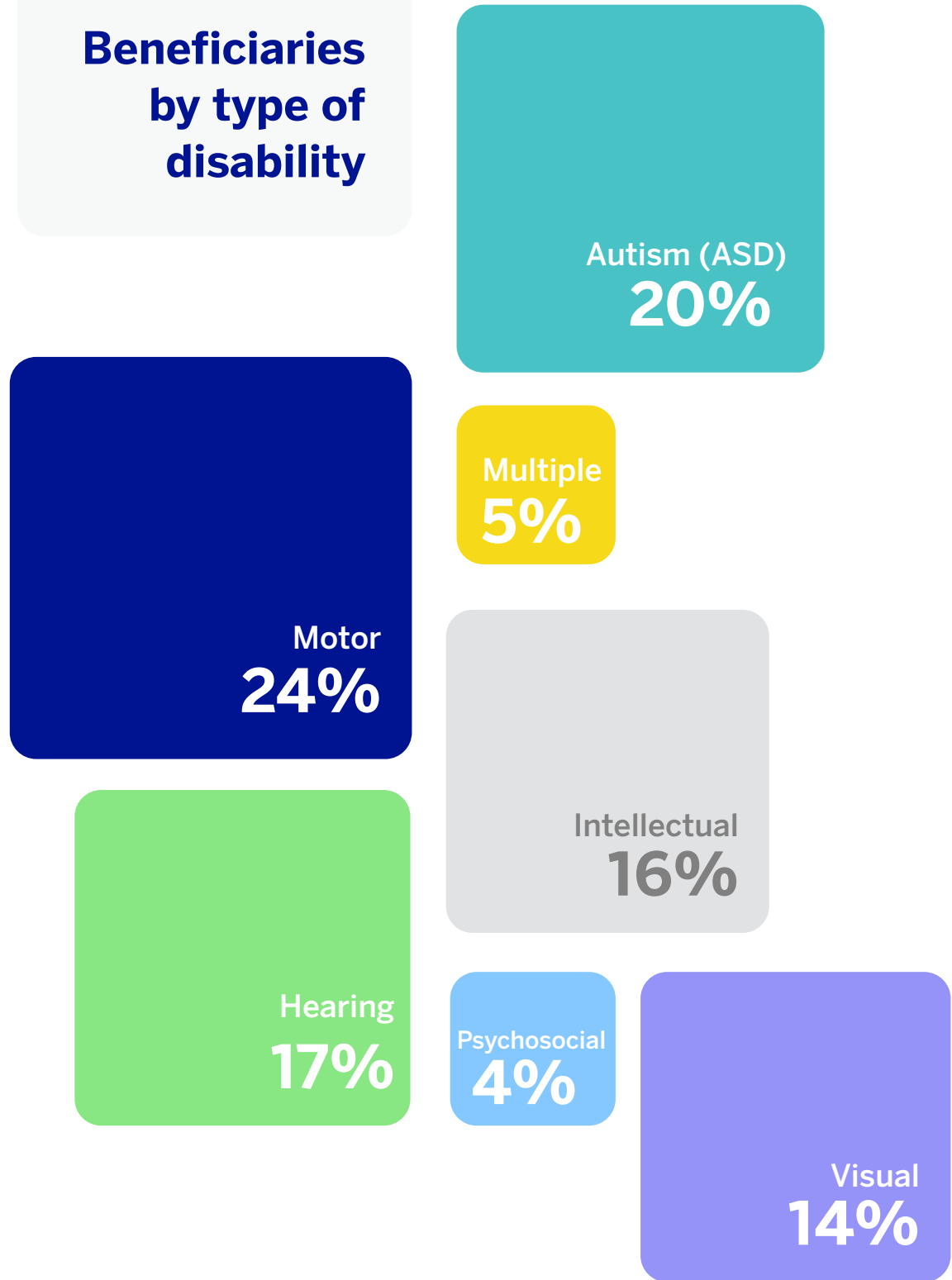
Scholarship recipients by educational level



**At Fundación BBVA, we work to ensure that beneficiaries of the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities have access to opportunities within the organization's other programs, strengthening their personal and academic development.**



# Inspiring Young Boys and Girls with Disabilities scholarship recipients by state





Committed to fully and effectively addressing the needs of this population, we began monitoring and identifying accessible materials to reach people with visual, hearing, and other disabilities, ensuring accessibility throughout the program. This includes the design of content in specialized formats such as easy-to-read texts, descriptive audio, and other adapted resources. Our objective is to eliminate communication barriers and promote inclusion at every stage of the process.

**Increasingly, our platforms, processes, and materials are being designed to be accessible and inclusive, creating opportunities for all people.**

This year, we held a financial education initiative for Inspiring Young Boys and Girls with Disabilities, offering talks for their families, conferences for scholarship recipients with medium and high autonomy, as well as workshops focused on these topics.

# Monitoring and Evaluation of the Scholarship Program for Inspiring Young Boys and Girls with Disabilities

Committed to the satisfaction of our scholarship recipients, we also apply NPS within this program. This year, we achieved an unprecedented milestone.

**NPS – Scholarships Program for Inspiring Young Boys and Girls with Disabilities: 98.9 points**

Additionally, we monitor the program’s progress through the Quality of Life<sup>17</sup> Index, an instrument that defines quality of life as a condition of personal well-being based on the following principles:

- a) It is multidimensional (8 dimensions)
- b) It includes both universal properties and culturally linked properties
- c) It incorporates objective and subjective components
- d) It is influenced by personal characteristics and environmental factors

This concept is grounded in a theoretical model that identifies specific dimensions and the key indicators that comprise them, using an approach centered on individual characteristics. Its structure has been empirically validated, confirming its effectiveness in objectively measuring quality of life. In 2024, the Quality of Life Index increased by 4.15 points (on a scale of 65 to 135 points), surpassing the international average of 100 points.

To evaluate the quality of life of our scholarship recipients, the following indicators were considered:

Dimensions	Indicators
Self-determination	Autonomy, goals, personal opinions and preferences, decisions, and choices
Emotional well-being	Life satisfaction, absence of stress or negative feelings
Physical well-being	Rest, hygiene, physical activities, leisure, medication, and healthcare
Material well-being	Income, housing conditions, workplace conditions, and access to information
Rights	Exercise of rights, awareness of rights, intimacy, privacy, and confidentiality
Personal development	Education and learning, workplace competencies, problem-solving, daily living skills, and assistive technologies
Social inclusion	Integration and participation within family, school, and community
Interpersonal relationships	Family, social, and emotional relationships

**This year, each scholarship recipient received support from an advisor assigned according to their educational level, who served as their primary point of contact for addressing concerns ranging from administrative matters to specific needs that may arise.**

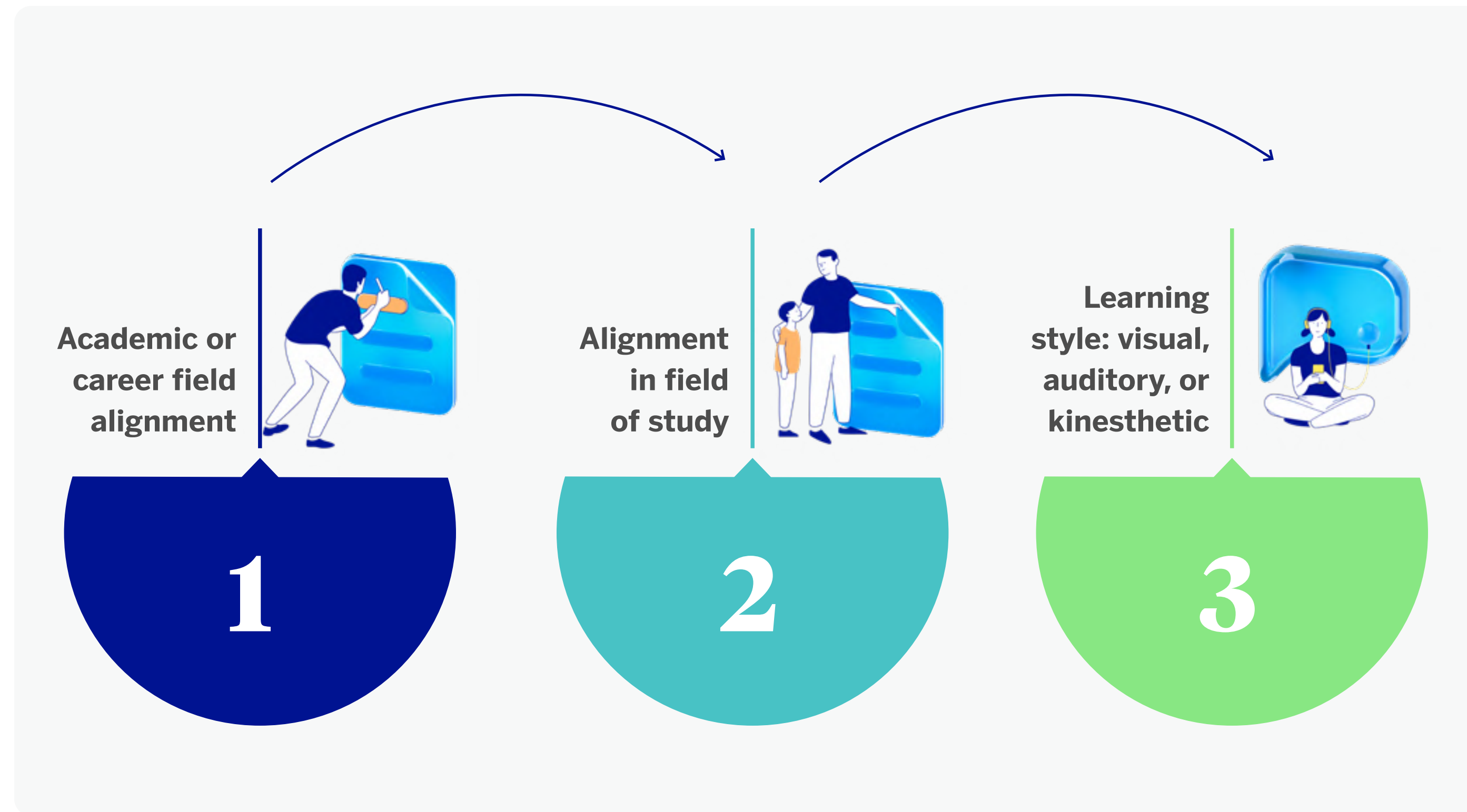
<sup>17</sup> Verdugo Alonso, Miguel Ángel et al. (2013). INICO-FEAPS Scale, Comprehensive Quality of Life Assessment for People with Intellectual or Developmental Disabilities.



# Mentorship Program

This program invites the BBVA México community to participate on a voluntary basis by providing guidance and motivation to scholarship recipients in middle school and university. Its objective is to accompany students throughout their educational journey while strengthening their personal and professional development, preparing them for future workforce integration.

This year, we enhanced our mentor assignment model to ensure more effective and personalized support. Mentor matching is carried out based on three key factors to achieve the strongest possible alignment:



This process is reinforced through specialized programs and structured content that guide mentors, ensuring their support remains organized and measurable.

**More than 17,000 young people benefited from the mentorship program, an initiative that also incorporated mentors with disabilities as part of our inclusive approach.**

Our mentors, who are employees of Grupo BBVA México, are carefully selected based on performance evaluations and educational background. In addition, they receive training in mentorship techniques through specialized programs at Campus BBVA, ensuring effective and meaningful support.

**In 2025, we began the second academic cycle integrating scholarship recipients from the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities. We implemented a new support model tailored to educational level, autonomy level, and type of disability, ensuring that each student receives the necessary support to advance academically while fostering their social and professional integration.**

Note: During 2025, a pilot track of the program known as Inclusive Mentorship was implemented, involving 100 scholarship recipients with disabilities. These participants received support through an inclusive mentorship model and were paired with mentors who had excelled in previous mentorship evaluations, had training in inclusion-related topics, and actively sought participation in the program.



EDUCATIONAL IMPACT

The program is structured into two modalities:

- **Central Area Mentors**, focused on supporting scholarship recipients in their first or fourth year of university studies.
- **Commercial Network Mentors**, based in branch offices, who work closely with scholarship recipients and guardians during their first year of middle school.


A total of **8,022 BBVA employees participated as mentors, contributing 15,315 volunteer hours.**

Modality	Mentors	Volunteer hours
Central Area	5,062	13,824
Commercial Network	2,960	1,491
<b>Total</b>	<b>8,022</b>	<b>15,315</b>

## Results and Success Stories

Our Inspiring Young Boys and Girls with Disabilities program has continued to evolve in order to provide young people with increasingly personalized support that addresses not only their financial needs, but also the development of academic, socio-emotional, and workforce readiness skills.

- From the application stage, young people with disabilities undergo a profiling process to assess their level of autonomy and socioeconomic circumstances. This information allows us to provide more personalized and appropriate support, with the goal of strengthening both educational continuity and future labor market integration.
- 97% educational continuity, helping reduce the average education gap between people with disabilities and the general population, which as of 2025 stands at five years.
- Academic skills development that contributes to reducing the national illiteracy rate among people with disabilities, currently estimated at approximately 20.9%.

**We invite you to learn more about the success stories of our Inspiring Young Boys and Girls with Disabilities** 





**EDUCATIONAL IMPACT**

# Employability *and Workforce* *Integration*





At Fundación BBVA, we work to create opportunities that drive social mobility for our scholarship recipients by strengthening their integration into the labor market. **Throughout the 10 years of support**, we focus on equipping them with the skills necessary to access and excel in quality employment opportunities.

As an initial step toward completing their professional education, we provided financial support of MXN \$21,000 to 364 students for degree completion, encouraging them to achieve this milestone in less than one year.

To facilitate their transition into the professional world, we also created spaces specifically designed to develop key competencies and skills, including:

- Workshops
- Webinars
- Specialized guidance in resume creation and development
- Proactive job search strategies
- Interview techniques
- Networking
- Development of profile-specific professional skills
- Monthly expense planning to define salary expectations aligned with personal needs

With this same objective, beneficiaries have access to our **employability platform**, where they can register and explore job opportunities posted by partner companies. These positions meet standards that ensure fair wages, career development plans, and environments that strengthen participants' skills, promoting comprehensive professional growth.

As part of our employability strategy focused on talent attraction for BBVA México, this year BBVA's recruitment division expanded its operational reach across all areas of the Bank. This provides scholarship recipients with greater opportunities to apply for openings in specialized fields such as programming, data analysis, STEM disciplines<sup>18</sup>, and more, positioning

<sup>18</sup> Science, Technology, Engineering, and Mathematics (STEM)

the Bank as a strong platform for developing their professional careers and pursuing opportunities aligned with their profiles and interests.

**In 2025, we successfully integrated 117 Inspiring Young Boys and Girls into BBVA México's workforce, reaching a total of 276 active employees.**

For the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities, we developed a specialized strategy to support university graduates with greater levels of autonomy, facilitating their entry into the labor market through opportunities at BBVA, international corporations, and other organizations aligned with their professional aspirations.

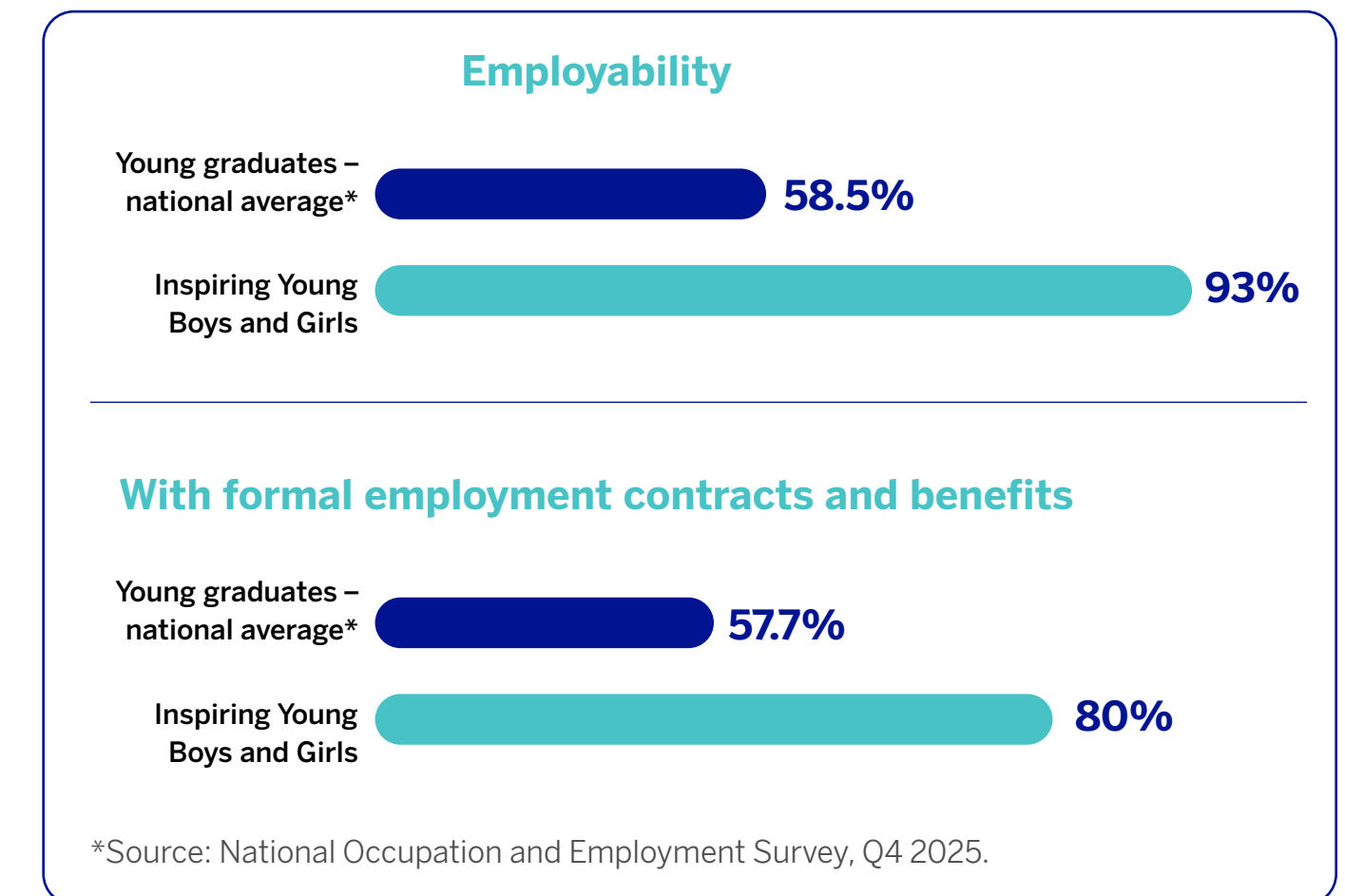
Additionally, our **Talent Seedbeds** represent a key workforce integration strategy. Through trainee programs, professional internships, and summer initiatives, the Bank identifies, develops, and prepares emerging talent, ensuring an effective transition into the professional world with opportunities for permanent employment.

With the support of more than 500 BBVA México Regional Advisors, we connect our beneficiaries with new job opportunities within their businesses, as well as those of their partners and commercial networks, significantly expanding their professional development possibilities in highly competitive environments.

Additionally, through our **Conecta Employability** events, scholarship recipients engage directly with companies affiliated with our Regional Advisors in a dynamic and professional environment. During these sessions,

young participants work in teams to solve real-world business cases, allowing company representatives to observe their skills and capabilities in action.

**Conecta Employability events were held on February 25, March 19, May 15, and May 22, connecting more than 106 young people with companies across a wide range of industries.**



We are pleased to report that more than 5,400 graduates of our programs have now secured their first professional employment in fields related to their academic training. Additionally, we increased the employability rate from 89% to 93%, reflecting the program's positive impact and demonstrating tangible progress in expanding workforce opportunities for scholarship recipients.



EDUCATIONAL IMPACT



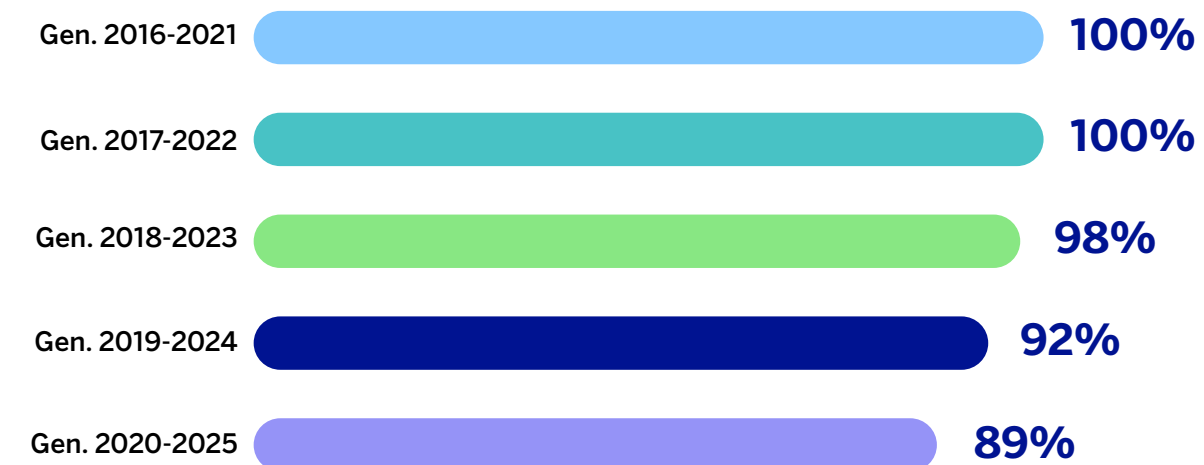
### Employability rate by generation

	Job search	Employed	Total
Gen. 2016-2021	0	79	79
Gen. 2017-2022	0	702	702
Gen. 2018-2023	14	775	789
Gen. 2019-2024	172	2,006	2,178
Gen. 2020-2025	235	1,832	2,067

#### Total employability rate

Job search	Employed	Total
421	5,394	5,815

**93% Employability rate**



**In 2025, more than 3,700 scholarship recipients graduated from the program, paving the way for their integration into the workforce.**

Maintaining comprehensive support through the final stage of our scholarship programs, we conduct an employability survey twice a year to assess whether our graduates are employed, whether they receive benefits, and the salary range they earn. When we identify that an individual faces challenges in any of these areas, we connect them with our Employability division so they can access better job opportunities.



EDUCATIONAL IMPACT

+186,000 students  
received feedback and educational  
support

+7,000 teachers gained  
access to the platform

+1,000 single users  
accessed platform content

Integration of the “Journey to University”  
initiative, reaching +69,500 students

4 out of 10 students demonstrated  
improvements in their educational  
pathway

# Supérate with *Fundación BBVA*





### SDGS TO WHICH WE CONTRIBUTE

Directly

Applicable specific targets impacted:

- 2/X  
1.2 and 1.4
- 4/10  
4.3, 4.4, 4.5 and 4.c
- 1/X  
8.2
- 2/X  
9.1 and 9.4
- 2/4  
17.7 and 17.8

## Objective

Improve the cognitive and socio-emotional skills of individuals with educational levels equivalent to middle school and high school through a digital tool that supports learning and academic remediation in the short term, educational continuity in the medium term, and social mobility in the long term.

## Challenges Addressed

Although educational lag in Mexico decreased slightly in 2024 compared to 2022, dropping from 19.4% to 18.6% of the population<sup>19</sup>, significant gaps in access to education and the skills necessary for strong academic and socio-emotional performance remain. Additionally, according to the World Bank<sup>20</sup>, the pandemic caused an educational setback in Mexico equivalent to two years of schooling. This impact was clearly reflected in this year's scholarship program call for applications. Before the pandemic, the average Mexican student achieved learning levels equivalent to the third year of middle school; today, that average has fallen to the equivalent of only the first year of middle school. These challenges continue to require sustained and collective efforts.

## How do we create impact?

### Components

**01**

**Initial diagnostic assessment**  
Cognitive and non-cognitive skills

**Impact mechanisms**  
Students become aware of their strengths and areas for improvement

**02**

**Personalized learning pathway**  
Cognitive and non-cognitive skills

**Impact mechanisms**  
Students engage with content tailored to their initial level of learning

**03**

**Final assessment**  
For each completed learning objective

**Impact mechanisms**  
Students complete an assessment to evaluate whether they are ready to continue progressing

**04**

**Classroom interaction**  
Between students and advisors

**Impact mechanisms**  
Students receive ongoing support to resolve questions and continue advancing along their learning pathway

<sup>19</sup> INEGI. 2025. Multidimensional poverty measurement. <https://www.inegi.org.mx/desarrollosocial/pm/>

<sup>20</sup> World Bank. 2020. Simulating the Potential Impacts of COVID-19 School Closure on Schooling and Learning Outcomes: a Set of Global Estimates. World Bank Group. p. 10 <https://thedocs.worldbank.org/en/doc/798061592482682799-0090022020/original/covidandeducationJune17r6.pdf>



Supérate is a free and accessible technological platform developed by ITESM<sup>21</sup> to comprehensively support students' academic, psychological, and socio-emotional development. It serves as a resource that guides self-discovery and skills development through personalized learning pathways based on assessments. In addition, it strengthens educators' capacity to provide more effective support throughout students' educational journeys.

[Learn more about Supérate with Fundación BBVA](#)

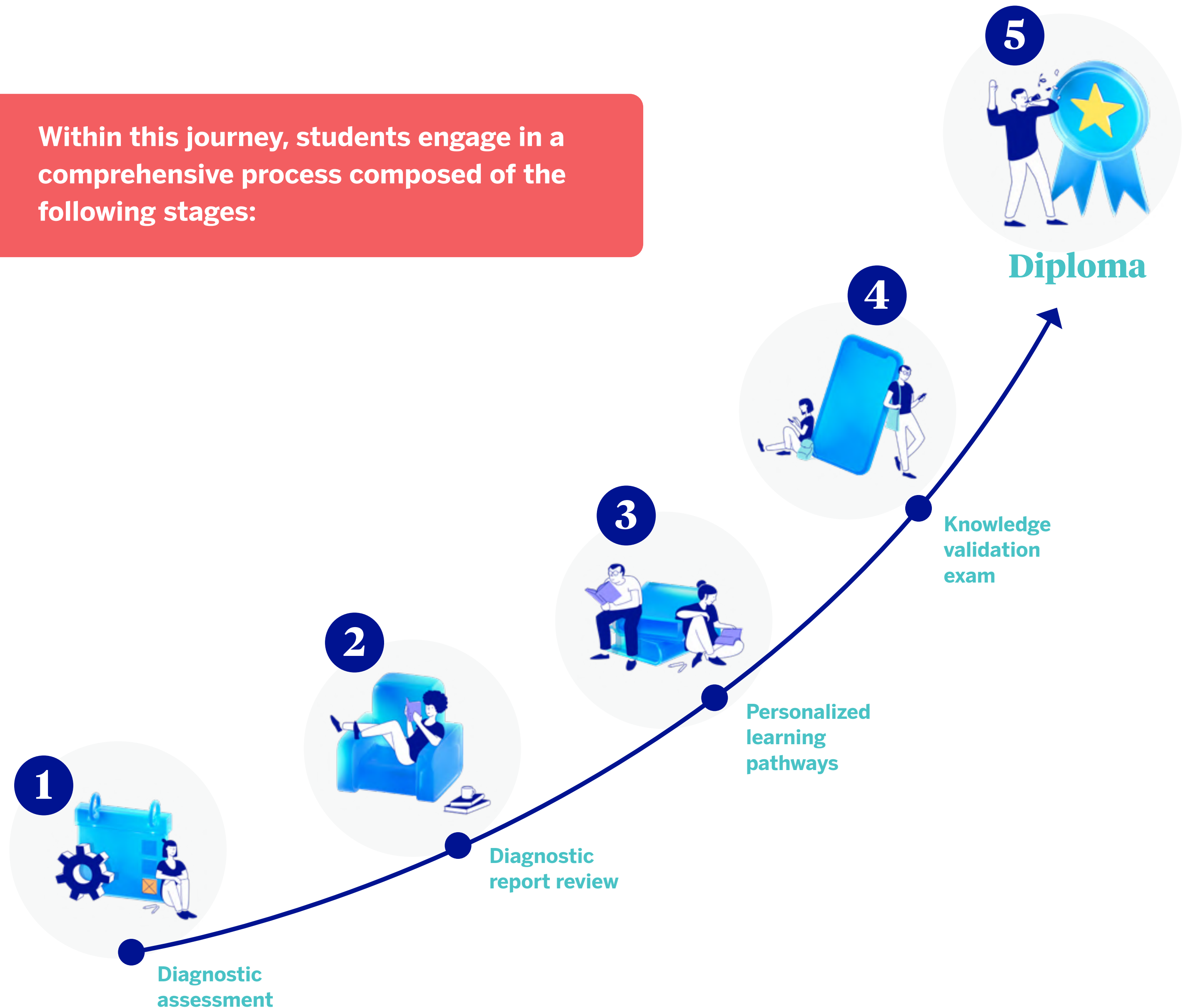
Beyond its use in candidate selection, Supérate generates reports on areas for improvement, provides remedial learning courses, and concludes with assessments that measure each student's progress across multiple areas, as well as their skills development.

This platform has become a constantly evolving digital ecosystem. This year, we introduced technological updates that simplify external student registration and streamline access to educational materials, creating a more efficient and user-friendly experience. Additionally, the ecosystem incorporates functionalities that allow users to interact with peers, access a digital resource library, and design personalized learning pathways.

**Supérate enables participants to expand their knowledge and skills through access to diverse programs and tools, including individuals who were not selected for Fundación BBVA's scholarship programs.**

<sup>21</sup> Instituto Tecnológico y de Estudios Superiores de Monterrey.

**Within this journey, students engage in a comprehensive process composed of the following stages:**





## How does the Supérate platform work?

### Diagnostic tools

- Developed by specialists in pedagogy, academic development, and psychology
- Focused on assessment for improvement
- Clear study guides with sample questions, study recommendations, and supporting bibliography
- Feedback reports that facilitate the identification of improvement areas

### Learning pathways

- Personalized development plans based on areas for improvement identified through diagnostics
- Learning objectives for each subject across the five talent dimensions
- Evaluation tools to measure progress
- Resource library to deepen learning

### Monitoring and advisory tools

- Training for academic and psychological advisors within the Foundation network
- Virtual classrooms for group advisory sessions
- Resource library to facilitate learning processes and skills development
- Individual performance metrics for goal achievement

Through this comprehensive pathway, we work to strengthen academic and socio-emotional skills, promoting students' continued participation in the educational system and the successful completion of their academic cycles. In addition, the platform serves as a bridge connecting students with educational communities, fostering equity, inclusion, and access to new opportunities.

## Supérate continues to advance and strengthen learning to support the development of more students.

Within Supérate, students have access to "Journey to University," a dedicated space designed to support their academic preparation and transition into higher education. This resource, aimed at high school students, includes two primary tools:

### 1. Vocational interest assessments

- Developed by Tecnológico de Monterrey
- Uses the Mexican classification system for academic fields of study as its framework
- A 96-question assessment that evaluates eight professional areas: administrative, artistic, experimental sciences, social sciences, engineering, manufacturing and construction, humanities, quantitative fields, and health sciences

#### Objectives:

- Identify the student's area of greatest interest
- Determine the degree program of highest interest
- Recommend a personalized vocational pathway

### 2. Vocational pathways

- Professional areas: administrative, artistic, experimental sciences, social sciences, engineering, manufacturing and construction, humanities, quantitative fields, and health sciences
- Subjects: philosophy, Mexican history, world history, Spanish, verbal reasoning, geography, biology, physics, chemistry, literature, and mathematics

### 3. University entrance exam simulator

Academic design	Simulator
<ul style="list-style-type: none"> <li>• Developed by Tecnológico de Monterrey</li> <li>• Based on admission exams from the country's leading universities, including UNAM, IPN, UAM, Top 50 universities, and Prueba T</li> <li>• Benchmarked against best practices such as CENEVAL's EXANI-II examination</li> </ul>	<ul style="list-style-type: none"> <li>• 120 questions per full exam 4-hour testing duration</li> <li>• Covers 11 key subjects, with a bank of 60 questions per subject: Spanish, Literature, Mathematics, Physics, Chemistry, Biology, World History, Mexican History, Philosophy, and Geography</li> <li>• Application guides and study recommendations</li> <li>• Unlimited practice through recognition and repetition exercises</li> </ul>

### Implementation models

- 1. Timed exam:** assesses students' knowledge and performance under a fixed testing period.
- 2. Immediate feedback exam:** evaluates knowledge while providing real-time learning opportunities.
- 3. Open practice exam:** allows students to assess performance, identify areas for improvement, and receive study and review guidance.
- 4. Unlimited access** to admission exam simulations.



# Number of students using the Platform reach by state

Additionally, **teachers have access to materials** and courses designed to strengthen cross-functional competencies such as learning facilitation, assessment, and the use of technology. They are also provided with mirrored versions of student courses, allowing them to become familiar with the content being delivered. Furthermore, the platform offers educators specialized diagnostic tools that measure students' levels in five essential skills: verbal reasoning, mathematical reasoning, and socio-emotional competencies, thereby enhancing their ability to provide effective support.

**Supérate is a free and accessible tool available from any computer with an internet connection. Its implementation and maintenance, valued at more than MXN \$4 million, are fully funded by Fundación BBVA.**

We also strengthened our nationwide expansion by promoting the use of the Supérate platform with educational authorities in states such as Guerrero, Chihuahua, Baja California, Jalisco, Coahuila, and Nuevo León, advancing digital education across diverse regions of the country.

**We are working to establish Supérate as an essential tool that effectively integrates platform content with classroom learning, supported by an efficient training strategy.**



\* Students who chose not to share their state or municipality at the time of enrolling in the platform. In compliance with personal data protection, this information is not collected on a mandatory basis.



# Monitoring and Evaluation of Supérate with Fundación BBVA

We collaborated with the Center for Educational and Social Studies (CEES) on an evaluation<sup>22</sup> that analyzed Supérate's impact on the cognitive and socio-emotional skills of first-year middle school students.

The results confirmed the platform's positive impact on the development of both cognitive and socio-emotional abilities, **significantly reducing students' educational gaps compared to the national average.** Additionally, substantial progress was observed in narrowing disparities among users themselves, enabling students who initially faced greater challenges to achieve improvements that exceeded those of peers who began with stronger initial results.

**Students who completed the Supérate pathway achieved an advantage of more than five points in their academic performance compared to those who did not participate.**

The evaluation also revealed that time spent on the platform was the strongest predictive factor for grade improvement. Students who dedicated more time achieved better outcomes, reflected in both academic indicators and socio-emotional development.



<sup>22</sup> The evaluation was designed in accordance with standards based on the randomization of treatment units. This methodology ensures that all potential beneficiaries have the same probability of being assigned either to the treatment group (those who receive access to the intervention) or to the comparison group (the control group, who do not receive access to the intervention), after which a defined number of participants is selected for each group. All results presented in the evaluation are statistically significant.



# Together *for Guerrero*

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

## EDUCATIONAL IMPACT

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits

This collective effort generated significant reach:

236  
schools benefited

1,587  
laptops donated  
to teachers

4,600  
financial scholarships  
awarded

35  
computer labs  
delivered





EDUCATIONAL IMPACT



In response to the impact left by Hurricane Otis in Guerrero, **Fundación BBVA México launched a comprehensive initiative to support the educational recovery** of the most affected municipalities.

Beginning with an initial contribution of MXN \$50 million, and thanks to the solidarity of partners, organizations, and citizens, resources were mobilized to rebuild learning spaces, strengthen teaching practices, and support thousands of students in their return to school.

**Through the fundraising of MXN \$116 million<sup>23</sup>, we generated direct and indirect impact for more than 57,000 people in 2024 and more than 30,300 people in 2025.**

During 2025, we concluded Together for Education in Guerrero, consolidating the results achieved during the previous year. The program successfully fulfilled its objective of minimizing learning loss and ensuring educational continuity across seven affected municipalities. Students who completed the initial diagnostic assessment achieved an average score of 52 points, while those who completed the learning pathway reached 60.5 points, demonstrating significant improvement in their academic skills.

<sup>23</sup> An additional MXN \$11.5 million was generated through investment returns.

At the conclusion of the project's operations, a remaining balance of MXN \$13 million was recorded. These resources continued generating interest throughout 2025, making it possible to launch an additional high-impact initiative: an extra year of scholarship support was awarded to the highest-performing students in Supérate, equivalent to MXN \$20,000 distributed over 10 months. This extension recognized participants' exceptional effort while ensuring they could continue their educational journey without interruption.

**Together for Guerrero leaves a legacy of reconstruction, learning, and educational continuity.**

With this final stage, Together for Guerrero not only contributed to emergency response efforts, but also helped lay the foundation for long-term educational recovery, reaffirming BBVA México's commitment to communities and to ensuring access to meaningful educational opportunities even after the immediate crisis had passed.



**EDUCATIONAL IMPACT**

# Inspiring *Young Boys and Girls Partners*





## The support our scholarship recipients receive would not be possible without the collaboration of institutions and organizations that share our educational mission.

Each partnership expands the reach of our programs and enables thousands of young people to access tools, experiences, and opportunities that strengthen their education and professional development.

Our partnership model seeks to build strong networks of cooperation with public and private universities, foundations, organizations specializing in inclusion and disability, institutions focused on digital training, and companies committed to developing young talent. Thanks to these collaborations, each scholarship recipient can access new areas of learning, connect with international academic communities, and develop essential skills for their future.

During 2025, **we continued strengthening high-level academic opportunities for our university scholarship recipients.** One of the most significant milestones was the second generation of students participating in our collaboration with the University of California San Diego, one of the most prestigious educational institutions in the United States. This program continued to provide an exceptional academic experience to a select group of young people, reaffirming our commitment to opening world-class educational pathways for them.

### English Challenge Program

We strengthened support aimed at improving English proficiency among our university scholarship recipients, recognizing the fundamental role this language plays in their academic and professional trajectories. In partnership with Bécalos and through the VOXY platform, the English Challenge brought together 7,000 invited scholarship recipients, of whom 6,790 actively participated in the program.

The impact of this edition was significant: **50% of participants improved their English proficiency level**, according to evaluations aligned with the Common European Framework of Reference for Languages.

Additionally, in recognition of outstanding performance, 20 scholarship recipients traveled to London, England, where they participated in a fully funded intensive course. This international experience became a transformative opportunity, allowing them to refine their language skills while strengthening their global competencies.

#### Partnerships with organizations that promote education

- AT&T USA
- Code
- English Challenge
- Fundación ALFA
- Fundación Televisa
- PrepaNet
- RISE
- SEP Olimpiada del Conocimiento Infantil
- Superación Excelencia y Resultados
- Tec Milenio
- The Anglo Mexican Foundation

#### Partnerships with private universities

- Instituto Tecnológico Autónomo de México
- Instituto Tecnológico y de Estudios Superiores de Monterrey
- Instituto Tecnológico y de Estudios Superiores de Occidente
- Universidad Iberoamericana Ciudad de México y Tijuana
- Universidad La Salle Ciudad de México
- Universidad Panamericana

#### Advisor Partnerships

- Bebiendo, S.A. de C.V.
- Floraplant, S.A. de C.V.
- Fundación Palace, I.A.P.

#### Partnerships with public universities

- Benemérita Universidad Autónoma de Puebla
- El Colegio de México
- Instituto Politécnico Nacional
- Universidad Autónoma de Baja California
- Universidad Autónoma de Nuevo León
- Universidad Autónoma de Querétaro
- Universidad Autónoma del Estado de Hidalgo
- Universidad Autónoma del Estado de México
- Universidad Autónoma Metropolitana
- Universidad de Colima
- Universidad de Guanajuato
- Universidad de Guadalajara
- Universidad de Sonora
- Universidad Michoacana de San Nicolás de Hidalgo
- Universidad Autónoma de San Luis Potosí
- Universidad Veracruzana

**We also continue expanding our academic network through collaborations with the country's leading public and private universities, including the most distinguished institutions within Mexico's Top 20.**



# Partners of the BBVA Scholarships Program for Inspiring Young Boys and Girls with Disabilities

- Asesoría para el Manejo Adecuado de la Discapacidad, A.C. (AMAD)
- Asociación para los Derechos de Personas con Alteraciones Motoras Gabriela Brimmer, I.A.P. (ADEPAM)
- Asociación Pro Personas con Parálisis Cerebral, I.A.P. (APAC)
- Centro de Apoyo y Calidad de Vida, A.C.(CALI)
- Centro Clotet, A.C.
- Centro de Estudios para Invidentes, A.C. (CEIAC)
- Club Especial Ayelem, A.C.
- Comunidad Educativa Incluyente, I.A.P.
- Confederación Mexicana de Organizaciones en Favor de la Persona con Discapacidad Intelectual, A.C. (CONFE)
- Don Bosco Sobre Ruedas, A.C.
- Éxodo Señas y Voces, A.C.
- Fundación Humanista de Ayuda a Discapacitados, I.A.P. (FHADI)
- Fundación Inclúyeme, A.C.
- Fundación Fraternidad Sin Fronteras, I.A.P.
- Fundación MVS Radio, A.C.
- Fundación Teletón México, A.C. - CRIT Estado de México
- Fundación Teletón México, A.C. - CRIT Sonora
- Fundación Teletón México, A.C. - CRIT Guerrero
- Fundación Teletón México, A.C. - CRIT Hidalgo
- Instituto para Ciegos y Débiles Visuales (IPACIDEVI)
- Ilumina, Ceguera y Baja Visión - Fundación Villar Lledías, I.A.P.
- Instituto Nuevo Amanecer, A.B.P.
- Instituto Pedagógico para Problemas del Lenguaje, I.A.P. (IPPLIAP)
- La Casita de San Ángel, I.A.P.
- Reanudar, Red de Profesionales y Servicios en Salud Mental, A.C.
- Red para la Inclusión Educativa en Chiapas, A.C. RIE Chiapas
- Somos Uno Más - IBERO

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

## EDUCATIONAL IMPACT

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

**We maintain active partnerships with more than 70 educational institutions, civil society organizations, and associations dedicated to promoting social mobility in Mexico, expanding educational and support opportunities for our scholarship recipients.**





EDUCATIONAL IMPACT

# Inspiring Young Boys and Girls Schools



3 campuses in the State of Mexico and Veracruz

190 effective learning days

39 employees

425 students benefited during the 2025–2026 academic cycle



**SDGS TO WHICH WE CONTRIBUTE**

Directly

Metas específicas aplicables impactadas:

- 1/7  
1.2
- 2/4  
2.1 and 2.2
- 7/10  
4.1, 4.4, 4.5, 4.6, 4.7, 4.a and 4.c
- 1/8  
9.7
- 2/4  
10.2 and 10.3
- 4/9  
16.1, 16.6, 16.7 and 16.b

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

EDUCATIONAL IMPACT

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

**Objective**

Provide students with an excellent education through a strong team of professionals that builds the educational foundations necessary for them to develop cognitive and social competencies, ultimately supporting their academic continuity through university.

**Challenges Addressed**

In Mexico, primary education students from low-income families face limited educational opportunities and, in many cases, only have access to institutions with low academic and developmental quality. This situation contributes to the perpetuation of a cycle of educational exclusion that directly impacts vulnerable children.

**How do we create impact?**

01

**Creation of supportive environments**

Our schools provide a safe environment with high-quality educational services, complemented by proper nutrition and psycho-pedagogical support.

02

**Comprehensive educational approach**

Extended-day school with meal services.  
Psycho-pedagogical guidance  
High academic standards.

03

**Preparing students for the future**

Students develop essential competencies that enable them to continue their educational journey through university, ensuring long-term social mobility.

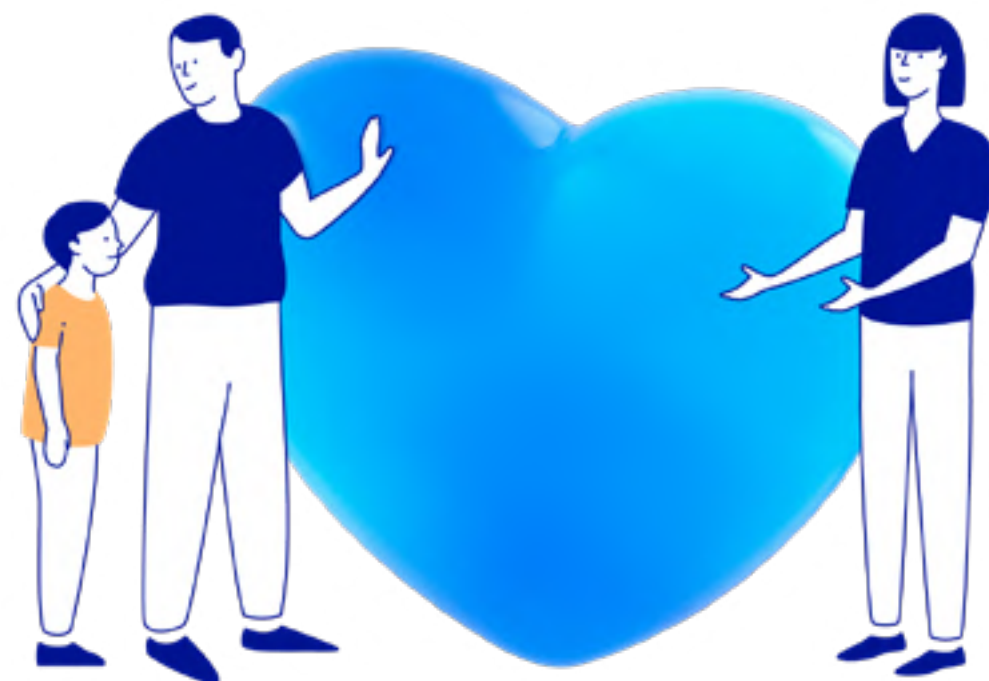


The Inspiring Young Boys and Girls Schools<sup>24</sup> provide an excellent education to children facing vulnerable circumstances, offering a school environment that promotes their comprehensive development and maximizes their potential.

### We currently operate three campuses: Acolman, State of Mexico; Zumpango, State of Mexico; and Veracruz, Veracruz.

These schools are designed to stimulate critical thinking, strengthen essential life competencies, and support the development of students who aspire to become agents of transformation within their communities.

One of the program’s most valuable characteristics is its continuous support model. Students receive guidance beginning in primary school and throughout their educational journey until completing high school, ensuring they develop strong academic, emotional, and vocational foundations that prepare them to access top-tier universities. This process includes strategies aimed at preventing school dropout and promoting stable educational trajectories.



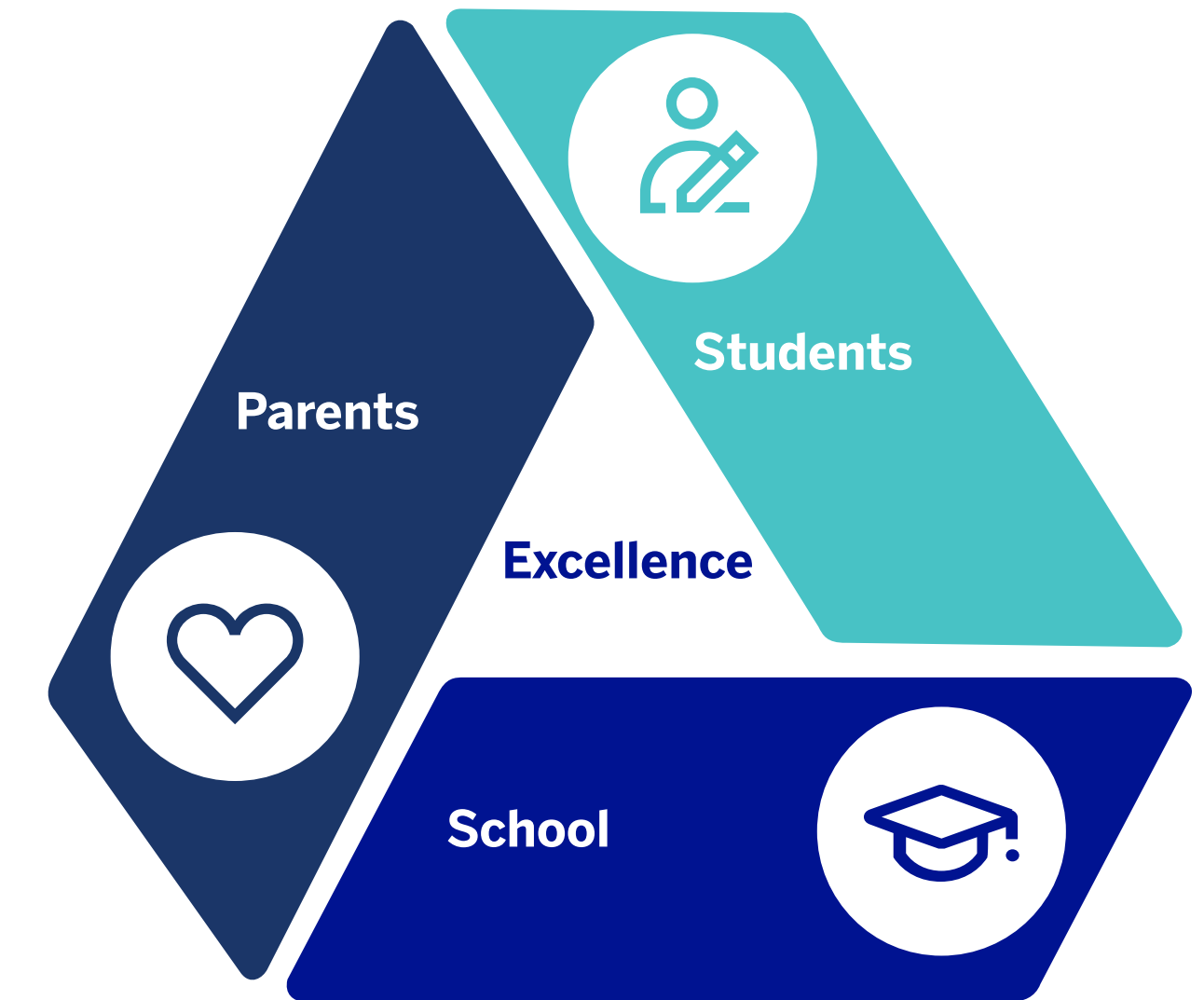
## Educational Model

The educational model of the Inspiring Young Boys and Girls Schools was created in response to our objective of becoming more directly involved in the education of children. This initiative transformed our role—from indirectly supporting educational processes to becoming institutions that actively drive students’ learning, growth, and aspirations.

### This new approach allows us to strengthen the Foundation’s mission through an educational framework designed to foster stronger academic trajectories and expanded opportunities.

Since the opening of the first school in 2023, followed by the integration of two additional schools the following year, we adopted the Self-Improvement, Excellence, and Results (SER)<sup>25</sup> educational model as the foundation guiding the educational experience across all campuses. This model is based on the principle that academic success emerges from the collaborative efforts of three key stakeholders who share responsibilities and common goals:

- **The school:** responsible for investing in teacher development to ensure excellence in education.
- **Parents and guardians:** expected to maintain a high level of shared responsibility, actively participating in their children’s education.
- **Students:** encouraged to take an active role in their own learning by developing responsibility, perseverance, and commitment.



This model not only structures the way education is delivered, but also fosters a school culture that recognizes collective effort and the importance of building, from an early age, the foundations for a future full of possibilities.

The Inspiring Young Boys and Girls Schools offer a comprehensive educational experience that goes beyond the standards of a traditional school. To achieve this, we incorporate a range of elements specifically designed to strengthen learning, emotional well-being, and the social development of each student.

<sup>24</sup> Learn more about the Inspiring Young Boys and Girls Schools at: <https://www.fundacionbbva.mx/colegio-chavos-que-inspiran/>

<sup>25</sup> More information available at: <https://www.escuelaser.org/nuestro-modelo>



## Differentiating Elements

- English language instruction, delivered through a specialized program that prepares students to participate in an increasingly interconnected world.
- Psycho-pedagogical support, which continuously addresses emotional and academic needs, ensuring that each child progresses with confidence and balance.



- Values-based education, promoting ethical principles that guide students both inside and outside the classroom.
- Parents' School, a dedicated space that provides families with practical tools to support learning at home.
- Effective reading and writing instruction system, designed to promote strong foundational learning from the earliest school years.
- Access to technology through an educational platform available to both students and parents.

- **Choice**  
Randomized admission, with continued enrollment based on performance and commitment to excellence.
- **Character education**  
Development of social and emotional tools for long-term success.
- **Highly trained leadership**  
Teachers are equipped to recognize what makes each student unique and how to cultivate their curiosity and desire to learn.

## Pillars

- **Schedule**  
More than 8 hours of school each day, ensuring students remain in a healthy and enriching learning environment.
- **Tuition-free access**  
A free educational system for families with low socioeconomic profiles.
- **High expectations**  
Excellence is a shared commitment among families, teachers, and students.
- **Results-oriented approach**  
Daily learning assessments to continuously improve performance.
- **Balanced nutrition**  
The school day includes two meals per day as a foundation for effective learning.

Extended school hours, from 7:30 a.m. to 4:00 p.m., allow each student to receive breakfast and lunch designed by a nutritionist, reinforcing healthy eating habits through specially tailored meal plans.

Additionally, on-site nursing staff at each school monitor students' weight and height, facilitating continuous oversight of their well-being while providing nutritional guidance to families.

Alongside this comprehensive approach, **the schools also promote environmental education as part of daily learning**. In alignment with BBVA's 10 Environmental Management System principles under ISO 14001, campaigns and training sessions are conducted on waste separation, responsible water use, and energy efficiency. This transforms each school into a space where academic excellence coexists with environmental awareness and a strong commitment to sustainability.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

### EDUCATIONAL IMPACT

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits



EDUCATIONAL IMPACT



# Site Selection for the Construction of New Schools

To determine the communities where the new Inspiring Young Boys and Girls Schools would be established, a comprehensive evaluation was conducted, analyzing key factors such as:

- Safety
- Urbanization
- Child population
- Educational need
- Economic conditions of the communities
- Logistics
- Infrastructure

This analysis made it possible to identify municipalities where the impact would be most significant and where the educational model could benefit the greatest number of families.

**As a result of this evaluation process, Veracruz and the State of Mexico were selected as the first locations for the Inspiring Young Boys and Girls Schools, a decision supported by the conditions, needs, and educational opportunities identified in both regions.**

## Resource Allocation

**The construction and launch of the Inspiring Young Boys and Girls Schools has been made possible thanks to the solidarity of thousands of people who joined this cause.**

During 2023 and 2024, Inspiratón BBVA became the most important financial driver in making these schools a reality. This initiative brought together the enthusiasm and commitment of BBVA México's workforce,

with the vast majority of employees actively participating in the project and significantly expanding its social reach.

Thanks to these contributions, it was possible to secure the resources necessary to build and equip the new schools, as well as to ensure their operations during the initial years.

The generosity of more than 36,000 employees made it possible for three schools to be built and inaugurated in record time, reaffirming the power of collective participation in educational transformation.



# Call for Applications

During 2025, we once again launched the call for applications to welcome the next generation of students into the Inspiring Young Boys and Girls Schools. The response from families in each municipality was significant, particularly among surrounding communities and public preschools located near the campuses.

Thanks to this participation, we were able to continue incorporating children seeking access to high-quality education from the earliest stages of their academic journey.

The support students receive can accompany them from primary school through high school graduation, provided they maintain a minimum GPA of 7.5 and comply with the school's internal regulations. This shared commitment helps ensure educational continuity and allows each student to progress within an environment of excellence.

For the 2025–2026 academic cycle, **425** students are part of our schools' educational program.



# Selection Process

To ensure equal opportunity, each applicant participating in the call for applications undergoes a socioeconomic assessment that identifies those living in vulnerable circumstances.

Among this group, eligible students are selected through a lottery-based drawing system, a mechanism that guarantees fairness and transparency in the allocation of available placements.

Through this process, the schools were populated with the following student enrollment by school and grade level:

## Students by school and grade level

Inspiring Young Boys and Girls Schools	First	Second	Third
Acolman	60	60	60
Veracruz	60	60	NA
Zumpango	48	48	29

With the objective of strengthening community ties, we prioritized the enrollment of siblings of students already attending the schools, ensuring that families can continue their educational journey within the same environment.



# Monitoring and Evaluation of the Inspiring Young Boys and Girls Schools

Tracking outcomes is a central component of the Inspiring Young Boys and Girls Schools model.

To accurately understand the experiences of students and their families, we implemented NPS across all three campuses. This tool allows us to evaluate satisfaction, family engagement, and various indicators related to the school environment.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

**EDUCATIONAL IMPACT**

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

**NPS Inspiring Young Boys and Girls School**  
Acolman: **100** points

---

**NPS Inspiring Young Boys and Girls School**  
Veracruz: **100** points

---

**NPS – Inspiring Young Boys and Girls School**  
Zumpango: **100** points

The results achieved reflect outstanding performance across each school, confirming that the academic, socio-emotional, and nutritional support we provide is generating a positive and sustained impact within the educational community.

## Average household characteristics of students' families

Inspiring Young Boys and Girls School	Per capita income	Households with internet access	Households with at least one member with higher education	Households with access to a vehicle
Acolman	\$2,940	75%	51%	58%
Veracruz	\$3,300	88%	43%	34%
Zumpango	\$2,970	62%	20%	16%

During 2025, overall family attendance at Parents' School sessions delivered by school staff reached 96.8%. This level of commitment enabled parents and guardians to actively engage in their children's education and long-term academic continuity.

**We transform daily effort into excellent results, fostering talent to demonstrate that origin does not define destiny.**





**EDUCATIONAL IMPACT**

# Equality, Diversity, *and Inclusion*





EDUCATIONAL IMPACT

At Fundación BBVA México, we believe that true social transformation is only possible when all people are able to thrive in a dignified, safe, and inclusive environment.


Equality, Diversity, and Inclusion (EDI) are not viewed as complementary priorities, but rather as guiding principles embedded throughout each of our initiatives and programs.

During 2025, our Managing Director served as President of Grupo BBVA México's Diversity and Inclusion Council, a role that promotes the adoption of inclusive practices at an institutional level and advances a shared vision centered on equity, non-discrimination, and respect for all identities.

Through this Council, efforts are coordinated to raise awareness and combat bias throughout Grupo BBVA México, extending this commitment into our work as a Foundation. These efforts focus on key pillars related to gender, disability, LGBT+ diversity, and older adults. As a result, our workforce receives annual, accessible, and role-specific training that strengthens the EDI culture within the organization.

Highlighted training initiatives include:

1




**Inclusion of employees with disabilities**

Our commitment also extends beyond the organization. We aspire to help build a more equitable Mexico, which is why all our programs are designed to provide modern and accessible opportunities for individuals facing structural barriers.

This vision aligns with BBVA México's diversity and inclusion policies, as well as with the **Ten Principles of the United Nations Global Compact**,

2




**Workforce inclusion programs for employees with disabilities within the Commercial Network**

an initiative we voluntarily support to strengthen our commitment to human rights, social justice, and sustainability.

Guided by these principles, our work directly contributes to the Sustainable Development Goals (SDGs), particularly those focused on reducing inequalities and expanding pathways for historically excluded groups to access education and well-being.

3



**Diversity and Inclusion learning framework, which includes content such as:**

- Goodbye to Micromachismo and Microaggressions
- Creating a Safe Space
- Diversity, Inclusion and Belonging
- For Starters: Disability



## Cultural and Linguistic Diversity

Linguistic and cultural diversity is a fundamental pillar that drives our work and reinforces our commitment to inclusion. Within the BBVA Scholarships Program for Inspiring Young Boys and Girls, we seek to strengthen support for students who are speakers of Indigenous languages, recognizing their identity as a valuable element of their educational journey.

To better understand their contexts and needs, we conducted a detailed data collection process that allowed us to identify participants who belong to Indigenous communities. This effort aims not only to reduce the structural inequalities they face, but also to expand social mobility opportunities for this population.

Our approach recognizes their heritage as a strength, promoting academic development while also encouraging the preservation of their knowledge systems and languages.

As a result of this work, **4,537 Inspiring Young Boys and Girls identify as Indigenous**, reflecting the diversity that enriches our educational community.

## Indigenous Inspiring Young Boys and Girls beneficiaries by educational level

2,389 Middle school

977 High school

776 University

385 Disability

7 Online education

Total 4,534

## Inspiring Young Boys and Girls beneficiaries who speak Indigenous languages

	2024	2025
Náhuatl	28.3%	28.5%
Otomí	13.3%	9.5%
Maya	7.0%	8.1%
Mazahua	5.9%	5.4%
Zapoteco	5.5%	5.2%
Totonaco	4.9%	5.6%
Tseltal	4.6%	4.7%
Chol	4.0%	3.5%
Tsotsil	3.7%	4.4%
Zoque/Chontal de Tabasco	3.1%	3.6%
<b>Total scholarship recipients who are speakers</b>	<b>781</b>	<b>926</b>
<b>Indigenous languages</b>	<b>38</b>	<b>38</b>





EDUCATIONAL IMPACT

# Partnerships for *Education*



+373,000  
people directly benefited

+878,000  
people indirectly benefited

25 civil society organizations  
supported

+MXN \$39 million  
delivered through second-tier  
donations

## SDGS TO WHICH WE CONTRIBUTE

### Directly

Applicable specific targets impacted:

2/10  
4.4 and 4.5

1/4  
10.2

1/9  
16.7

## Objective

**Contribute to reducing inequality in educational opportunities for individuals experiencing social deprivation and belonging to groups facing structural discrimination, through collaboration with civil society organizations.**

## How do we create impact?

# 01

### Strengthening organizations and projects

- Allocation of resources to organizations
- Evaluation of both the organization and the project
- Monitoring of progress and beneficiary populations

# 02

### Transformative results

Direct beneficiaries of each organization achieve significant academic progress. At the same time, participating organizations strengthen their internal processes, enabling them to more effectively achieve their goals.

## Challenges Addressed

In Mexico, women, Indigenous populations, children, migrants, older adults, and people experiencing homelessness with incomes below the well-being threshold face significant barriers that limit their access to and continuity within the educational system, contributing to the country's broader.

Through this program, we seek to become a driver of innovation within the social sector by advancing educational initiatives that are strengthened through the convergence of knowledge, methodologies, and experiences from diverse institutions.

**We work to develop and strengthen social programs that share our conviction that education transforms lives and communities.**

Our approach integrates the Foundation's accumulated expertise with the best practices developed by external organizations. This combination allows us to expand our impact, create more effective solutions, and respond more creatively to the country's educational challenges.

**We recognize that educational innovation emerges when we rethink what is possible and build solutions collaboratively.**

The partnerships we establish place special emphasis on organizations that support individuals living in socially vulnerable conditions. We prioritize organizations working directly with populations that face heightened disadvantage due to historical discrimination or structural barriers. For these groups, we design support that acknowledges their realities and seeks to compensate for the cumulative gaps they experience over time, with the ultimate goal of generating fairer and more equitable opportunities.

## Donations

	Partner organization	Supported initiative	Direct beneficiaries	Donated amount
Letter from Our Managing Director	Mexicanos Primero, Visión 2023 A.C.	Initiative in support of quality education in Mexico	303,000	\$2,500,000
	Banco de México Fideicomiso Cultural Franz Mayer (Museo Franz Mayer)	Franz Abierto	3,556	\$350,000
We are Fundación BBVA	Reinserta un Mexicano, A.C.	“Betting on Second Chances”	200	\$300,000
	Fundación Villar Lledias (Ilumina) A.C.	Children with visual disabilities in school under the right to inclusive education	36	\$216,000
Donor Engagement	Casa Hogar Alegría I.A.P	Development of academic competencies for girls and adolescents lacking parental care	200	\$200,000
	Ayuda en Acción de México, A.C	Promotion of workforce integration, with a human rights perspective, for refugee women and members of the LGBTIQ+ community in Mexico	400	\$400,000
Our Contribution to the SDGs	Instituto Pedagógico para Problemas del Lenguaje, IAP.	Providing officially accredited education to deaf children from low-income families	110	\$400,000
	Enseña por México I.A.P	Early Childhood Education Leadership Program	6,255	\$624,000
EDUCATIONAL IMPACT	Cruz Roja Mexicana I.A.P.	National Collection Campaign	5,556	\$500,000
	Superación Excelencia Resultados A.C.	SER Network	4,481	\$14,500,000
Institutional Strength of Fundación BBVA	Superación Excelencia Resultados A.C.	School Contribution	-	\$600,000
	Funsalud	Tuition	-	\$330,000
Our Detailed Contribution to the SDGs	Quiera, Fundación de la Asociación de Bancos de México A.C.	Education that transforms opportunities for vulnerable children and adolescents	2,347	\$1,092,000
	Fundación UNAM A.C.	Fundación BBVA – Fundación UNAM High School Excellence Scholarships	223	\$4,460,000
About this Report				
Exhibits				



Partner organization	Supported initiative	Direct beneficiaries	Donated amount
Fondo Patrimonial en Beneficio del Colegio de México, A.C.	“COLMEX is Yours 2025” Campaign	48	\$1,000,000
Bécalos	Academic excellence scholarships and support for the English Challenge program	8,383	\$6,866,000
Fundación Casa Alianza México I.A.P	Educating the Future: Supporting educational continuity for socially abandoned adolescents residing at Casa Alianza	27	\$297,000
Fundación Pro Mazahua I.A.P.	Development of academic and mathematical competencies among Mazahua youth	250	\$300,000
AFEECI A. C. (Adolescencia Feliz Evitando Callejerización Infantil)	Advancing education to promote full childhood and youth development	614	\$300,000
Youthbuild México A.C.	Youth with Direction: Second-Chance High School	360	\$300,000
Boys Hope Girls Hope A.B.P	Ser y Crecer Online Academy	165	\$300,000
Fundación El Peñón I.A.P	Comprehensive education and development	100	\$300,000
World Education and Development Fund México	Diploma in leadership and educational support	645	\$300,000
Fundación Don Bosco para el Desarrollo del Estudiante Morelense A.C.	Education that liberates and transforms through digital high school programs in Morelos	130	\$913,998
DOMUS Instituto de Autismo A.C.	Professional teacher training for the educational inclusion of students with autism	840	\$299,000
Fundación John Langdon Down A.C.	Early intervention program for children with Down syndrome	72	\$300,000



# Monitoring and Evaluation of Partnerships for Education

**We evaluate the progress of each project** implemented alongside partner organizations on a quarterly basis, analyzing both outcomes and the learnings generated throughout the process. Additionally, we require impact reports detailing the use of resources, the development of beneficiary populations, and the achievements attained.

These reviews are complemented by in-person visits to partner organizations, allowing us to directly assess project status, engage with field teams, and verify that funds are being used appropriately and transparently.

In alignment with BBVA México's institutional policies, donations allocated to this program are governed by clear standards and procedures, including the Standard for the Management of Donations and Contributions to Nonprofit Entities, as well as the Procedure for Donation Management within BBVA México.

**This framework ensures that the donation allocation process is responsible, structured, and aligned with the principles of integrity and transparency that guide our work.**

For more information, please refer to the donation allocation process described within this same section. (p. 80).





# Innovation



Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

## EDUCATIONAL IMPACT

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



## During 2025, innovation became a cross-cutting pillar across all our programs, supporting every stage, from the design of our calls for applications to the implementation of educational and social initiatives.

Advances in digitalization and operational efficiency allowed us to fully leverage our *Supérate* platform, through which we simultaneously launched both the inclusion scholarship call and the traditional scholarship call. This parallel management capability marked a major milestone in our processes and demonstrated the power of technological tools to expand the reach of our programs.

Innovation was also reflected in the classrooms of the Inspiring Young Boys and Girls Schools, where we **promoted the use of digital educational platforms** such as Reading A-Z. Its implementation is intended to strengthen children's reading and comprehension skills through updated and technologically relevant strategies. We are proud that students, parents, and guardians across all three campuses developed the necessary skills to effectively use the platform and benefit from its educational resources.

In alignment with the SER model, and with the conviction that family participation is essential to learning, we also developed training sessions for parents and guardians. These sessions were designed to promote the effective use of educational platforms and reinforce their role as co-responsible partners in their children's education, thereby strengthening a community that learns, adapts, and evolves together.





# Institutional Strength of *Fundación BBVA*

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

**INSTITUTIONAL  
STRENGTH OF  
FUNDACIÓN BBVA**

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



Through our ethical culture and the implementation of rigorous controls, we ensure that every project and initiative is managed with transparency and responsibility, guaranteeing regulatory compliance and strengthening the trust of our stakeholders.





SDGS TO WHICH WE CONTRIBUTE

Directly

Applicable specific targets impacted:

5/9  
8.1, 8.2, 8.3, 8.5 and 8.10

Indirectly

Applicable specific targets impacted:

3/6  
5.1, 5.5 and 5.b

5/9  
16.5, 16.6, 16.7, 16.10 and 16.12

4/4  
17.14, 17.16, 17.17 and 17.19

# Process compliance

## Ethics and integrity

**At Fundación BBVA México, ethics, integrity, and respect for applicable legislation are essential components of our organizational culture.**

Every action we undertake is grounded in clear principles designed to ensure responsible and transparent conduct by all individuals working within the Foundation. Our operational framework is defined by **Grupo BBVA's Code of Conduct**<sup>26</sup>, which establishes the expected behavior of all employees and leadership across the Group, with particular emphasis on due process, as well as the prevention and mitigation of negative impacts. This Code was approved by the Group's highest governing body, ensuring the breadth and depth of its commitment to responsible business conduct.

The Code includes guidelines related to diversity and inclusion, occupational health and safety, responsible use of resources, confidentiality and data protection, prevention of conflicts of interest, anti-corruption, fraud and anti-money laundering measures, counter-terrorism financing, human rights commitments, sustainability, transparency in contributions and donations.

To ensure compliance with our Code of Conduct and enable the reporting of any behavior contrary to our principles, we maintain confidential and accessible reporting platforms<sup>27</sup> available 24 hours a day, 365 days a year. Through these channels, any employee, scholarship recipient, student, school staff member, or stakeholder may submit reports anonymously and without fear of retaliation.

**During 2025, no conflicts of interest were reported by members of the Board of Directors or the General Meeting of Associates.**

- Whistleblower channel: <https://www.bkms-system.com/bbva>
- Inquiry channel: <https://www.bkms-system.com/consultas>
- National telephone line: (55) 5621-4188 o 800-001-0011
- Global telephone line: (34) 91537-7222

Note: Complaint and grievance mechanisms, as well as channels for seeking guidance and expressing concerns regarding the organization's responsible business conduct, operate in a similar manner, although each has its own specific communication channel. In the event of critical concerns or formal reports, such matters would be communicated to the Foundation's Board of Directors, its highest governing body, during the Meeting following the report or expression of concern. During 2025, there were no valid concerns or reports requiring communication to the Board of Directors. The effectiveness of these mechanisms is based on user feedback, and stakeholders are informed of their existence, as well as the strict adherence to due process and anonymity.

<sup>26</sup> View Grupo BBVA's Code of Conduct at: <https://www.bbva.mx/content/dam/public-web/mexico/documents/landing/footer-y-prefooter/codigo-de-conducta.pdf>

<sup>27</sup> The whistleblower channels are the same as those used by the Bank.

Note: Foundation stakeholders who use complaint and grievance mechanisms may provide feedback that can lead to improvements in these systems through direct communication with the teams responsible for managing them. The effectiveness of these mechanisms is the responsibility of BBVA's Compliance department and is governed by the regulations and guidelines established in Grupo BBVA's Code of Conduct. Stakeholders using these mechanisms may provide feedback both during the process and regarding opportunities for system improvement.

Note: During 2025, the Foundation did not identify any negative impacts resulting from its activities. Therefore, no specific remediation processes have been established for potential adverse effects.

Note: All Foundation activities are carried out with full respect for human rights, particularly those related to access to education. Furthermore, our efforts seek to expand this right while reducing existing inequality gaps, prioritizing populations facing socioeconomic vulnerability.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

INSTITUTIONAL STRENGTH OF FUNDACIÓN BBVA

Our Detailed Contribution to the SDGs

About this Report

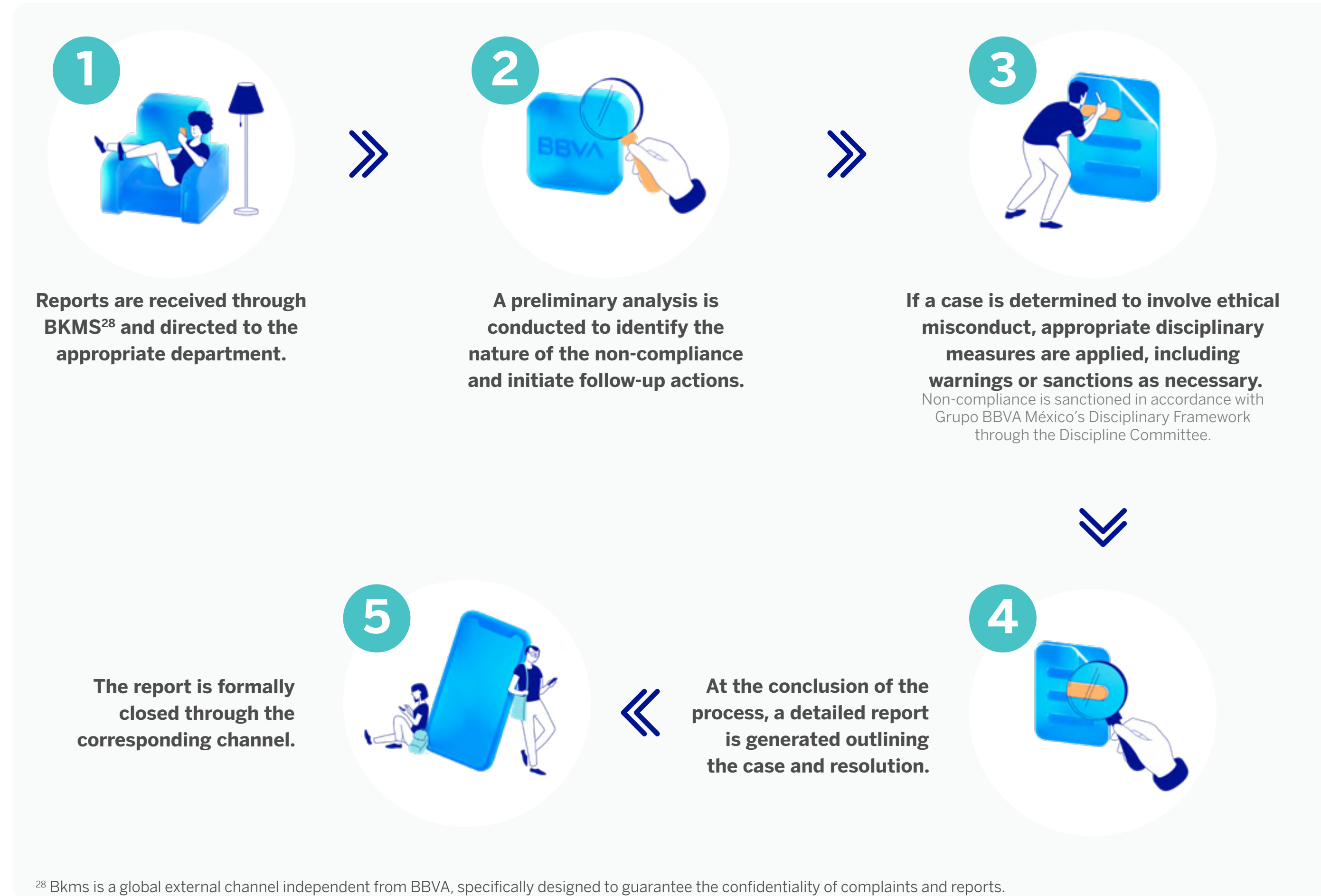
Exhibits



# Complaint Resolution Process

We are committed to addressing all reports received within a maximum period of 41 days.

To ensure that each case is handled rigorously, we maintain a structured process designed to objectively identify, assess, and resolve non-compliance:



<sup>28</sup> Bkms is a global external channel independent from BBVA, specifically designed to guarantee the confidentiality of complaints and reports.

**For the third consecutive year, in 2025, we received no reports or incidents related to discrimination.**

In addition to our whistleblower system, we maintain specialized mechanisms for addressing harassment and sexual misconduct, including the Emotional Support Line and specific protocols designed to ensure timely and appropriate responses.

Training is a fundamental pillar of our compliance model. In 2025, 100% of our workforce completed institutional training in values, integrity, and the Code of Conduct, reinforcing the standards that guide the Foundation's work. Additionally, in 2025, we held an ethics workshop focused on fostering empathy toward the behaviors most frequently reported through the internal channel, such as leadership styles and respect for others.

**All employees participated in targeted ethics and integrity programs, reaffirming our commitment to an organizational culture grounded in strong principles.**



# Data Protection

The responsible management of personal information is a fundamental pillar of Fundación BBVA México. Due to the nature of our activities, we process personal data belonging to students, families, partners, and other stakeholders under strict standards of security, confidentiality, and transparency, in full compliance with the Federal Law on Protection of Personal Data Held by Private Parties (LFPDPPP).

**We ensure the responsible use of personal data by guaranteeing that it is appropriate, strictly protected, and handled ethically and legally. We also provide clear and timely information to data subjects regarding the use of their personal information, reinforcing transparency and trust.**

To strengthen this commitment, we are supported by a specialized Grupo BBVA team responsible for developing policies and strategies that ensure the proper safeguarding of information. Additionally, we reinforce these practices through continuous training programs for all employees.

**During 2025, no complaints were received regarding data leaks, theft, or loss involving client or beneficiary information.**

All departments have demonstrated active commitment to regulatory compliance, participation in periodic reviews, and the adoption of best practices. This has allowed us to maintain a secure and trustworthy environment across all our operations.

# Anti-Corruption

At Fundación BBVA México, we maintain a strong commitment to integrity and operations free from acts of corruption. All our actions are aligned with BBVA's Anti-Corruption Policy, which forms part of Grupo BBVA's Code of Conduct and establishes clear standards for ethical behavior.

**In 2025, there were no public legal cases of corruption affecting the Foundation or any member of our team.**

As in previous years, we carried out the **#HazLoCorrecto** (#DoTheRightThing) campaign, a corporate initiative that promotes a culture of integrity and ethical conduct among all individuals within BBVA. Through this campaign, we clearly communicate and reinforce our internal policies, particularly those related to the Code of Conduct, conflict of interest prevention, and anti-corruption standards, ensuring that all employees remain aware of the principles guiding our professional conduct.

We also strengthened our commitment to Anti-Money Laundering (AML) prevention through mechanisms that ensure resources allocated to social projects originate from legitimate sources. All donations received through our official channels are fully traceable and are subject to risk reviews designed to verify the origin of funds<sup>29</sup>.

In terms of training, we continued providing specialized education. On average, per employee:

**0.45** average hours were dedicated to anti-corruption and ethics topics

**1.78** average hours focused on AML training and applicable regulations



When a contribution reaches or exceeds 1,605 UMA, applicable regulations require the creation of a formal file containing official information and additional verification elements. This file enables clear traceability of resources and ensures that their destination complies with legal requirements and the transparency principles governing our work.

Beyond regulatory obligations, we are equally committed to understanding the real impact these contributions have on communities. For this reason, **we prepare an accountability report for each donation**, detailing progress, outcomes, and beneficiary populations. This process allows us to precisely identify the individuals and groups impacted by initiatives funded through these resources, while also evaluating the contribution of each action lever to the social impact we seek to generate.

**In 2025, we strengthened the validation process for donations to nonprofit entities, ensuring that every contribution remained aligned with our social mission: education, social assistance, and culture.**

As part of our responsibilities as an authorized charitable foundation, we maintain an internal control framework that regulates the management of every contribution received or granted. This system is activated based on the value of the donation, measured in Units of Measurement and Update (UMA)<sup>30</sup>, and establishes different levels of review to ensure the legitimacy and proper use of resources allocated to civil society organizations. This process includes donor classification, profile analysis, and the collection of all required documentation to verify the origin and intended purpose of each donation.

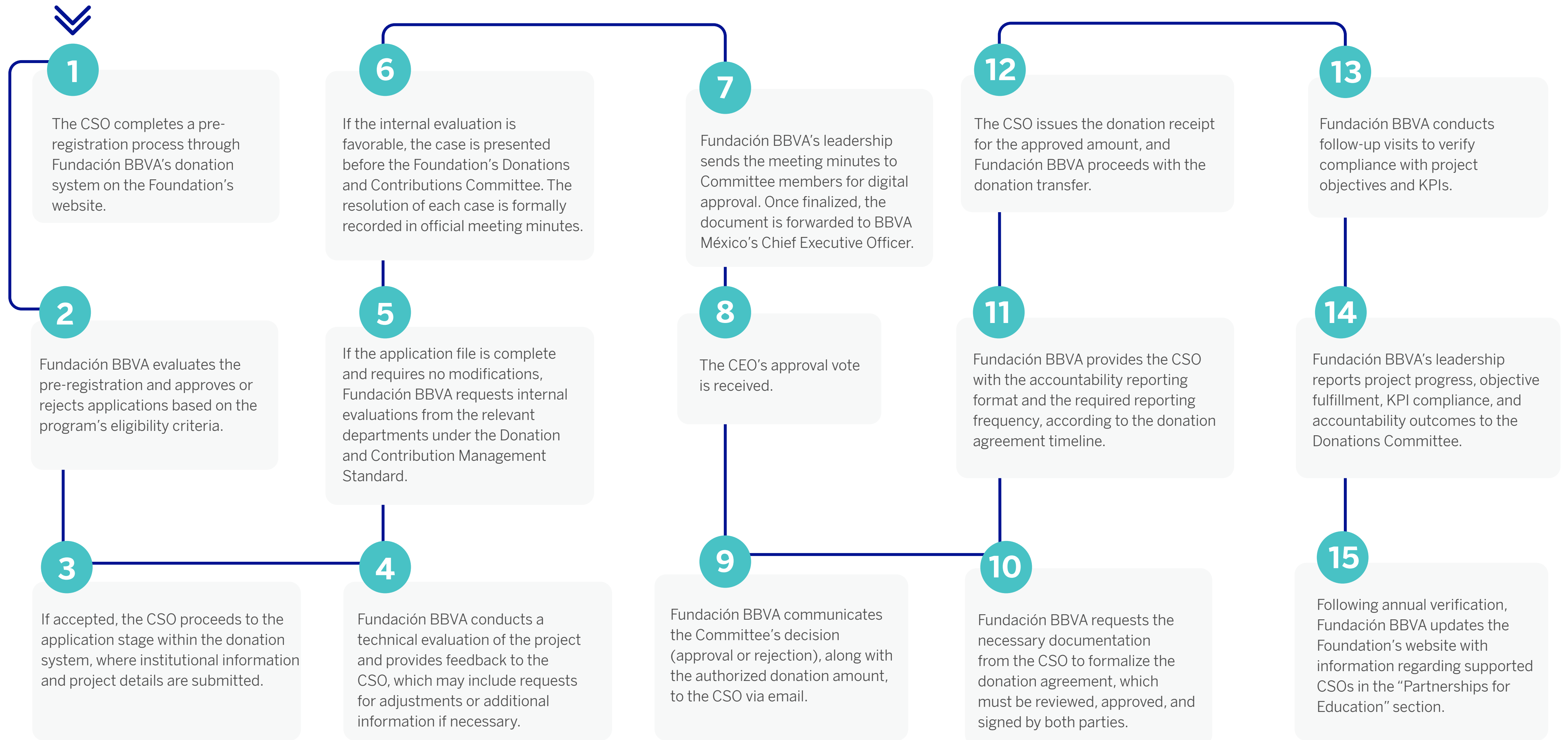
<sup>29</sup> For more information on the origin of our resources, please refer to the Fundraising and Resource Allocation sections of this report.

<sup>30</sup> The Unit of Measurement and Update (UMA) is the economic reference in Mexican pesos used to determine the amount of payment obligations and assumptions established under federal laws, state regulations, and related legal provisions. In 2025, the UMA was equivalent to MXN \$113.14 per day. <https://www.inegi.org.mx/temas/uma/>

Note: During 2025, 100% of the Foundation's operations were evaluated based on corruption-related risks, including a total of 26 second-tier donations assessed.



### Evaluation, Allocation, and Accountability Process for Donations Granted by Fundación BBVA to Civil Society Organizations (CSOs) through the "Partnerships for Education" Program



Note: All donations granted by Fundación BBVA México undergo the Compliance review process, through which risks related to anti-corruption are assessed. For reporting purposes, this includes the 25 donations to civil society organizations (100%) delivered by the Foundation during 2025.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

**INSTITUTIONAL STRENGTH OF FUNDACIÓN BBVA**

Our Detailed Contribution to the SDGs

About this Report

Exhibits



# Suppliers and responsible procurement

Promoting responsible practices throughout our supply chain is an essential part of our commitment to sustainable development. We seek to ensure that every supplier we work with shares ethical, social, and environmental values that strengthen our operations and contribute positively to the community.

For this reason, we follow the guidelines established by Grupo BBVA and encourage our suppliers to adhere to **Grupo BBVA's Supplier Code of Ethics, General Procurement Principles, and Expense and Investment Management Standards**. These documents, which are periodically updated, remain permanently available through the institutional portal for consultation.

Through this framework, we aim to ensure that all commercial relationships are conducted with transparency and responsibility, fostering a supply chain aligned with environmental and social criteria that generates tangible benefits. In this way, we build relationships based on trust, clarity, and sustainability, ensuring positive impact for both society and the environment.

**We promote collaborative relationships that ensure ethical practices and responsible performance at every stage of the procurement process.**



Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

**INSTITUTIONAL  
STRENGTH OF  
FUNDACIÓN BBVA**

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



### SDGS TO WHICH WE CONTRIBUTE

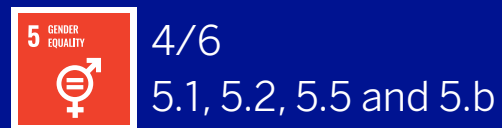
#### Directly

Applicable specific targets impacted:



#### Indirectly

Applicable specific targets impacted:



Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

INSTITUTIONAL STRENGTH OF FUNDACIÓN BBVA

Our Detailed Contribution to the SDGs

About this Report

Exhibits

# Corporate governance

## Governance structure

Fundación BBVA México is a civil association whose highest governing body is the General Meeting of Associates. This collegiate body defines the institutional strategy, supervises the proper operation of programs, and approves the Foundation's annual management. It is also responsible for appointing the Board of Directors, which oversees the direction, administration, and performance monitoring of all initiatives, while ensuring that conflicts of interest are prevented and mitigated in accordance with Grupo BBVA's standards and regulations.

The Board of Directors is composed of individuals with extensive experience across strategic sectors, fostering an interdisciplinary and robust perspective for decision-making. Its members are selected based on their professional expertise, reputation, and contributions to national development (particularly in educational matters) thereby ensuring representation of stakeholder groups connected to leadership, partner organizations, donors, and society at large. Additionally, as these are honorary positions, Board members do not receive financial compensation for their participation, reaffirming their commitment to the Foundation's mission.

During 2025, our Board of Directors met on four occasions, ensuring continuous oversight of the Foundation's progress.

Our Board of Directors is composed of 13 members, with female representation accounting for 23%.

Note: The Board of Directors participates in the Foundation's materiality assessments, where stakeholder groups are defined, along with the methods through which their relationships with the organization are managed. In this regard, the Foundation's results and their effects on stakeholders are reviewed on a quarterly basis.



During the first session of 2025, the General Meeting of Associates appointed and ratified the Foundation’s principal members, non-member officers, and statutory auditor, reaffirming our commitment to ethical and responsible governance.

Board Member		Years on the Board
Eduardo Osuna Osuna	Chair*	14 years
Jaime Serra Puche	Chair*	7 years
Beatriz Muñoz Villa	Member	1 year
Enrique José Fernández Gutiérrez	Member	2 years
Hugo Daniel Nájera Alva	Member	9 years
Alejandro José Cárdenas Bortoni	Member	4 years
Carlos Serrano Herrera	Member	9 years
Mauricio Pallares Coello	Member	1 year
Enrique José K. Cornish Stanton	Member	2 years
María Blanca Del Valle Perochena <sup>31</sup>	Member	3 years
Martha Smith Baker <sup>31</sup>	Member	20 years
Miguel Székely Pardo <sup>31</sup>	Member	8 years
Claudio Xavier González Guajardo <sup>31</sup>	Member	15 years

Board members have an average tenure of seven years.

Regular Board of Directors meetings in 2025:

- March 10
- June 13
- September 29
- December 15



<sup>31</sup> Independent Board Member

\*The Chairpersons of the Board of Directors are not officers or senior executives of Fundación BBVA México.

Note: All members of the Board of Directors are non-executive members and do not come from underrepresented social groups. Of the 13 board members, 10 are men and 3 are women. Independent board members represent broader societal stakeholder groups, specifically organized civil society.



# Board member profile

Fundación BBVA México's Board of Directors is composed of highly qualified professionals, women and men with strong career trajectories and practical experience across the social, educational, and business sectors. Their expertise contributes to strengthening our programs and ensuring responsible governance.

## Eduardo Osuna Osuna

*Chair*

**Current position:** Vice Chairman of the Board of Directors and Chief Executive Officer of BBVA México, S.A. and of Grupo Financiero BBVA México, S.A. de C.V.

**Education:** MBA from the Instituto Panamericano de Alta Dirección de Empresa (IPADE).

## Jaime Serra Puche

*Chair*

**Current position:** Independent Board Member and Chairman of the Board of Directors of BBVA México, S.A., and Grupo Financiero BBVA México, S.A. de C.V.  
- Founding Partner and Director of SAI Consultores, S.C.  
- Member of the Boards of Directors of Fondo México, Tenaris, and Vitro

**Education:** PhD in Economics from Yale University.

## Beatriz Muñoz Villa

*Member*

**Current position:** Head of Finance at BBVA México, S.A.

**Education:** Bachelor's degree in Economics and Business Sciences from the Autonomous University of Madrid.

## Enrique José Fernández Gutiérrez

*Member*

**Current position:** Head of T&C de BBVA México, S.A.

**Education:** Industrial and Systems Engineering degree from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), and an MBA from IESE Business School – University of Navarra.

## Hugo Daniel Nájera Alva

*Member*

**Current position:** Head of Retail Banking at BBVA México, S.A.

**Education:** Bachelor's degree in Business Administration from the Universidad Autónoma Metropolitana.

## Alejandro José Cárdenas Bortoni

*Member*

**Current position:** Head of Corporate and Institutional Banking at BBVA México, S.A.

**Education:** Industrial and Systems Engineering degree from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), and a Master of Business Administration (MBA) from the Instituto Panamericano de Alta Dirección de Empresa (IPADE).

## Carlos Serrano Herrera

*Member*

**Current position:** Chief Economist at BBVA México, S.A.

**Education:** PhD in Economics from the University of California, Berkeley.

## Mauricio Pallares Coello:

*Member*

**Current position:** Communications Head at BBVA México, S.A.

**Education:** Bachelor's degree in Financial Management with a specialization in International Trade from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

## Enrique José K. Cornish Stanton

*Member*

**Current position:** Head of Digital Marketing at BBVA México, S.A.

**Education:** Bachelor's degree in Business Administration. Master of Business Administration (MBA) in Finance and Entrepreneurship (2002–2003) from the University of Exeter, United Kingdom, awarded with Merit.

## María Blanca Del Valle Perochena

*Member*

**Current position:** President of Fundación Kaluz and Museo Kaluz, Vice President at Fundación Kardias, and Independent Board Member of various Non-Governmental Organizations (NGOs).

**Education:** Bachelor's degree in Actuarial Sciences from Universidad Anáhuac.

## Martha Smith Baker

*Member*

**Current position:** Member of the Board of Directors and Audit Committee of Seguros Citibanamex.

**Education:** BA, Cum Laude, from Wheaton College, Norton, Massachusetts; postgraduate studies in finance from Bentley College.

## Miguel Székely Pardo

*Member*

**Current position:** Director of the Center for Educational and Social Studies (CEES).

- Member of the Technical Advisory Committee of the SABER (Systems Approach for Better Education Results) Initiative, The World Bank, Washington, D.C.

**Education:** PhD in Economics from the University of Oxford.

## Claudio Xavier González Guajardo

*Member*

**Current position:** President of Mexicanos contra la Corrupción y la Impunidad, A.C.

- Co-founder and President of Mexicanos Primero, A.C.

- Co-founder and President of Aprender Primero, A.C.

- Co-founder, former President, and advisor of BÉCALOS

- Co-founder and Honorary Lifetime President of Unión de Empresarios para la Tecnología en la Educación, A.C. (ÚNETE)

- Co-founder and President of Mexicanos Contra la Corrupción, A.C.

- Co-founder and President of Despacho de Investigación y Litigio Estratégico, A.C. (DILE)

**Education:** Doctorate in Law and International Relations, and Master's degree in Law and Diplomacy from The Fletcher School of Law and Diplomacy at Tufts University.

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

INSTITUTIONAL  
STRENGTH OF  
FUNDACIÓN BBVA

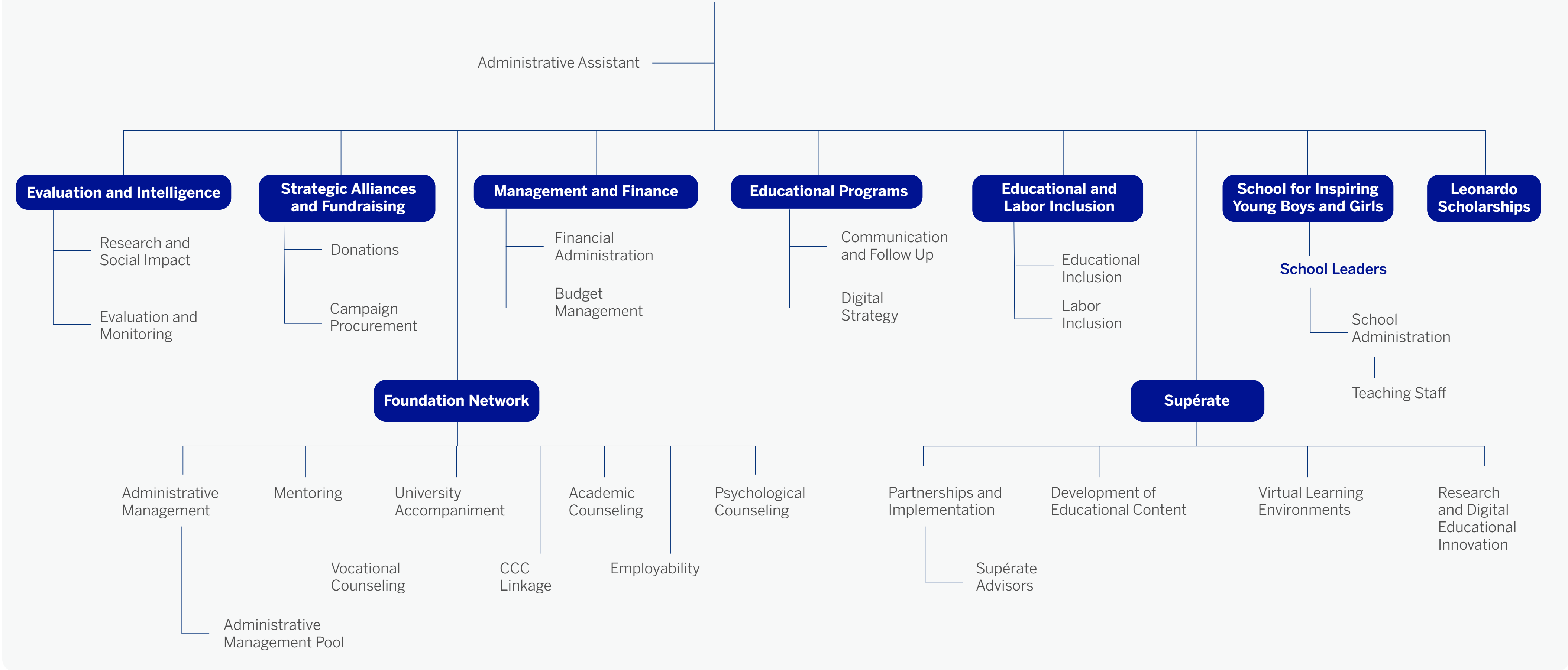
Our Detailed Contribution  
to the SDGs

About this Report

Exhibits

# Fundación BBVA México organizational structure

## Management at Fundación BBVA México



Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

**INSTITUTIONAL STRENGTH OF FUNDACIÓN BBVA**

Our Detailed Contribution to the SDGs

About this Report

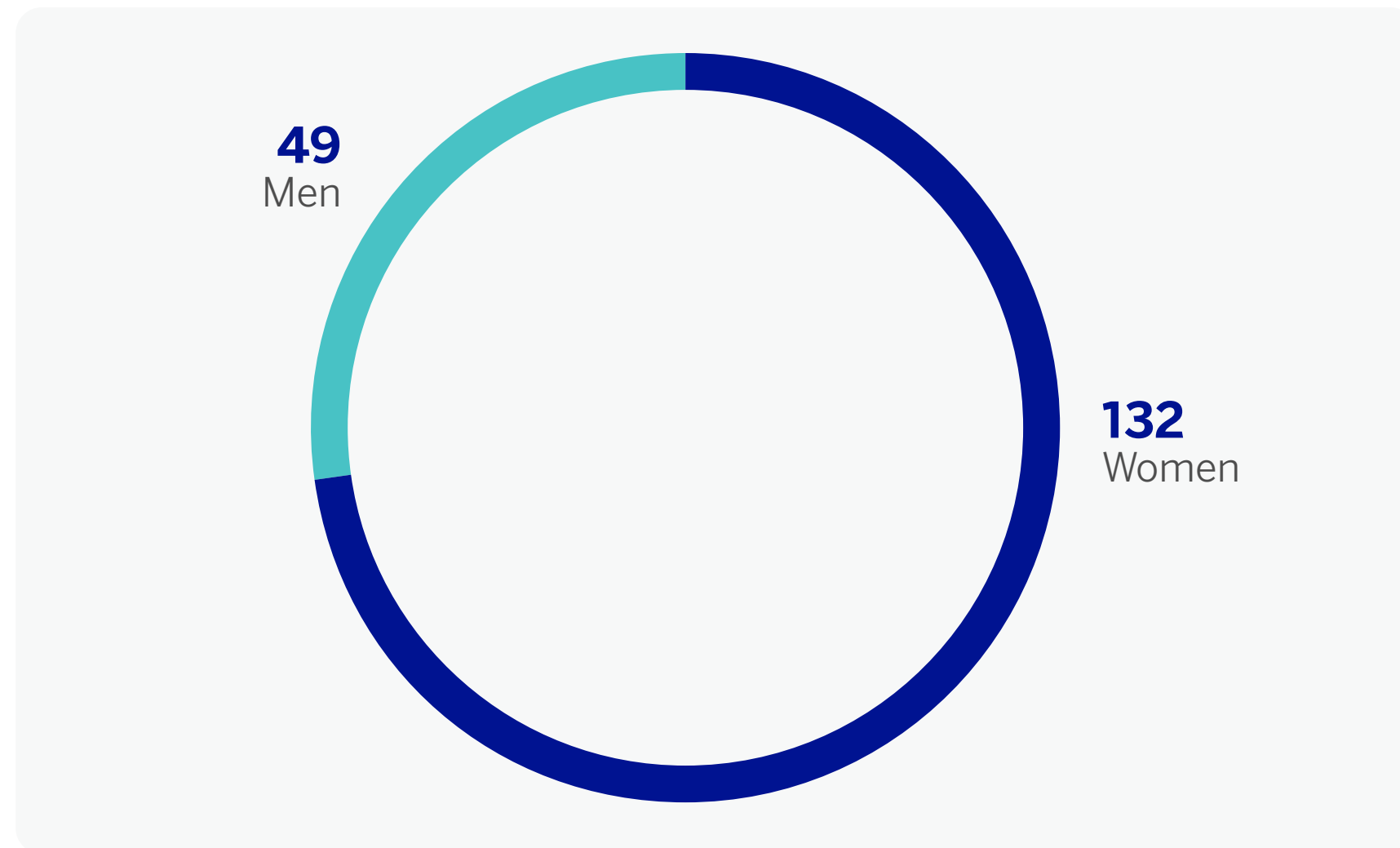
Exhibits

# Our Foundation's talent

## Workforce

Fundación BBVA México's team is composed of 181 employees<sup>32</sup> committed to advancing education, economic development, and the reduction of inequalities across the country. Each individual contributes expertise, social awareness, and a strong sense of purpose that strengthens the operation of our programs.

**Women represent 73% of our workforce.**



### Workforce by job category and age group

	Women under 30 years old	Women between 30 and 50 years old	Women over 50 years old	Men under 30 years old	Men between 30 and 50 years old	Men over 50 years old
Director	0	3	3	0	3	0
Sub-director	0	7	0	0	2	0
Specialists	23	66	2	4	30	0
Analysts	10	17	0	1	8	1
Secretary	0	0	1	0	0	0

<sup>32</sup> All Fundación BBVA México personnel are direct employees of the organization; we do not employ zero-hour or non-guaranteed-hour workers. The workforce figures reported correspond to data as of December 31, 2025. Due to the nature of the organization, we do not experience significant workforce fluctuations.



## Workforce by state and contract type

**Total permanent contract 172**  
125 Women  
47 Men

**Total Temporary contract 9**  
7 Women  
2 Men

- Permanent contract
- Temporary contract

**All Foundation employees have full-time contracts**

Women hold **72%** of leadership positions.<sup>33</sup>



<sup>33</sup> Leadership positions include management roles across junior, middle, and senior levels.

Note: All employee-related figures—including total workforce, gender, work location, contract type, work schedule, hiring, and turnover—are calculated based on reports generated by BBVA México’s Data Management systems. The collection, validation, and consolidation of this information are managed by this department and are developed in accordance with the reporting requirements of GRI Standards.

Note: Permanent contracts are those with an indefinite duration, while temporary contracts have a defined term and specified end date. Additionally, 100% of Fundación BBVA México’s workforce is employed under full-time contracts, meaning employees fulfill the maximum number of working hours permitted by law or contract, equivalent to 40 hours per week.



### Workforce by contract type and gender

Type of contract	Women	Men
Permanent	125	47
Temporary	7	2

### Workforce by work schedule and gender

Type of work schedule	Women	Men
Full	132	49

We do not have part-time employees.

Our team is an essential driver in creating sustainable opportunities that contribute to a more equitable Mexico. For this reason, we strive to provide a respectful, flexible, and enriching work environment where every individual can strengthen their capabilities and grow both professionally and personally.

Through close communication, clear processes, and wellness-focused spaces, we seek to ensure that every employee receives the support needed to foster a fulfilling experience within the Foundation.



### Total hiring

	Number	Hiring rate by category
Women under 30 years old	9	27.27%
Women between 31 and 50 years old	11	11.83%
Women over 51 years old	1	16.67%
<b>Total women</b>	<b>21</b>	<b>15.91%</b>
Men under 30 years old	3	60.00%
Men between 31 and 50 years old	4	9.30%
Men over 51 years old	-	-
<b>Total men</b>	<b>7</b>	<b>14.29%</b>
<b>Grand total</b>	<b>28</b>	<b>100.00%</b>
<b>Total hiring rate</b>		<b>15.47%</b>

### Hires by gender

	Number	Hiring rate by gender
Women	21	15.91%
Men	7	14.29%
<b>Grand total</b>	<b>28</b>	<b>15.47%</b>

### Hires by agreement group

	Number	Hiring rate by age group
Employees under 30 years of age	12	31.58%
Employees between 31 and 50 years of age	15	11.03%
Employees over 51 years of age	1	14.29%
<b>Gran total</b>	<b>28</b>	<b>15.47%</b>



Total turnover	Number	Turnover rate	Turnover rate by category
Women under 30 years old	4	14.29%	<b>12.12%</b>
Women between 31 and 50 years old	10	37.51%	<b>10.75%</b>
Women over 51 years old	-	0.00%	<b>0.00%</b>
<b>Total women</b>	<b>14</b>	<b>50%</b>	<b>10.61%</b>
Men under 30 years old	1	3.57%	<b>20.00%</b>
Men between 31 and 50 years old	2	7.14%	<b>4.65%</b>
Men over 51 years old	1	3.57%	<b>100%</b>
<b>Total men</b>	<b>4</b>	<b>14.29%</b>	<b>8.16%</b>
<b>Grand total</b>	<b>18</b>	<b>64.29%</b>	<b>100%</b>
<b>Total turnover rate</b>		<b>9.94%</b>	

Employee turnover by gender	Number	Turnover rate by gender
Women	14	10.61%
Men	4	8.16%
<b>Grand total</b>	<b>18</b>	<b>9.94%</b>

Employee turnover by age group	Number	Turnover rate by age group
Employees under 30 years of age	5	13.16%
Employees between 31 and 50 years of age	12	8.82%
Employees over 51 years of age	1	14.29%
<b>Grand total</b>	<b>18</b>	<b>9.94%</b>

### Hiring and turnover by entity

State	Hirings	Hiring Rate	Turnover	Turnover Rate
Aguascalientes	0	0.00%	0	0.00%
Baja California	0	0.00%	1	25.00%
Baja California Sur	0	0.00%	0	0.00%
Campeche	0	0.00%	0	0.00%
Chiapas	0	0.00%	0	0.00%
Chihuahua	0	0.00%	0	0.00%
Coahuila	0	0.00%	0	0.00%
Colima	0	0.00%	0	0.00%
Mexico City	8	10.67%	3	4.00%
Durango	0	0.00%	0	0.00%
State of Mexico	15	46.88%	11	34.38%
Guanajuato	0	0.00%	1	100%*
Guerrero	0	0.00%	0	0.00%
Hidalgo	0	0.00%	0	0.00%
Jalisco	0	0.00%	0	0.00%
Michoacán	0	0.00%	0	0.00%
Morelos	0	0.00%	0	0.00%
Nayarit	0	0.00%	0	0.00%
Nuevo León	0	0.00%	0	0.00%
Oaxaca	0	0.00%	0	0.00%
Puebla	1	16.67%	0	0.00%
Querétaro	0	0.00%	0	0.00%
Quintana Roo	0	0.00%	0	0.00%
San Luis Potosí	0	0.00%	0	0.00%
Sinaloa	0	0.00%	0	0.00%
Sonora	0	0.00%	0	0.00%
Tabasco	0	0.00%	0	0.00%
Tamaulipas	0	0.00%	0	0.00%
Tlaxcala	0	0.00%	0	0.00%
Veracruz	4	28.57%	2	14.29%
Yucatán	0	0.00%	0	0.00%
Zacatecas	0	0.00%	0	0.00%
<b>Total</b>	<b>28</b>	<b>15.47%</b>	<b>18</b>	<b>9.94%</b>

\*The 100% figure reflects the turnover of a single employee within that state during 2025.

**30% of vacancies opened in 2025 were filled by Fundación BBVA employees.**

**In 2025, a total of 18 employee departures were recorded, of which 11 were voluntary resignations.**



## Benefits

At the Foundation, we promote a comprehensive care approach that addresses the different life stages and needs of our workforce. As part of this commitment, we offer benefits that exceed legal requirements, hybrid work arrangements, and benefits that can be extended to family members and friends.

Additionally, we maintain extended maternity leave of 112 calendar days, which includes 22 additional days beyond what is legally required, as well as five-week paternity leave for employees welcoming a child.

In compliance with Mexico’s Federal Labor Law, all Foundation employees have the right to parental leave upon becoming mothers or fathers. Accordingly, all 132 female employees and 49 male employees are eligible for this benefit.

**In 2025, two employees took paternity leave and three employees utilized maternity leave<sup>34</sup>.**

Throughout the year, we continued strengthening our comprehensive health program, which includes preventive care campaigns, medical checkups, physical wellness activities, and services related to nutrition and emotional well-being. We also maintain specialized support programs

to address specific conditions such as autism, Down syndrome, mental health, endometriosis, menopause, among others.

**The care and well-being of our workforce is a priority.** For this reason, we developed a comprehensive health campaign that promotes healthy habits through physical activities, nutritional guidance, and sports-related services.

These efforts are complemented by medical and wellness services, including general medical consultations, nutrition services, vaccination campaigns, lactation rooms, pharmacy services, massage therapy, and clinical testing.

Additionally, we offer free health check-ups for employees and their spouses over the age of 25, with screenings tailored by age and gender, contributing to disease prevention and early detection. We also promote in-person activities at our facilities, such as sports programs and dance classes, to strengthen physical and emotional well-being.

As part of our health commitment, we implemented a specialized obesity treatment program and expanded healthcare coverage for other conditions, including HIV, ensuring comprehensive and accessible care for all.

Every employee also has permanent access, 24/7 and year-round, to the confidential reporting channel, through which they may report any situation contrary to the Code of Conduct or institutional values. Each report received is handled under clear protocols, with an objective, impartial, and fully confidential approach.

<sup>34</sup> By year-end, the two male employees and two female employees had returned to their roles, while one additional female employee had separated from the organization. The overall return-to-work rate for employees who took parental leave in 2025 was 80% (100% for men and 66% for women). This rate is calculated as follows: [(Total number of employees who returned to work after parental leave) / (Total number of employees expected to return to work after parental leave)] × 100. The employee retention rate for those who took parental leave in 2025 was also 80% (50% for men and 100% for women). This rate is calculated as follows: [(Total number of employees who returned to work after parental leave and remained employed 12 months later) / (Total number of employees who completed parental leave)] × 100. During 2025, the total number of employees who returned to work after completing parental leave were, by gender, 7 women and 2 men, while the employees who returned to work and remained employed 12 months later were 3 women and 1 man.



# Training and Evaluation

Continuous learning is one of the core pillars driving professional growth within the Foundation. In 2025, our team participated in 843 hours of in-person training, complemented by a robust offering through our digital learning ecosystem.

Through the e-campus platform, we delivered more than 15 courses covering key topics such as Anti-Money Laundering (AML), ethics and integrity, anti-corruption, artificial intelligence, insider information, market manipulation, and civil protection principles.

In total, the e-campus recorded 4,021 training hours, strengthening the technical, operational, and strategic capabilities of our workforce.

**We provide learning opportunities designed to update competencies and promote the professional development of our team.**

## Average training hours by job category

Job category	Average training hours
Director	42.61
Sub-director	29.71
Specialists	31.31
Analysts	24.71
Secretary	18.64
<b>Total</b>	<b>30.37</b>

## Employee training in 2025

**5,497.54** total training hours

### Average hours per gender

<b>30.51</b> average training hours per female employee	<b>29.99</b> average training hours per male employee	Total » <b>30.37</b>
---	---	-------------------------

**1,107.23**  
hours of regulatory  
training courses

**322**  
hours of AML training\*

**83**  
hours of anti-corruption  
training\*\*

**250.5**  
hours of information  
security training

\*Anti-Money Laundering (AML)

Note: The remaining hours correspond to various additional training topics.

\*\*100% of the Foundation's workforce (referenced on page 86) was informed and trained on BBVA's anti-corruption policies and procedures.



### In-person training by job category and gender

Job category	Total female employees in the organization	Total training hours for female employees	Average annual training hours for women	Total male employees in the organization	Total training hours for male employees	Average annual training hours for men
Director	6	129.25	21.54	3	85.75	28.58
Sub-director	7	49	7	2	18	9
Specialists	91	537.83	5.91	34	152.75	4.49
Analysts	27	98.25	3.63	10	14	1,4
Secretary	1	2.25	2.25	0	0	0
<b>Total</b>	<b>132</b>	<b>816.58</b>	6.19	<b>49</b>	<b>270.5</b>	5.52

### E-campus training

Job category	Total female employees in the organization	Total training hours for female employees	Average annual training hours for women	Total male employees in the organization	Total training hours for male employees	Average annual training hours for men
Director	6	113.81	18.97	3	54.70	18.23
Sub-director	7	164.93	23.56	2	35.43	17.72
Specialists	91	2,314.1	25.43	34	908.90	26.73
Analysts	27	602.03	22.30	10	200.17	20.02
Secretary	1	16.39	16.39	0	0	0
<b>Total</b>	<b>132</b>	<b>3,211.26</b>	24.33	<b>49</b>	<b>1,199.20</b>	24.47





### Training across various topics by gender

Job category	Total female employees in the organization	Total training hours for female employees	Average annual training hours for women	Total male employees in the organization	Total training hours for male employees	Average annual training hours for men
Regulatory courses		806.38	6.11		300.85	6.14
Anti-corruption	132	58	0.44	49	25	0.51
AML		235	1.78		87	1.78
Information security		183	1.39		67.5	1.38

Additionally, each year we conduct performance evaluations with the objective of recognizing achievements, identifying areas for improvement, and fostering a culture of continuous development. These evaluations also contribute to talent mapping, variable compensation adjustments, and the identification of each individual's current and potential capabilities.

In 2025, 95.03%<sup>35</sup> of our employees participated in BBVA's performance evaluation process, reaffirming our commitment to transparent, equitable, and results-oriented professional development.

**Performance evaluations enable us to promote continuous improvement and guide the professional growth of each employee.**

### Percentage of employees who participated in performance evaluations, by gender

Genre	Percentage of employees who participated in performance evaluations
Women	95.45%
Men	93.88%
Total	95.03%

### Percentage of employees who participated in performance evaluations, by job category

Job category	Average training hours
Director	88.89%
Subdirector	100%
Specialists	94.40%
Analysts	97.30%
Secretary	100%
<b>Total</b>	<b>95.03%</b>

<sup>35</sup> Employees eligible to participate in the current year's evaluation are those who joined the workforce no later than October 1. Otherwise, their evaluation will be conducted beginning the following year.



# Fundación BBVA México employees

## Fundación BBVA México Leadership

**Sofía Ize Ludlow**

Beatriz Calderón Durán

## Administration and Finance Department

**Paola Karina Vázquez Nava**

Javier Ramírez Mendoza

Karla Estefanía Sánchez Lara

Ricardo Vicencio Guzmán

Samara Raziél Pérez Mendoza

## Strategic Partnerships and Fundraising Department

**Alejandra Maleba Arias Chavira**

Guadalupe Idaly Salas Andrade

Joel Esteban Nieto Ricarte

Pamela Yazmín Godínez Vázquez

## Evaluation and Intelligence Department

Beatriz Yunuen González Rodríguez

Cristian Franco Canseco

Erick Herrera Galván Gutiérrez

## Supérate Leadership

**Eva Soledad Vázquez Anchondo**

Andrea Guevara Cinto

Camilo Francisco Martínez Romero

Edgar Villaseca Godínez

Karla Rebeca Reyes Ángel

Ana Karen Arteaga González

Ángel Alberto Rodríguez Cartagena

Arely Robles Vilchis

Daniel David Cuenca Puebla

Judith Juárez Cruz

María Fernanda Rodríguez Laviño

María Fernanda Villar Castelán

## Educational and Workforce Inclusion Department

**Gabriela Támez Hidalgo**

Cristina Seldas Alarcón

Leonardo Tolentino Arévalo

Marcela Tarano Vázquez Mellado

Marta Jiménez Cortés

Tania Marcela Vite Romero

## Educational Programs Department

**Daniel René Raymond Coulomb Herrasti**

Gabriela Sánchez Eguiza

Roberto López Lara

Susana Enríquez Silva

Tania Aztatzi Pluma

## Inspiring Young Boys and Girls Schools Department

**María Gabriela Villatoro Astorga**

Indira Lizbeth Tolentino Sánchez

Jessica Paola Navarro Patiño

Rebeca Martínez Goiz

Ana Laura Ángeles Hernández

Angie Vilchis Romero

Belem Uribe Villegas

Carlos Daniel Ruiz Cano

Cecilia Adriana Velázquez Martínez

Claudia Iris García Pérez

Dafne Daniela López Delgado

Diana Elizabeth Carmona Mejía

Diana Lorena Morales Abreo

Diana Trujillo Montiel

Erika Giovanna Valencia Navarrete

Erika Marlen Ortega Sánchez

Gabriela Cetina Robles

Ivone Esquivel Ibarra

Jennyfer Alejandra Colín Montenegro

José Gabriel González Bautista

José Salvador Uribe Gutiérrez

Juan Esteban Reyes Reyes

Juan Francisco Mendoza Benítez

Karen Casasola Desales

Laura Alejandra Martínez Jiménez

Lilia Isabel Rendis Jam

Lucero del Carmen Tepepa Hernández

Lucila Vázquez Luévano

Magdalena Juárez Mercado

Marely Loya Ramírez

María Guadalupe López Castro

María Selene Abarca Martínez

Melanie Ochoa Morales

Ojany Oliver Manzanarez

Osiris Velázquez Román

Rosalba Juárez Muñoz

Vania Karesli Silva González

Yaritza Yamilé Tostado Domínguez

Yolanda Hernández Ángeles

## Foundation Network Department

**Luis Fabián Bonilla Yarzabal**

Adriana Eugenia Pérez Granados

Ana Laura Reyes Millán

Blanca Esthela Muñoz Mendiola

Gilberto Aguilar Lee

Itzel Adriana Ramírez Plaza

Jesús Samuel Fernández Gutiérrez

Rafael Méndez Martínez

Viridiana Roldán Zamora

Jeimmy Catalina Galindo Caro

Abigail Esmeralda Sánchez Herrera

Adán de Jesús Zuñiga Franco

Adriana Elizabeth Tristán Gómez

Adriana Guadalupe Sánchez Jiménez

Aiydè Vijosa Muñoz

Alberto Isaac Ortega Heredia

Alejandra Pérez Cruz

Alejandro Correa Correa

Alondra Yissel García Cruz

Ana Bertha Estrada Ruvalcaba

Ana Gabriela Vázquez Salgado

Ana Luisa del Razo Moreno

Ana María Hernández Sánchez

Andrea Lorena Ramos Ramírez

Angélica Hernández Guerra

Arturo Santana Ventura

Blanca Irene Meinecke Osorio

Braulio Enrique Rivera Pérez

Brenda Monserrat Salazar Andrade

Brenda Monserrat Varela Peña

Carol Giselle Sandoval González

Carol Selene Lecou Murcia

César Ignacio Pérez Jiménez

Cynthia Michelle Juárez Acoltzi

Dacia Cristal García García

Dariana Calixto Rosas

Dulce Jazmín América Apodaca Con

Dulce Jazmín Dario Carbajal

Elsa Ayala Ramos

Emma Flores Campos

Erick Reyes Silva

Felipe de Jesús Anaya Gómez

Gladys Lucero Saucedo de León

Guadalupe López

Hugo Enrique Pérez Martínez

Isabel Daza Garcés

Isis Nut Villanueva Vargas

Ismael Martínez García

Jaime Francisco Marken Iturralde

Jairo Aljady Valadez Crisanto

Jeannette Monserrat Jiménez Vázquez

Jessica Pérez Afanador

Jesús Antonio Córdova Martínez

Jesús Eduardo Juárez Sánchez

Johanna Mondrán López

José de Jesús Rodríguez Ramírez

José Rogelio Salvador Magaña

Juan Carlos Malagón Pérez

Juan Manuel López Orozco

Karen Marisol Martínez Acosta

Karent Denise López Gómez

Linda Sagrario Pérez de León

Luis Arturo Gómez Herrera

Luis Israel Balleza Armenta

Luz Maialen Montiel Vásquez

Manuela Sandoval Soto

Mara Thalía Burgueño Aburto

María Concepción Paez Muñoz

María de Lourdes Prado Moreno

María del Rocío Sánchez García

María Fernanda Montes de Oca

Barrientes

María Fernanda Ortíz Torres

María Guadalupe García Huitrón

María Guadalupe Jiménez Barajas

María Guadalupe Martínez Landeros

Maricela Carrasco Flores

Mariel de León Pérez

Mario Galván García

Marissa Pérez Puga

Mauricio Jesús Hernández de la Cruz

Miguel Iván Martínez González

Miriam Angélica Alejandre Aviles

Miriam Mellado Valdes

Nadia Peral García

Nallely Carmina Gámez Galván

Nancy Esther Valencia Inclán

Pamela Michelle Murillo Vega

Paola Chávez Vázquez

Patricia Guadalupe García Álvarez

Raúl Rentería Ortíz

Roberto Daniel Torres Bañuelos

Rosa Isablen Gallardo González

Rosa Isela Castillo Olvera

Sharon Juárez Bardales

Silvia Ivette García Bautista

Tania Berenice Piña Morales

Tania Renata Leal Montagno

Ursus Manuel Alejandro López Favela

Viridiana Yazmín Espinoza Velez

Yanina de Luna Ocampo

Yareni Motserrat Santiago Razo

Yessica Abigahit Castillo Solís

Yessica Murillo Sánchez

Yuriana Casamayor Luna

## Leonardo Scholarships Department

**Horacio Tonatiuh Chavira Cruz**

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

**INSTITUTIONAL  
STRENGTH OF  
FUNDACIÓN BBVA**

Our Detailed Contribution  
to the SDGs

About this Report

Exhibits



## Recognition

Each year, we celebrate the effort and dedication of young people who, through the BBVA Scholarships Program for Inspiring Young Boys and Girls, have made meaningful progress toward the goal of graduating from university. Their journey reflects not only academic excellence, but also a strong commitment to society.

We proudly recognize the students who stand out for combining knowledge with social responsibility, demonstrating that academic success can go hand in hand with the positive transformation of their communities:

### Gerardo Murga Montelongo

An outstanding Mexican student currently studying at Stanford University, he was selected as one of the 50 global finalists for the 2023 Global Student Prize. His leadership journey began at an early age as a member of the Children’s Parliament (2016) and was further strengthened through an excellence scholarship at Prepa Tec of Tecnológico de Monterrey. As the global winner of the 2022 RISE initiative, Gerardo is the founder of ULATAN, an organization that empowers young leaders across Latin America. A polyglot (Spanish, English, German, and French) and educational technology developer, he stands out for his ability to combine critical thinking with technological solutions that generate international social impact.



### Sophie Alessandra Castro Bobadilla

Scholarship recipient in the “Inspiring Young Boys and Girls with Disabilities” program. She is currently pursuing a degree in Applied Linguistics at UNAM and has demonstrated notable proficiency in both English and German. Her academic excellence in German earned her a scholarship to pursue studies in Berlin. Beyond her academic achievements, Sophie is also a talented singer who has performed at prominent cultural venues such as the Franz Mayer Museum and the Vasconcelos Library. Her vocal talent also extends into the professional sphere, as she has experience in voice acting, having participated in major film productions such as The Incredibles 2 and Strange World.

### Alejandra Esparza Pelcastre

Scholarship recipient in the BBVA Scholarships Program for Inspiring Young Boys and Girls since middle school, she is currently pursuing a degree in Computer Science. Her academic excellence is multidisciplinary, with outstanding achievements in both national and international competitions: she is a national medalist in Physics, Mathematics, Computer Science, and Chemistry. She has represented Mexico in three International Physics Olympiads and achieved third place in AWS DeepRacer’s global artificial intelligence and autonomous vehicles competition. These accomplishments have also led her to become a state-level coach for Mathematics and Physics Olympiads. In addition, she is the founder of YOU (mod STEM), an organization dedicated to promoting free STEM education.



# Our Detailed *Contribution* to the SDGs



At Fundación BBVA, we reaffirm our commitment to the Sustainable Development Goals, working toward a more just and sustainable future.



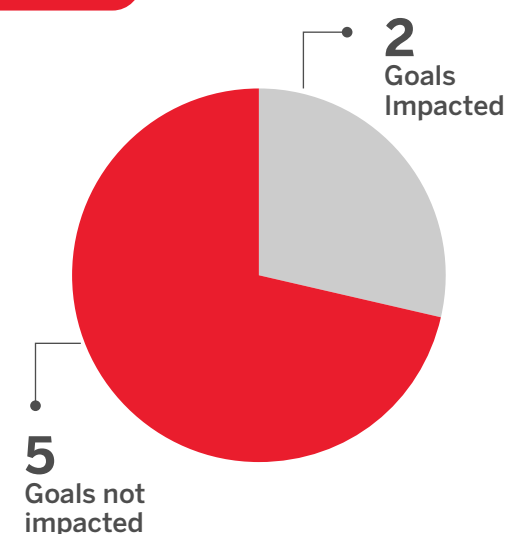
## Goal 1

**End poverty in all its forms everywhere by 2030.**

Building a more equitable and prosperous country requires ensuring access to essential resources for all people. For this reason, through our educational programs, we combine technical and practical development, ensuring that young people can access employment opportunities and improve their quality of life, thereby contributing to their self-sufficiency and collective development.

### Proportion of goals impacted

5/7



### Goals Impacted

- 1.1** By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than USD 1.25 a day.
  - Inspiring Young Boys and Girls
- 1.2** By 2030, reduce by at least half the proportion of men, women, and children of all ages living in poverty in all its dimensions according to national definitions.
  - Inspiring Young Boys and Girls Schools
  - Inspiring Young Boys and Girls with Disabilities
  - Inspiring Young Boys and Girls
- 1.3** Implement nationally appropriate social protection systems and measures for all, and by 2030 achieve substantial coverage of the poor and the vulnerable.
  - Inspiring Young Boys and Girls
- 1.4** By 2030, ensure that all men and women, particularly the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, new technologies, and financial services, including microfinance.
  - Inspiring Young Boys and Girls
- 1.5** By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social, and environmental shocks and disasters.
  - Natural Disaster Relief

### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	Tuition-free education	<ul style="list-style-type: none"> <li>• 425 students enrolled across our three Inspiring Young Boys and Girls Schools</li> </ul>
Inspiring Young Boys and Girls with Disabilities	Financial scholarship support	<ul style="list-style-type: none"> <li>• 4,479 scholarship recipients</li> <li>• Improved material well-being for scholarship recipients<sup>36</sup></li> </ul>
Natural Disaster Relief	Distribution of food packages and hygiene kits	<ul style="list-style-type: none"> <li>• 24 mil people benefited</li> <li>• 36 tons of food distributed</li> </ul>
Inspiring Young Boys and Girls	<ul style="list-style-type: none"> <li>• Financial scholarships from middle school through university</li> <li>• Medical insurance for scholarship recipients</li> <li>• Financial inclusion for scholarship recipients</li> </ul>	<ul style="list-style-type: none"> <li>• More than 50,000 scholarship recipients</li> <li>• 100% of scholarship recipients are covered by major medical insurance</li> </ul>

<sup>36</sup> Based on the Quality of Life Index, which ranges from 45 to 145, where a higher score reflects a better quality of life.



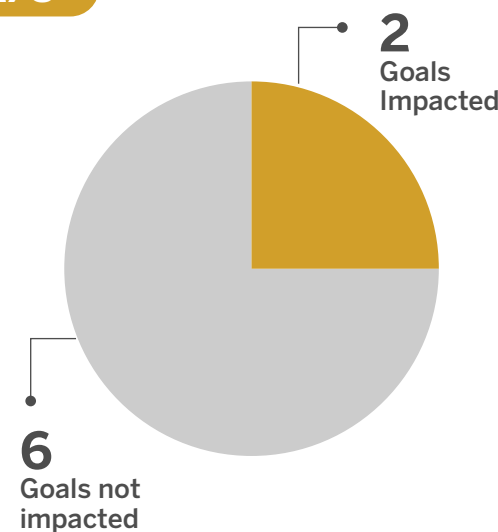
## Goal 2

*To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture.*

We recognize that balanced nutrition is essential for children’s learning, development, and overall well-being. For this reason, our Inspiring Young Boys and Girls Schools provide free meals to students, ensuring they receive the nutrients necessary for physical growth and intellectual development. Likewise, in response to emergencies and natural disasters, we support affected communities through the distribution of food packages that help guarantee food security.

### Proportion of goals impacted

2/8



### Goals Impacted

**2.1** By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

**2.2** By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.

- Inspiring Young Boys and Girls Schools
- Natural Disaster Relief

### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	<ul style="list-style-type: none"> <li>• Free cafeteria service within the schools</li> <li>• Menus designed with appropriate nutritional content for students</li> </ul>	<ul style="list-style-type: none"> <li>• 425 students across our three Inspiring Young Boys and Girls Schools</li> </ul>
Natural Disaster Relief	Distribution of food packages	<ul style="list-style-type: none"> <li>• 24,000 people benefited</li> <li>• 36 tons of food delivered</li> </ul>



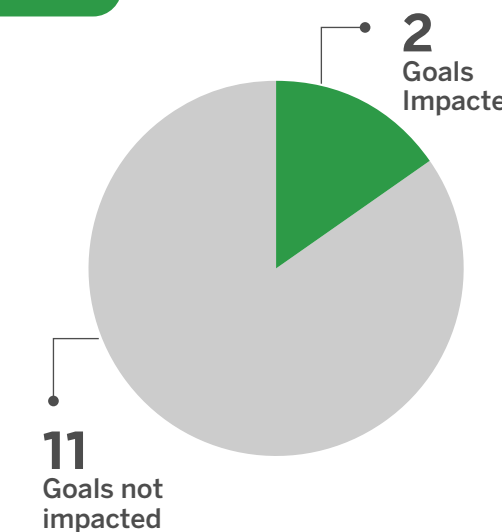
## Goal 3

*Ensure healthy lives and promote well-being for all at all ages*

Health and well-being are fundamental rights that we strive to guarantee for the most vulnerable populations. Through our medical insurance for scholarship recipients, we not only cover basic healthcare needs, but also ensure access to specialized treatments and mental health services that are essential to their comprehensive development. Additionally, in response to natural disasters, we provide hygiene kits containing essential products that help prevent illness and maintain basic health conditions during times of crisis.

### Proportion of goals impacted

2/13



### Goals Impacted

**3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

- Inspiring Young Boys and Girls
- Natural Disaster Relief

**3.9** By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

- Inspiring Young Boys and Girls

### Indicator impact mechanisms

Program	Mechanism	Indicator
Natural Disaster Relief	Distribution of hygiene kits	<ul style="list-style-type: none"> <li>• 24,000 people benefited</li> </ul>
Inspiring Young Boys and Girls	Medical insurance for scholarship recipients	<ul style="list-style-type: none"> <li>• 100% of scholarship recipients are covered by major medical insurance</li> </ul>

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

OUR DETAILED CONTRIBUTION TO THE SDGS

About this Report

Exhibits



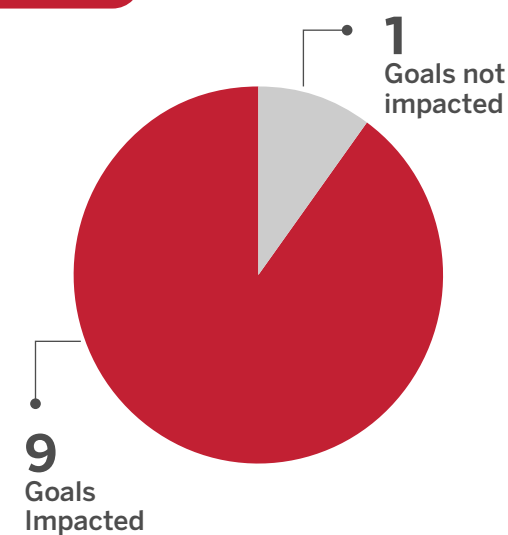
## Goal 4

**Ensure inclusive, equitable, and quality education, and promote lifelong learning opportunities for all.**

We recognize that education is a fundamental tool for improving lives and generating positive social impact. For this reason, we allocate resources to strengthen the educational system and make it more accessible and higher in quality, ensuring that young people from all backgrounds have equitable opportunities to achieve their full potential and contribute to the country's progress.

### Proportion of goals impacted

9/10



### Goals Impacted

**4.1** By 2030, ensure that all girls and boys complete free, equitable, and quality primary and secondary education leading to relevant and effective learning outcomes.

- Inspiring Young Boys and Girls with Disabilities
- Inspiring Young Boys and Girls
- Inspiring Young Boys and Girls Schools

**4.3** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational, and higher education, including university.

- Inspiring Young Boys and Girls with Disabilities
- Inspiring Young Boys and Girls
- Supérate with Fundación BBVA

**4.4** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational competencies, for employment, decent work, and entrepreneurship.

- Supérate with Fundación BBVA
- Inspiring Young Boys and Girls with Disabilities
- Inspiring Young Boys and Girls
- Partnerships for Education

**4.5** By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for vulnerable populations, including persons with disabilities, Indigenous peoples, and children in vulnerable situations.

- Supérate with Fundación BBVA
- Inspiring Young Boys and Girls with Disabilities
- Inspiring Young Boys and Girls
- Inspiring Young Boys and Girls Schools
- Partnerships for Education

**4.6** By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.

- Inspiring Young Boys and Girls Schools
- Inspiring Young Boys and Girls

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including through education for sustainable development and sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and culture's contribution to sustainable development.

- Inspiring Young Boys and Girls Schools
- Inspiring Young Boys and Girls

**4.a** Build and upgrade educational facilities that are child, disability, and gender sensitive, and provide safe, non-violent, inclusive, and effective learning environments for all.

- Inspiring Young Boys and Girls Schools

**4.b** By 2020, substantially increase the global availability of scholarships for students from developing nations, with a specific focus on least developed countries, small island developing States, and African nations. These scholarships aim to facilitate the enrollment of students in higher education programs, encompassing vocational, technical, scientific, engineering, and information and communications technology programs, both in developed countries and other developing nations.

- Inspiring Young Boys and Girls Schools
- Inspiring Young Boys and Girls

**4.c** By 2030, significantly increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially the least developed countries and small island developing states.

- Supérate with Fundación BBVA



**Indicator impact mechanisms**

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	<ul style="list-style-type: none"> <li>Comprehensive education for students</li> <li>Construction of educational facilities</li> <li>Ongoing teacher training</li> </ul>	<ul style="list-style-type: none"> <li>425 students across our three Inspiring Young Boys and Girls Schools</li> <li>3 schools built</li> <li>100% of teachers have received training</li> </ul>
Inspiring Young Boys and Girls with Disabilities	<ul style="list-style-type: none"> <li>Educational inclusion for persons with disabilities</li> <li>Financial scholarships</li> <li>Psychological, academic, and vocational support</li> </ul>	<ul style="list-style-type: none"> <li>Improvement in the Quality of Life Index</li> </ul>
Partnerships for Education	Funding for projects that contribute to the educational continuity of individuals facing compounded economic and social disadvantages	<ul style="list-style-type: none"> <li>100% educational continuity among individuals benefited by supported projects</li> </ul>
Supérate with Fundación BBVA	<ul style="list-style-type: none"> <li>Teacher training</li> <li>Academic and socio-emotional remediation for students</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of more than 4 points out of 100 in Talent Assessments after completing the learning pathway</li> <li>Training provided to more than 7,000 teachers</li> <li>+194,000 platform users</li> </ul>
Inspiring Young Boys and Girls	<ul style="list-style-type: none"> <li>Financial scholarships from middle school through university</li> <li>Sustainability education</li> <li>Academic, vocational, and psychological guidance</li> </ul>	<ul style="list-style-type: none"> <li>48,000 scholarship recipients supported through academic, vocational, and/or psychological guidance</li> <li>100% of scholarship recipients overcome their condition of poverty upon graduating from the program</li> <li>98% educational continuity</li> <li>80% of scholarship recipients are the first in their families to complete university</li> </ul>



Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

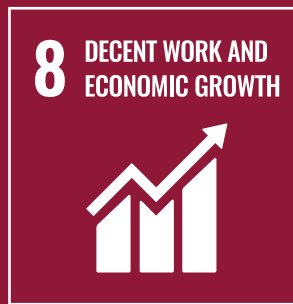
Educational Impact

Institutional Strength of Fundación BBVA

**OUR DETAILED CONTRIBUTION TO THE SDGS**

About this Report

Exhibits



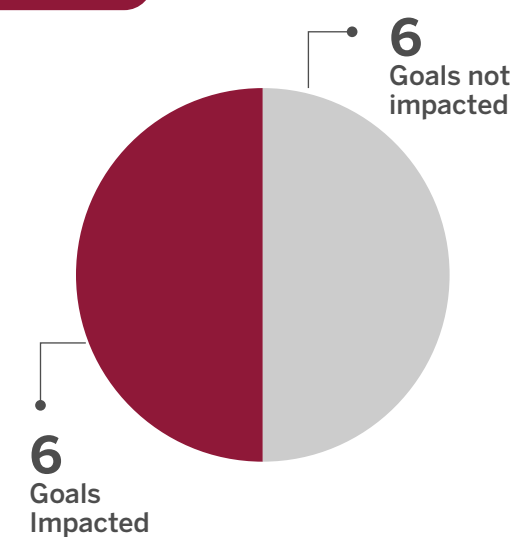
## Goal 8

**To promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

Decent, well-paid employment is an essential driver of economic growth and social well-being. For this reason, we support graduates of the Inspiring Young Boys and Girls program in their transition into the labor market by providing job search guidance and training in key skills. Our commitment is to promote not only their professional success, but also their active contribution to the country's sustainable development.

### Proportion of goals impacted

6/12



### Goals Impacted

- 8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of microenterprises and small and medium-sized enterprises, including through access to financial services.
- 8.4** Progressively improve, through 2030, global resource efficiency in consumption and production, and strive to decouple economic growth from environmental degradation, in accordance with the Ten-Year Framework of Programs on Sustainable Consumption and Production, with developed countries taking the lead.
- 8.5** By 2030, achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, as well as equal pay for work of equal value.
- 8.6** By 2020, substantially reduce the proportion of youth not in employment, education, or training.
- 8.8** Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, particularly women migrants, and those in precarious employment.
- 8.10** Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, financial, and insurance services for all.
  - Inspiring Young Boys and Girls



### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls	<ul style="list-style-type: none"> <li>• Financial inclusion and financial education</li> <li>• Employability support and first-job placement assistance for graduates</li> </ul>	<ul style="list-style-type: none"> <li>• 93% of graduates secured their first job</li> <li>• 80% of scholarship recipients are the first in their family to complete university</li> </ul>



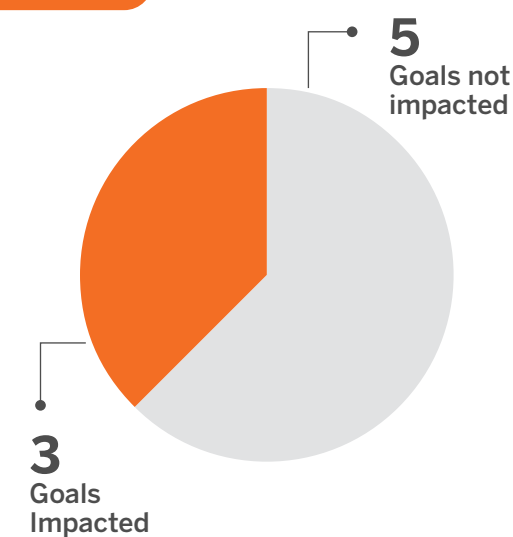
## Goal 9

**Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.**

Technological progress and infrastructure development are key drivers of sustainable industrial development and economic growth. For this reason, we focus our efforts on connecting the academic sector with industry, promoting the transfer of knowledge and technology. Through these actions, we contribute to building an ecosystem that fosters inclusive, sustainable economic growth prepared for future challenges.

### Proportion of goals impacted

3/8



### Goals Impacted

- 9.2** Promote inclusive and sustainable industrialization and, by 2030, significantly increase industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries.
- 9.5** Enhance scientific research and upgrade the technological capabilities of industrial sectors in all countries, particularly developing countries, including by encouraging innovation and substantially increasing the number of research and development workers per one million people, as well as public and private research and development spending by 2030.
  - Inspiring Young Boys and Girls
- 9.b** Support domestic technology development, research, and innovation in developing countries, including by ensuring a conducive policy environment for industrial diversification and value addition to commodities.
  - Inspiring Young Boys and Girls Schools

### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	<ul style="list-style-type: none"> <li>• Comprehensive education in our Schools</li> </ul>	<ul style="list-style-type: none"> <li>• 425 students across our three Inspiring Young Boys and Girls Schools</li> </ul>
Inspiring Young Boys and Girls	<ul style="list-style-type: none"> <li>• Graduates' contribution to the labor market</li> <li>• Promotion of postgraduate studies in research fields</li> <li>• Encouragement of enrollment in the country's leading universities</li> </ul>	<ul style="list-style-type: none"> <li>• 58% of scholarship recipients study at the country's top universities</li> <li>• 93% of our graduates have secured their first job</li> <li>• +300 scholarship recipients have been hired by BBVA</li> </ul>





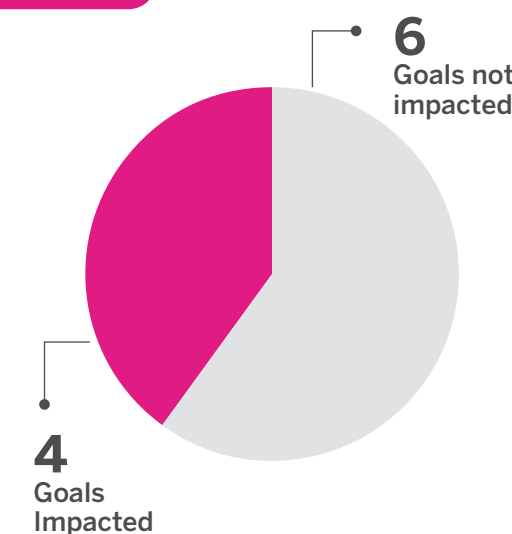
## Goal 10

### Reduce inequality within and among countries

Our commitment to equity and inclusion drives us to promote actions that reduce inequalities in the country. We prioritize initiatives that foster accessible, high-quality education for all, while also supporting projects focused on the economic and social empowerment of historically marginalized groups<sup>37</sup>.

#### Proportion of goals impacted

4/10



#### Goals Impacted

**10.1** By 2030, progressively achieve and sustain income growth of the bottom 40% of the population at a rate higher than the national average.

- Inspiring Young Boys and Girls with Disabilities
- Inspiring Young Boys and Girls

**10.2** By 2030, empower and promote the social, economic, and political inclusion of all people, regardless of age, sex, disability, race, ethnicity, origin, religion, economic status, or other condition.

- Inspiring Young Boys and Girls Schools
- Inspiring Young Boys and Girls with Disabilities
- Partnerships for Education
- Inspiring Young Boys and Girls

**10.3** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies, and practices and promoting appropriate legislation, policies, and actions in this regard.

- Inspiring Young Boys and Girls Schools

**10.4** Adopt policies, especially fiscal, wage, and social protection policies, and progressively achieve greater equality.

- Inspiring Young Boys and Girls

<sup>37</sup> In the multidimensional measurement of poverty, as well as in various analyses of social rights, it is evident that there are population groups whose exercise of rights is systematically compromised and who face obstacles or lower levels of well-being compared to the population average. (Coneval, 2020).

#### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	Free quality education	<ul style="list-style-type: none"> <li>• 425 students across our three Inspiring Young Boys and Girls Schools</li> </ul>
Inspiring Young Boys and Girls with Disabilities	Educational inclusion and promotion of academic continuity for people with disabilities	<ul style="list-style-type: none"> <li>• 97% academic continuity rate</li> </ul>
Partnerships for Education	Financial support for projects that encourage the continued education of individuals facing economic and social challenges	<ul style="list-style-type: none"> <li>• 100% academic continuity rate among individuals benefiting from supported projects</li> </ul>
Inspiring Young Boys and Girls	<ul style="list-style-type: none"> <li>• Financial scholarships from middle school through university</li> <li>• Medical insurance for scholarship recipients</li> <li>• Academic, vocational, and psychological counseling</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of scholarship recipients overcome their poverty condition upon graduating from the program</li> <li>• 75% of female university scholarship recipients surpass their mothers' level of basic education</li> <li>• 80% of scholarship recipients are the first in their families to graduate from university</li> <li>• Graduates move from the 1<sup>st</sup> income decile to the 9<sup>th</sup> after graduation</li> </ul>



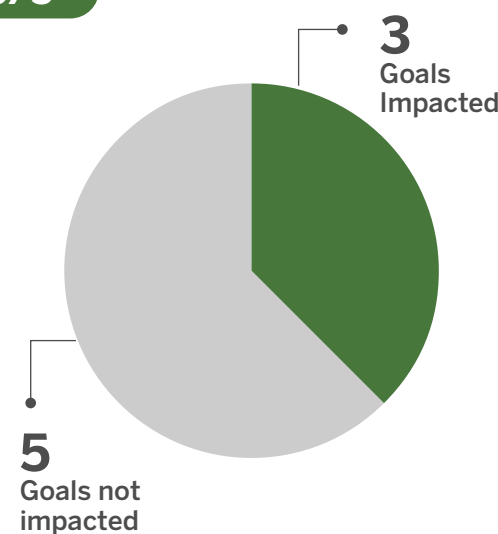
## Goal 13

**Take urgent action to combat climate change and its impacts.**

Addressing climate change requires education, prevention, and concrete action. We promote educational programs that incorporate environmental awareness components, providing young people with the tools they need to become agents of change within their communities. At the same time, we respond actively and in solidarity to natural disasters, reaffirming our commitment to sustainability and resilience.

### Proportion of goals impacted

3/5



### Goals Impacted

- 13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
- 13.2** Integrate climate change measures into national policies, strategies, and planning.
  - Natural Disaster Relief
  - Inspiring Young Boys and Girls Schools
- 13.3** Improve education, awareness, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning systems.
  - Natural Disaster Relief
  - Inspiring Young Boys and Girls

### Indicator impact mechanisms

Program	Mechanism	Indicator
Natural Disaster Relief	Distribution of food packages and hygiene kits	<ul style="list-style-type: none"> <li>24,000 people benefited</li> <li>6,000 food packages delivered</li> </ul>



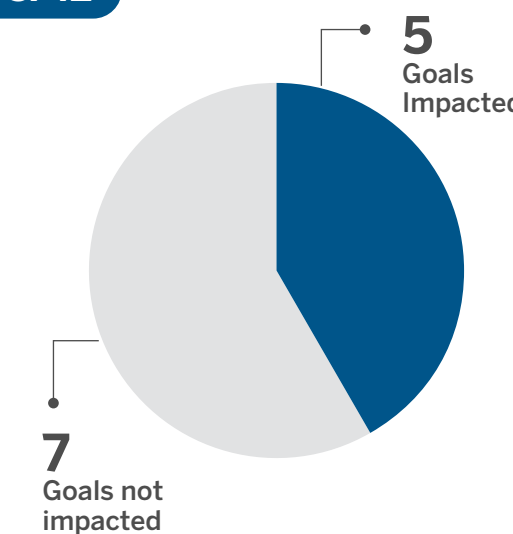
## Goal 16

**Promote just, peaceful, and inclusive societies.**

We work to contribute to the construction of a peaceful, just, and inclusive society by advancing educational programs that address topics such as human rights, violence prevention, and the promotion of values that strengthen a culture of peace. Likewise, we collaborate with diverse strategic organizations to help ensure that justice and peace serve as guiding principles in the lives of all people.

### Proportion of goals impacted

5/12



### Goals Impacted

- 16.1** Significantly reduce all forms of violence and related death rates everywhere.
- 16.6** Develop effective, accountable, and transparent institutions at all levels.
  - Inspiring Young Boys and Girls Schools
- 16.7** Ensure responsive, inclusive, participatory, and representative decision-making at all levels.
  - Inspiring Young Boys and Girls Schools
  - Partnerships for Education
- 16.8** Broaden and strengthen the participation of developing countries in global governance institutions.
  - Natural Disaster Relief
- 16.b** Promote and enforce non-discriminatory laws and policies for sustainable development.
  - Inspiring Young Boys and Girls Schools

### Indicator impact mechanisms

Program	Mechanism	Indicator
Inspiring Young Boys and Girls Schools	Comprehensive education including violence prevention and a culture of peace	<ul style="list-style-type: none"> <li>425 students across our three Inspiring Young Boys and Girls Schools</li> </ul>
Partnerships for Education	Strengthening of civil society organizations	<ul style="list-style-type: none"> <li>100% of supported organizations deliver a social impact report</li> </ul>
Natural Disaster	Partnership with Fundación Televisa and the Ministry of National Defense (SEDENA)	<ul style="list-style-type: none"> <li>24,000 people benefited</li> <li>6,000 food packages delivered</li> </ul>

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

OUR DETAILED CONTRIBUTION TO THE SDGS

About this Report

Exhibits



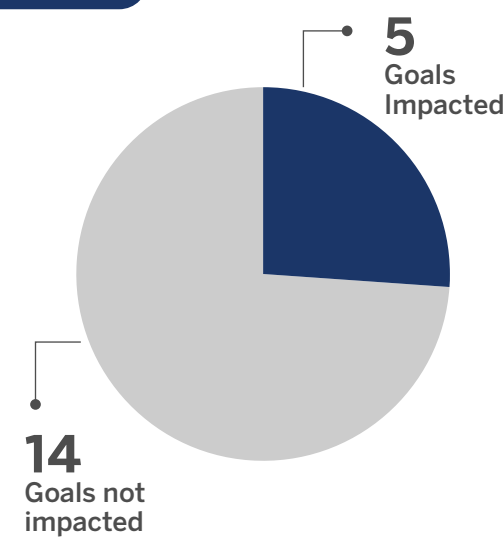
## Goal 17

### Revitalize the global partnership for sustainable development

We recognize that achieving the SDGs requires collaborative efforts across multiple sectors. For this reason, we work in synergy with governments, private companies, NGOs, and communities, promoting cross-sector cooperation based on dialogue, joint action, and resource sharing. Through this approach, we advance coordinated initiatives that generate meaningful long-term positive impact.

#### Proportion of goals impacted

5/19



### Goals Impacted

**17.3** By 2030, achieve the sustainable management and efficient use of natural resources.

- Natural Disaster Relief

**17.7** Promote the development, transfer, dissemination, and diffusion of environmentally sound technologies to developing countries on favorable terms, including concessional and preferential terms, as mutually agreed.

- Natural Disaster Relief
- Supérate with Fundación BBVA

**17.8** Fully operationalize the technology bank and science, technology, and innovation capacity-building mechanism for least developed countries, and enhance the use of enabling technologies, particularly information and communications technology.

- Supérate with Fundación BBVA

**17.9** Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all Sustainable Development Goals, including through North-South, South-South, and triangular cooperation.

- Monitoring and Evaluation

**17.17** Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships.

- Natural Disaster Relief
- Inspiring Young Boys and Girls
- Supérate with Fundación BBVA
- Partnerships for Education

### Indicator impact mechanisms

Program	Mechanism	Indicator
Natural Disaster Relief	<ul style="list-style-type: none"> <li>Distribution of food packages and hygiene kits</li> <li>Partnership with Fundación Televisa and the Ministry of National Defense (SEDENA)</li> </ul>	<ul style="list-style-type: none"> <li>24,000 people benefited</li> <li>6,000 food packages delivered</li> </ul>
Monitoring and evaluation	Generation of evidence, indicators, and statistics contributing to sustainable development	<ul style="list-style-type: none"> <li>100% of Fundación BBVA México's social initiatives are evaluated and monitored for continuous improvement</li> </ul>
Supérate with Fundación BBVA	<ul style="list-style-type: none"> <li>Expansion and dissemination of the digital platform for students</li> <li>Partnerships with subnational educational institutions and private sector organizations</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of more than 4 points out of 100 in Talent Assessments after completing the learning pathway</li> </ul>
Inspiring Young Boys and Girls	Alliances with universities and companies to strengthen scholarship recipients' academic and professional integration	<ul style="list-style-type: none"> <li>58% of scholarship recipients study at the country's top 50 universities</li> </ul>

**At Fundación BBVA, we reaffirm our commitment to building a more equitable, inclusive, and sustainable future for all people. Through our actions and programs, we generate positive impact in key areas such as education, the environment, health, economic inclusion, and the strengthening of the most vulnerable communities.**

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

OUR DETAILED CONTRIBUTION TO THE SDGS

About this Report

Exhibits



# About this Report

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

## ABOUT THIS REPORT

Exhibits



**We believe that transparency and accountability are essential pillars for building trust and strengthening our social impact. For this reason, Fundación BBVA's 2025 Annual Report reflects our actions, progress, and commitment to education and sustainable development.**

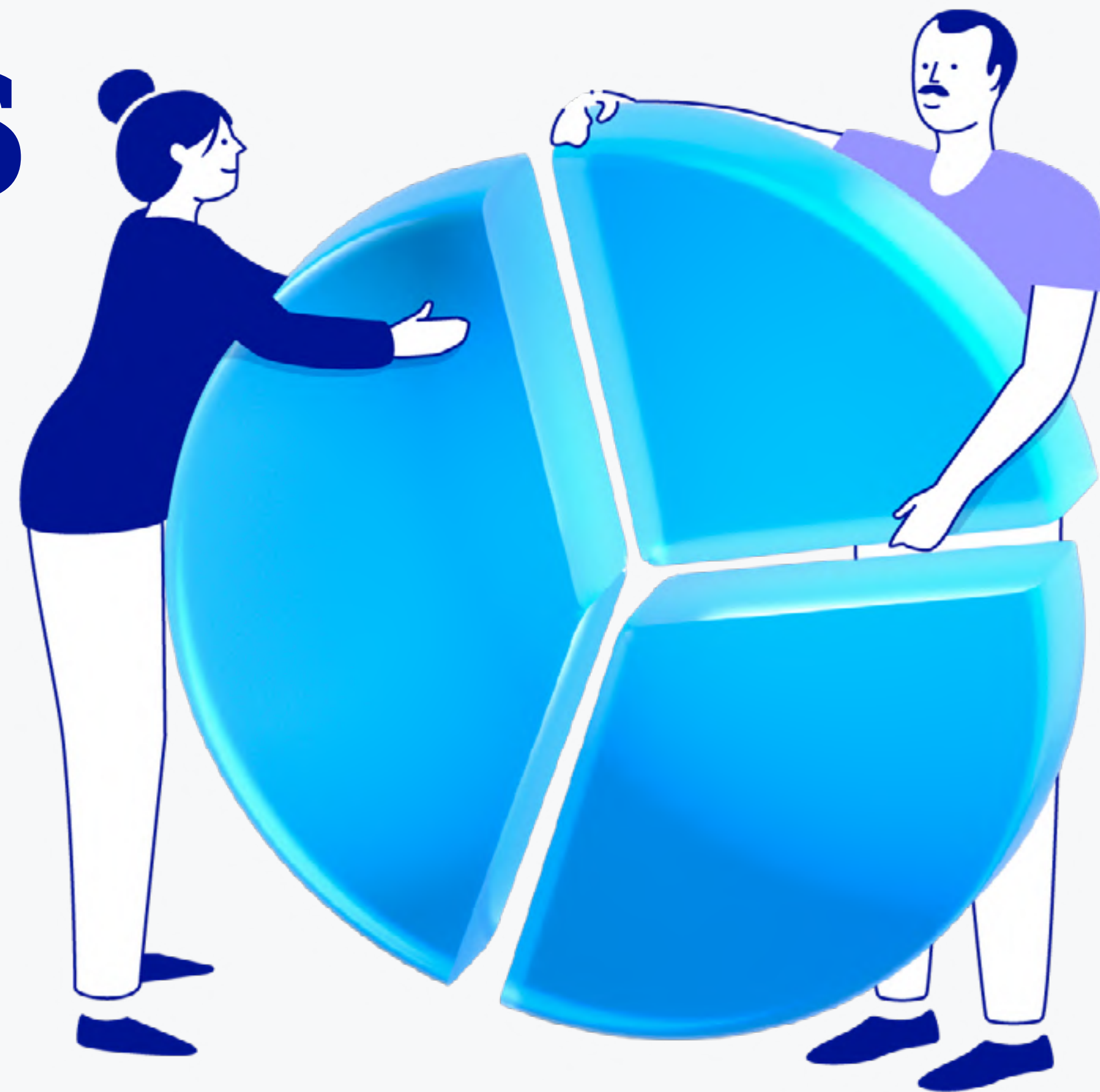
Fundación BBVA México has prepared this report in accordance with the GRI Standards for the period from January 1 to December 31, 2025, aligned with the scope of our financial reporting. Additionally, we include key metrics and actions that reflect our contribution to achieving the Sustainable Development Goals (SDGs) and the 2030 Agenda, reinforcing our sustainability-focused approach.

EY (Mancera S.C.) conducted limited assurance on a selection of indicators included in Fundación BBVA's 2025 report. The scope is detailed in Annex 1 of EY's limited assurance report.





# Exhibits





# Breakdown of people impacted

Initiative	Direct beneficiaries	Indirect beneficiaries	Single users	Who are the indirect beneficiaries?
CQI Schools	425	1,105	-	Members of students' households
Financial Coaches	-	41,649	-	Community members who gained financial knowledge through sessions led by scholarship recipient coaches
Supérate	193,738	-	1,016	NA
				Note: Single users are individuals who access different forms of high-quality, accessible, and free content available on the platform
CQI - Middle School	17,664	45,926	-	Members of scholarship recipients' households
CQI - High School	13,097	34,052	-	Members of scholarship recipients' households
CQI - University	18,931	49,221	-	Members of scholarship recipients' households
CQI - Online Education	326	848	-	Members of scholarship recipients' households
CQI - Disability	4,479	11,645	-	Members of scholarship recipients' households
Second-tier donations	373,498	878,795	-	Members of beneficiary students' households
Natural disasters	24,000	-	-	NA
Together for Education in Guerrero	17,935	12,420	-	Educational communities utilizing computer labs, students receiving technological tools, and scholarship recipients' household members
Ver para Soñar	52,709	137,043	-	Members of students' households
Alliance for Digital Education in Guerrero	3,480	-	-	NA
<b>Total</b>	<b>720,282</b>	<b>1,212,704</b>	<b>1,016</b>	
<b>total beneficiaries</b>		<b>1,934,002</b>		

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

EXHIBITS

# GRI Content Index



CONTENT INDEX ADVANCED SERVICE



SDG LINKAGE ADD-ON



Fundación BBVA México, A.C. has prepared this report in accordance with the GRI Standards for the period from January 1 to December 31, 2025. For the Content Index – Advanced Service, GRI Services reviewed that the GRI content index was presented consistently with the reporting requirements established under the GRI Standards, and that the information contained in the index was presented clearly and accessibly for stakeholders. This service was conducted based on the Spanish version of the report.

## Universal Standards

GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<b>GRI 1: Foundation 2021</b>				
<b>GRI 2: General Disclosures 2021</b>				
<b>1. The organization and its reporting practices</b>				
	2-1	Organizational details	6, 8, 66, 133	Fundación BBVA México operates exclusively in Mexico.
	2-2	Entities included in the organization's sustainability reporting		The reporting entity covered in this 2025 Annual Report is Fundación BBVA México, A.C., which is the same entity reflected in our financial reporting.
<b>GRI 2: General Disclosures 2021</b>	2-3	Reporting period, frequency and contact point	106, 133	
	2-4	Restatements of information	106	During 2025, we did not make any restatements of information related to prior years.
	2-5	External assurance	106	

Indicators highlighted in purple are part of EY's limited assurance scope.

Note: GRI Services verified the correct alignment between the GRI content listed in the GRI content index and the Sustainable Development Goals (SDGs), using the "Goals and Targets Database" tool available on the GRI website. This service was performed on the Spanish version of the report.

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

EXHIBITS



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<b>2. Activities and workers</b>				
<b>GRI 2: General Disclosures 2021</b>	2-6	Activities, value chain and other business relationships	6, 8, 13, 66, 81	
	2-7	Employees	86 Of the 181 employees, 2 are part of BBVA's organizational structure and work within the Foundation as part of the contributions the Bank provides to the organization.	8.5
	2-8	Workers who are not employees	86	
<b>3. Governance</b>				
<b>GRI 2: General Disclosures 2021</b>	2-9	Governance structure and composition	82 Members of our Board of Directors do not represent underrepresented social groups.	5.5, 16.7
	2-10	Nomination and selection of the highest governance body	82	5.5, 16.7
	2-11	Chair of the highest governance body	82	16.6
	2-12	Role of the highest governance body in overseeing the management of impacts	82	16.7
	2-13	Delegation of responsibility for managing impacts	82 The Board of Directors delegates responsibility for managing impacts on the economy, the environment, and people to Fundación BBVA México's Managing Director, who in turn reports the status of this management to the Board during each Board session.	
	2-14	Role of the highest governance body in sustainability reporting	3, 82, 106 Since the highest governing body is responsible for reviewing and approving the information presented, including the organization's material topics, it cannot be stated that the highest governing body does not hold responsibility for reviewing and approving such information, including the organization's material topics.	



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets	
GRI 2: General Disclosures 2021	2-15	Conflicts of interest	82 In the event of any conflict of interest, Fundación BBVA México would inform its stakeholders accordingly.		16.6
	2-16	Communication of critical concerns	76 There are multiple areas and channels through which concerns may be communicated and escalated to the appropriate committees for resolution (for example, internal control, internal audit, or whistleblower channels).		
	2-17	Collective knowledge of the highest governance body	Members of Fundación BBVA México's Board of Directors who are affiliated with BBVA have access to sustainability training programs, which may contribute to strengthening their knowledge of sustainable development.		
	2-18	Evaluation of the performance of the highest governance body	At present, the performance of the Board of Directors is not formally evaluated. For future reports, we will consider implementing such evaluations and compiling this information in accordance with GRI Standards.		
	2-19	Remuneration policies	82		
	2-20	Process to determine remuneration	-	<b>Confidentiality restrictions.</b> To ensure the safety and confidentiality of employees, the Institution keeps this information confidential.	
	2-21	Annual total compensation ratio	-	<b>Confidentiality restrictions.</b> To safeguard employee security and confidentiality, the Institution maintains this information as confidential.	



	GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets	
	<b>4. Strategy, policies and practices</b>					
<p>Letter from Our Managing Director</p> <p>We are Fundación BBVA</p> <p>Donor Engagement</p> <p>Our Contribution to the SDGs</p> <p>Educational Impact</p> <p>Institutional Strength of Fundación BBVA</p> <p>Our Detailed Contribution to the SDGs</p>	<b>GRI 2: General Disclosures 2021</b>	2-22	Statement on sustainable development strategy	3, 22		
		2-23	Policy commitments	22, 76	Fundación BBVA México aligns with Grupo BBVA's policy commitments.	
		2-24	Embedding policy commitments	22		
		2-25	Processes to remediate negative impacts	22, 76		
		2-26	Mechanisms for seeking advice and raising concerns	76		
		2-27	Compliance with laws and regulations	At Fundación BBVA México, we comply with all applicable laws and regulations relevant to our organization. During 2025, we did not receive any fines or non-monetary sanctions of any kind.		
		2-28	Membership associations	66		
	<b>5. Stakeholder engagement</b>					
<p>About this Report</p>	<b>GRI 2: General Disclosures 2021</b>	2-29	Approach to stakeholder engagement	10, 82		
		2-30	Collective bargaining agreements	-	<b>Not applicable.</b> There are no unionized employees within the Foundation.	
	<b>GRI 3: Material Topics 2021</b>					
<p>About this Report</p>	<b>GRI 3: Material Topics 2021</b>	3-1	Process to determine material topics	11		
		3-2	List of material topics	11		



## Topic Standards

Indicators verified by EY

GRI Standard		Content	Page or answer	Omissions	SDGs and specific targets
<b>Material topic: Donor relations and fundraising</b>					
<b>GRI 3: Material Topics 2021</b>	3-3	Management of material topics	13, 18, 20		
<b>GRI 201: Economic Performance 2016</b>	201-1	Direct economic value generated and distributed	13, 20	<b>Not applicable.</b> Literal b does not apply, as Fundación BBVA México is a civil association.	8.1, 8.2
	201-4	Financial assistance received from government	13	<b>Not applicable.</b> Items b and c do not apply, as Fundación BBVA México does not operate in other countries, nor is any government entity present within its ownership structure.	
<b>Material topic: Quality education and educational continuity</b>					
<b>GRI 3: Material Topics 2021</b>	3-3	Management of material topics	32, 34, 37, 56, 64, 69, 72		
<b>Material topic: Equality, diversity, and inclusion</b>					
<b>GRI 3: Material Topics 2021</b>	3-3	Management of material topics	66, 86		
<b>GRI 405: Diversity and Equal Opportunity 2016</b>	405-1	Diversity of governance bodies and employees	82, 86 We do not have employees belonging to minority or vulnerable groups.	<b>Confidentiality restrictions.</b> a. To ensure the safety and confidentiality of Board members, the Institution maintains this information as confidential.	5.1, 5.5, 8.5
<b>Material topic: Employability</b>					
<b>GRI 3: Material Topics 2021</b>	3-3	Management of material topics	45		
<b>Material topic: Process compliance</b>					
<b>GRI 3: Material Topics 2021</b>	3-3	Management of material topics	41		
<b>Other reported GRI Standards</b>					
<b>GRI 203: Indirect Economic Impacts 2016</b>	203-1	Infrastructure investments and services supported	48		9.1, 9.4
	203-2	Significant indirect economic impacts	34, 37, 48, 66		1.2, 1.4, 8.2

Letter from Our  
Managing Director

We are  
Fundación BBVA

Donor  
Engagement

Our Contribution  
to the SDGs

Educational Impact

Institutional Strength  
of Fundación BBVA

Our Detailed Contribution  
to the SDGs

About this Report

EXHIBITS



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets	
GRI 205: Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	79	<p><b>Information unavailable or incomplete.</b> Literal d. At this time, we do not have information regarding the training received by the Board of Directors. For future reports, we will consider compiling this information in accordance with GRI Standards. Literal c.</p> <p><b>Information incomplete or unavailable.</b> We currently do not have the total number of business partners available.</p>	16.5
	205-2	Communication and training about anti-corruption policies and procedures	79 a., b. 100% of governing body members, employees, and other individuals associated with the Foundation are informed of anti-corruption policies and procedures as part of their involvement in our internal processes.		
	205-3	Confirmed incidents of corruption and actions taken	79 During 2025, no cases of corruption were reported. Therefore, there were no situations requiring disciplinary measures or contract terminations. Likewise, there were no legal cases filed against the organization or its employees related to corruption.		
GRI 401: Employment 2016	401-1	New employee hires and employee turnover	86		5.1, 8.5
	401-3	Parental leave	90		
GRI 404: Training and Education 2016	404-1	Average hours of training per year per employee	91	<p><b>Information unavailable or incomplete.</b> b. At this time, we do not have information regarding transition assistance programs provided to support continued employability or career-end management related to retirement or termination.</p>	8.5
	404-2	Programs for upgrading employee skills and transition assistance programs	91		
	404-3	Percentage of employees receiving regular performance and career development reviews	91		
GRI 406: Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken.	76		



GRI Standard		Content	Page or answer	Omissions	SDGs and specific targets
<b>GRI 413: Local Communities 2016</b>	413-1	Operations with local community engagement, impact assessments, and development programs	100% of our operations have implemented local community engagement programs, as well as impact assessments. Literal VII: The Monitoring and Evaluation department is responsible for tracking the impacts generated by each program.		
<b>GRI 417: Marketing and Labeling 2016</b>	417-2	Incidents of non-compliance concerning product and service information and labeling	During 2025, there were no cases of non-compliance with regulations or voluntary codes.		
	417-3	Incidents of non-compliance concerning marketing communications	During 2025, no cases of non-compliance with regulations or voluntary codes were reported.		
<b>GRI 418: Customer Privacy 2016</b>	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	78 During 2025, there were no substantiated complaints regarding violations of client privacy. Coverage applies to literal c, as literals a and b are not applicable.	<b>Not applicable.</b> a. and b. They are not applicable because there were no substantiated claims on this matter.	



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<b>GRI G4 Non-Governmental Organizations (NGO) Sector</b>				
<b>GRI G4 Non-Governmental Organizations (NGO) Sector</b>	NGO 1 Processes for engaging affected stakeholders in the design, implementation, monitoring, and evaluation of policies and programs.	34, 37, 41, 64, 66, 72 2.1 The impacts of operational activities not directly related to the Foundation’s core programs are not currently measured, as social impact is assessed directly through the programs implemented by the organization. 2.2 The Foundation’s stakeholders include: beneficiaries, suppliers, employees, leadership, partner organizations, regulatory entities and authorities, donors, and society at large. 2.3 The Foundation’s stakeholders are considered in the continuous improvement of programs through various mechanisms such as NPS, employability surveys, satisfaction surveys, impact reports, and formal reporting. 2.4 Decisions and the processes behind them are communicated to stakeholders through multiple channels, including Board of Directors sessions, annual reports, the website, and direct communication messages. 2.5 Stakeholders participate in all stages of programs—from design to evaluation—through diverse mechanisms, including third-party evaluations involving focus groups, surveys, and consultations with the Foundation’s community. 2.6 Stakeholder feedback is incorporated into program improvement stages. All evidence generated through consultation mechanisms is considered in organizational decision-making processes.		

Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

EXHIBITS



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<b>GRI G4 Non-Governmental Organizations (NGO) Sector</b>	NGO 2 Mechanisms for feedback and complaints regarding programs and policies, and for determining actions to be taken in response to policy non-compliance.	76 2.1 and 2.2 The various mechanisms for feedback and complaints related to the Foundation's programs (such as the whistleblower channel, suggestion box, and program monitoring channels) did not receive complaints or feedback from Fundación BBVA's stakeholders during the reporting period. 2.3 BBVA and Fundación BBVA have established protocols and standards of conduct (such as the Code of Ethics) that define the mechanisms for addressing complaints and reports, as well as determining the corresponding actions when such concerns are deemed legitimate. 2.4 The Foundation's feedback and complaint mechanisms clearly establish the processes to be followed when measures must be adopted in response to such concerns.		
	NGO 3 System for monitoring, evaluation, and learning across programs (including measurement of effectiveness and impact), resulting program changes, and how these changes are communicated.	34, 37, 41, 64, 72 2.1 The Foundation's programs are evidence-based, supported by a dedicated Monitoring, Evaluation, and Learning division (Evaluation and Intelligence Department), which is also responsible for coordinating efforts with specialized third parties to measure the outcomes and impacts of implemented initiatives. Various evaluation methodologies are used depending on program needs, including randomized experiments, matching methodologies, and others. 2.2, 2.3, 2.4, and 2.5 All findings and results from monitoring and evaluation processes are translated into learnings that are incorporated into the continuous improvement of all Foundation initiatives. Program improvements and adjustments are determined by the Foundation's governing bodies and are supported by monitoring and evaluation findings. Fundación BBVA communicates program adjustments both internally and externally through its annual reports, where all initiatives and program modifications are formally presented.		
	NGO 4 Measures to integrate gender diversity into program design and implementation, as well as throughout the monitoring, evaluation, and learning cycle.	34, 37, 66 2.1 and 2.2 Fundación BBVA aligns with BBVA's diversity and inclusion standards. In addition, it implements affirmative actions to support structurally vulnerable populations, such as young female students and individuals who self-identify as Indigenous, among others. These efforts are supported by formal policies and frameworks, including BBVA's Diversity and Inclusion strategic plan, whose pillars focus on gender, disability, LGBT+ inclusion, and older adults. 2.3, 2.4, and 2.5 Monitoring, evaluation, and learning activities include analyses based on gender and vulnerable populations, which are incorporated into the continuous improvement of programs. As a result, program design, implementation, and oversight are continuously strengthened through the integration of metrics aligned with BBVA's strategic Diversity and Inclusion pillars.		



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<p>Letter from Our Managing Director</p> <p>We are Fundación BBVA</p> <p>Donor Engagement</p> <p>Our Contribution to the SDGs</p> <p>Educational Impact</p> <p>Institutional Strength of Fundación BBVA</p> <p>Our Detailed Contribution to the SDGs</p> <p>About this Report</p> <p><b>GRI G4 Non-Governmental Organizations (NGO) Sector</b></p>	<p>NGO 5</p> <p>Processes for developing, communicating, implementing, and modifying advocacy positions and public awareness campaigns.</p>	<p>18</p> <p>2.1 All Fundación BBVA initiatives constitute public policy actions and represent the core activities of the organization.</p> <p>2.2 All Foundation initiatives are supported by evaluation results and are designed based on evidence.</p> <p>2.3 All Foundation initiatives include public calls for applications that incorporate outreach, awareness efforts, clearly defined requirements, and publicly accessible timelines.</p> <p>2.4 The Foundation maintains public feedback and complaint mechanisms.</p> <p>2.5 and 2.6 All complaints, as well as improvements derived from both internal and external evaluations, are incorporated into program learning processes.</p> <p>2.7 Public awareness and advocacy positions are communicated through the Foundation’s official communications and calls for applications.</p> <p>2.8 In the event that any initiative ceases operations, the Foundation would implement an orderly closure process within the affected community.</p> <p>2.9 At Fundación BBVA México, we understand advocacy not only as the execution of social programs, but also as the capacity to transform realities through dialogue with key stakeholders and by promoting policies that support national development. Our actions are governed by a management model based on transparency, technical evidence, and operational efficiency. The selection of causes and strategic priorities is based on rigorous materiality analyses, alignment with the Sustainable Development Goals (SDGs), BBVA’s sustainability strategy, and an in-depth assessment of Mexico’s structural gaps and inequalities —particularly in education. The Foundation’s strategic communication of its initiatives is carried out through public awareness positioning and advocacy related to the social challenges we address, primarily through our sustainability reporting. Additionally, all Foundation initiatives are subject to external evaluations and assessments that generate evidence for continuous program improvement. Accordingly, Fundación BBVA’s annual report explicitly outlines the public challenges addressed by each intervention, with particular emphasis on problem diagnosis and the mechanisms (theory of change) through which these social issues are addressed. This evidence-based framework ensures that stakeholders receive clear and comprehensive information regarding the use of resources in addressing social challenges, including the causal mechanisms, outcomes, and attributable impacts generated by the Foundation’s programs.</p>		



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets
<b>GRI G4 Non-Governmental Organizations (NGO) Sector</b>	NGO 6 Processes for considering and coordinating with the activities of other stakeholders.	56, 59, 69 2.1, 2.2, 2.3 and 2.4 Through Partnerships for Education, Fundación BBVA supports Civil Society Organizations (CSOs) that focus on advancing education. This support identifies areas of alignment between CSOs and the Foundation, creating collaborative spaces where social impact can be amplified. These partnerships also prioritize the transfer of knowledge, best practices, and institutional capabilities that strengthen partner organizations' operational capacity and reporting standards. In this way, opportunities to establish new alliances or strengthen existing ones are continuously developed, with the ultimate goal of further advancing education in Mexico, particularly for populations facing vulnerability.		
	NGO 7 Identification of the processes implemented to track the use of resources for their intended purposes, including both cash and in-kind contributions.	13 2.1, 2.2, 2.3 and 2.4 At the global level, BBVA's resource allocation processes are aligned with the London Benchmarking Group methodology, an international standard used to evaluate the impact of corporate contributions to communities. In Mexico, and in accordance with BBVA México's institutional policies, donations allocated to Fundación BBVA's programs are governed by clear standards and procedures, including the Standard for the Management of Donations and Contributions to Nonprofit Entities, as well as the Procedure for Donation Management within BBVA México. Accordingly, all resources raised by the Foundation are fully traceable and accountable, ensuring that their execution is directed toward the intended purposes of each program and aligned with the Foundation's social mission. These standards and procedures apply within Mexico and are monitored by the relevant BBVA oversight areas, including Compliance.		



GRI Standard	Content	Page or answer	Omissions	SDGs and specific targets	
GRI G4 Non-Governmental Organizations (NGO) Sector	NGO 8	Funding sources by category, and the five largest donors along with the monetary value of their contributions.	13 2.1 The Foundation's primary funding sources are twofold: First, the Corporate Donation provided by BBVA México, which represents 60.86% of Fundación BBVA's total income. Second, the Foundation's broader fundraising channels. 2.3 Total monetary value of funding received by source: B+Educa Fund: MXN \$425,657,370 ATMs: MXN \$109,566,033 Payroll donations: MXN \$17,832,901 BBVA Race Circuit: MXN \$4,999,880 Corporate donation: MXN \$959,710,902 Regional Advisors: MXN \$24,001,151 Other channels (mobile giving + online + Can Roca dinner + emoluments + domestic and international donations): MXN \$21,371,645 One Day Salary Donation (1DDS) / Raise Your Hand: MXN \$13,223,288 BBVA App (Mobile Giving): MXN \$641,629 Natural Disaster Relief Fundraising – Guerrero: MXN \$3,553 Total: MXN \$1,577,008,351	<b>Confidentiality restrictions.</b> 2.2 and 2.4 To ensure the security and confidentiality of our donors, and in compliance with our personal data protection policies and procedures, we cannot disclose the identities of our largest donors.	
	NGO 9	Workforce feedback and grievance mechanisms, and their resolution.	76 2.1, 2.2, 2.3, and 2.4 Fundación BBVA employees have access to BBVA's workforce feedback and grievance mechanisms, including the whistleblower channel. When complaints or feedback are deemed valid, they may be escalated to the Foundation's governing bodies as appropriate. All complaints and reports are handled with strict confidentiality and cannot be accessed by unauthorized individuals during the review process; only the designated review area has access. This process is designed to ensure full confidentiality and respect for due process for both the reporting individual and the person being reported. At the conclusion of the review, a detailed report is prepared, and the corresponding actions are taken in accordance with BBVA's Code of Conduct.		
	NGO 10	Adherence to standards for fundraising communication and marketing practices.	13 2.1 and 2.2 In 2025, there were no reported violations of standards related to fundraising practices or marketing communications concerning the rights of affected stakeholders.		



# Indicators Index BBVA Foundation

Indicators verified by EY

Proprietary indicators			
Proprietary indicators	Indicator 1	Direct and indirect beneficiaries	28, 32, 40, 45, 51, 54, 63
	Indicator 2	Total people impacted by social initiatives	28, 32, 40, 45, 51, 54, 63
	Indicator 3	Volunteer hours and volunteers	7, 43



Letter from Our Managing Director

We are Fundación BBVA

Donor Engagement

Our Contribution to the SDGs

Educational Impact

Institutional Strength of Fundación BBVA

Our Detailed Contribution to the SDGs

About this Report

EXHIBITS



# Independent review



10 de abril de 2026

## Informe de aseguramiento del auditor externo independiente

A la gerencia de Fundación BBVA A.C

### 1. Alcance

Hemos sido contratados por Fundación BBVA A.C para realizar un trabajo de aseguramiento limitado, según lo definido por las Normas Internacionales de Encargos de Aseguramiento, en adelante, el trabajo, para reportar sobre los indicadores seleccionados detallados en el Anexo 1 (el "Asunto Objeto"), contenidos en el informe anual de Fundación BBVA A.C (la "Fundación"), para el período desde el 1 de enero de 2025 al 31 de diciembre de 2025 (el "Reporte").

Aparte de lo descrito en el párrafo anterior, que establece el alcance de nuestro compromiso, no realizamos procedimientos de aseguramiento sobre otra información incluida en el Reporte, y en consecuencia, no expresamos una conclusión sobre esa otra información.

### 2. Criterios Aplicados por la Fundación

Al preparar el Asunto Objeto detallado en el Anexo 1, la Fundación aplicó los criterios de conformidad con las Normas de Reporte de Sostenibilidad de la Iniciativa de Reporte Global (Estándares "GRI"), Indicadores del suplemento sectorial entidades no gubernamentales del GRI y los criterios personalizados detallados en el Anexo 1 (los "Criterios"). Dado que únicamente estos criterios personalizados fueron diseñados específicamente para la Fundación, por lo tanto, la información relativa al Asunto Objeto puede no ser adecuada para otros propósitos.

### 3. Responsabilidades de la Fundación

La administración de la Sociedad es responsable de seleccionar los Criterios, y de presentar el Asunto Objeto de acuerdo con esos Criterios, en todos los aspectos materiales. Esta responsabilidad incluye el establecimiento y mantención de controles internos, la mantención de registros adecuados y la realización de estimaciones que sean pertinentes para la preparación del Asunto Objeto, de modo que esté libre de errores materiales, ya sea debido a fraude o error.



10 de abril de 2026

### 4. Responsabilidades de Mancera S.C. ("Mancera")

Nuestra responsabilidad es expresar una conclusión respecto de la presentación del Asunto Objeto en base a la evidencia que hemos obtenido.

Realizamos nuestro trabajo de acuerdo con las Normas Internacionales de Encargos de Aseguramiento Distintos de la Auditoría o de la Revisión de Información Financiera Histórica ('ISAE 3000 (Revisada)') y los términos de referencia para este trabajo según lo acordado con Fundación BBVA A.C como una descripción de servicios con fecha del 23 de enero de 2026 de conformidad con el anexo A-3 al contrato 3022FUN551 con fecha del 12 de septiembre de 2025. Esa norma requiere que planifiquemos y realicemos nuestro trabajo para expresar una conclusión sobre si tenemos conocimiento de cualquier modificación significativa que necesita ser realizada al Asunto Objeto para que esté de acuerdo con los Criterios, y para emitir un informe. La naturaleza, la oportunidad y el alcance de los procedimientos seleccionados dependen de nuestro juicio, incluyendo una evaluación del riesgo de errores materiales, sean debido a fraude o error.

Estimamos que la evidencia obtenida es suficiente y apropiada para proveer una base para nuestras conclusiones de aseguramiento limitado.

### 5. Nuestra Independencia y Gestión de Calidad

Hemos mantenido nuestra independencia y confirmamos que hemos cumplido con los requisitos del Código de Ética para Profesionales de la Contabilidad emitidos por el Consejo de Normas Internacionales de Ética para Contadores y los requerimientos éticos de conformidad con el "Código de Ética Profesional del Instituto Mexicano de Contadores Públicos" ("Código IMCP"), y tenemos las competencias y la experiencia requerida para realizar este trabajo de aseguramiento.

Mancera también aplica Norma Internacional de Gestión de Calidad 1, Gestión de Calidad para Firmas que Realizan Auditorías o Revisión de Estados Financieros u Otros Trabajos de Aseguramiento o de Servicios Relacionados, lo que requiere que diseñemos, implementemos y operemos un sistema de gestión de calidad incluyendo políticas o procedimientos respecto del cumplimiento de los requisitos éticos, las normas profesionales y los requisitos legales y reglamentarios aplicables.



10 de abril de 2026

6. Descripción de los Procedimientos Realizados

Los procedimientos realizados en un trabajo de aseguramiento limitado varían en su naturaleza y oportunidad y son de menor alcance que para un trabajo de aseguramiento razonable.

Consecuentemente, el nivel de aseguramiento obtenido en un trabajo de aseguramiento limitado es sustancialmente menor que el aseguramiento que hubiese sido logrado si se hubiese realizado un trabajo de aseguramiento razonable. Nuestros procedimientos fueron diseñados para obtener un nivel limitado de aseguramiento en el cual basar nuestra conclusión y no proveen toda la evidencia que sería necesaria para proporcionar un nivel de aseguramiento razonable. Aun cuando consideramos la efectividad de los controles internos de la administración al determinar la naturaleza y alcance de nuestros procedimientos, nuestro trabajo de aseguramiento no fue diseñado para proporcionar aseguramiento sobre los controles internos. Nuestros procedimientos no incluyeron pruebas de controles o la realización de procedimientos relacionados con revisar la agregación o cálculo de datos dentro de los sistemas de TI.

Un trabajo de aseguramiento limitado consiste en realizar indagaciones, principalmente a las personas responsables por la preparación de los indicadores seleccionados y la información relacionada, y aplicar procedimientos analíticos y otros procedimientos apropiados.

Nuestros procedimientos incluyeron:

- a. Realizar entrevistas con el personal de la Compañía para entender el negocio y el proceso de preparación del reporte.
- b. Realizar entrevistas con los responsables de la elaboración del reporte para comprender el proceso de recopilación y presentación de la información del Asunto Objeto.
- c. Revisar que los criterios de cálculo han sido aplicados correctamente de acuerdo con las metodologías descritas en los Criterios.
- d. Realizar procedimientos analíticos para respaldar los datos.
- e. Identificar y probar los supuestos que respaldan los cálculos.
- f. Leer y revisar los enfoques de gestión (GRI 3-1, GRI 3-2 y GRI 3-3) de los temas materiales asociados al Asunto Objeto para revisar que se han aplicado correctamente de acuerdo con los criterios.



10 de abril de 2026

- g. Revisar los contenidos generales presentados en el Reporte con lo establecido en la conformidad autodeclarada por la compañía de acuerdo con los requerimientos de conformidad del Estándar GRI 1.

También realizamos otros procedimientos que consideramos necesarios dadas las circunstancias.

7. Conclusión

Sobre la base de nuestros procedimientos y la evidencia obtenida, no tenemos conocimiento de ninguna modificación material que se debería realizar sobre los indicadores seleccionados detallados en el Anexo 1, para el período desde 01 de enero al 31 de diciembre de 2025 para que esté de acuerdo con los Criterios.

C.P.C. Moises Rafael Juarez  
Auditor externo independiente  
Mancera, S.C.  
A Member Practice of Ernst & Young Global Limited  
Ciudad de México.  
10 de abril de 2026.



ANEXO 1

Asunto Objeto

La información de sostenibilidad correspondiente a los indicadores incluidos dentro del alcance de nuestro encargo de aseguramiento limitado se presenta en la siguiente tabla.

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
1	2 - 1:	Los criterios de aseguramiento que son los aplicables al Asunto Objeto y a la declaración de presentación de conformidad están definidos con base en lo establecido en el documento GRI 1 Fundamentos 2021, sus contenidos temáticos en la página <a href="https://www.globalreporting.org/standards/gri-standards-translations/gri-standards-spanish-translations-download-center/">https://www.globalreporting.org/standards/gri-standards-translations/gri-standards-spanish-translations-download-center/</a>	Detalles organizacionales	a. Fundación BBVA México b. Organización sin fines de lucro que da vida al compromiso social de BBVA México. c. Torre BBVA Paseo de la reforma 510, Planta 46 Lado Bosque. Ciudad de México d. Fundación BBVA México opera únicamente en México	No aplica
2	2-7		Empleados totales desglosados por género y región	a. Total, de empleados por género y región: <ul style="list-style-type: none"> <li>Total: 181</li> </ul> <b>Género</b> <ul style="list-style-type: none"> <li>Mujeres: 132</li> <li>Hombres: 49</li> </ul> <b>Región</b> <ul style="list-style-type: none"> <li>Aguascalientes: 3</li> <li>Baja california: 4</li> <li>Chiapas: 2</li> <li>Coahuila: 1</li> <li>Colima: 1</li> <li>Ciudad de México: 75</li> <li>Durango: 2</li> <li>Estado de México: 32</li> <li>Hidalgo: 3</li> <li>Jalisco: 10</li> <li>Michoacán: 3</li> <li>Morelos: 2</li> <li>Nayarit: 5</li> <li>Puebla: 6</li> <li>Querétaro: 3</li> <li>San Luis potosí: 2</li> <li>Sonora: 3</li> <li>Tamaulipas: 1</li> <li>Tlaxcala: 4</li> <li>Veracruz: 14</li> <li>Zacatecas: 5</li> </ul>	Número



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				b.i Empleados fijos por género y región: <ul style="list-style-type: none"> <li>Total: 172</li> </ul> <b>Género</b> <ul style="list-style-type: none"> <li>Mujeres: 125</li> <li>Hombres: 47</li> </ul> <b>Región</b> <ul style="list-style-type: none"> <li>Aguascalientes: 3</li> <li>Baja california: 4</li> <li>Chiapas: 2</li> <li>Coahuila: 1</li> <li>Colima: 1</li> <li>Ciudad de México: 71</li> <li>Durango: 2</li> <li>Estado de México: 28</li> <li>Hidalgo: 3</li> <li>Jalisco: 10</li> <li>Michoacán: 3</li> <li>Morelos: 2</li> <li>Nayarit: 5</li> <li>Puebla: 6</li> <li>Querétaro: 3</li> <li>San Luis Potosí: 2</li> <li>Sonora: 3</li> <li>Tamaulipas: 1</li> <li>Tlaxcala: 4</li> <li>Veracruz: 13</li> <li>Zacatecas: 5</li> </ul> b.ii Empleados temporales por género y región: <ul style="list-style-type: none"> <li>Total: 9</li> </ul> <b>Género</b> <ul style="list-style-type: none"> <li>Mujeres: 7</li> <li>Hombres: 2</li> </ul> <b>Región</b> <ul style="list-style-type: none"> <li>Ciudad de México: 4</li> <li>Estado de México: 4</li> <li>Veracruz: 1</li> </ul> b. iii Todos los colaboradores de Fundación BBVA México son empleados de la organización, no contamos con empleados de horas no garantizadas	



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p>b. iv Empleados de tiempo completo por género y región: 100% de la plantilla de Fundación BBVA en México tiene un contrato de tiempo completo (el desglose por género y región se detalla en el punto b.i)</p> <p>b.v No contamos con colaboradores de tiempo parcial</p> <p>c. Todas las cifras sobre empleados, como la cantidad total, sexo, lugar de trabajo, tipo de contrato, tipo de jornada, contrataciones y rotación se calculan con base en los reportes generados por los sistemas del área Data Management de BBVA México. La captura, validación y consolidación de la información está a cargo de esta área y se construye con base en las necesidades de atención a los estándares del GRI. De las 181 personas colaboradoras, 2 pertenecen a la estructura de BBVA y colaboran dentro de la Fundación, esto como parte de las contribuciones que el Banco ofrece a la organización</p> <p>Las cifras reportadas sobre colaboradores corresponden a los datos obtenidos al 31 de diciembre de 2025. Debido a la naturaleza de la organización</p> <p>d. Los contratos permanentes son aquellos que tienen tiempo indefinido en su ejecución, mientras que los contratos temporales tienen establecido el tiempo de duración y la fecha de fin de la contratación. Por su parte, el 100% de la plantilla de Fundación BBVA en México tiene un contrato de tiempo completo, es decir, se da cumplimiento de la máxima cantidad de horas laborales permitidas por la ley o contrato, de 40 horas semanales.</p> <p>e. No tenemos fluctuaciones significativas en nuestra plantilla frente a periodos anteriores.</p>	
3	2-9		Estructura y composición de la gobernanza	<p>a. Fundación BBVA México es una asociación civil cuyo máximo órgano de gobierno es la Asamblea General de Asociados. Este órgano colegiado define la estrategia institucional, supervisa la correcta operación de los programas y aprueba la gestión anual de la Fundación. Asimismo, tiene la responsabilidad de designar al Consejo Directivo.</p> <p>b. El consejo directivo es la instancia encargada de dirigir, administrar y dar seguimiento al desempeño de todas nuestras iniciativas. El Consejo Directivo está integrado por personas con amplia experiencia en sectores estratégicos, lo que favorece una visión interdisciplinaria y robusta para la toma de decisiones. Sus</p>	No aplica

A member firm of Ernst & Young Global Limited



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p>integrantes son seleccionados por sus habilidades profesionales, su prestigio y su contribución al desarrollo del país. Además, al tratarse de cargos honoríficos, los consejeros y consejeras no reciben una remuneración económica por su participación, reafirmando su compromiso con la misión de la Fundación.</p> <p>c.i Todos los consejeros (13) del consejo directivo son miembros no ejecutivos</p> <p>c.ii 2 son consejeros independientes</p> <p>c.iii Los integrantes del consejo directivo cuentan con una permanencia promedio de siete años</p> <p>c.iv El número de otros cargos y compromisos significativos: En la página 84 del informe se describen cargos y responsabilidades de los miembros.</p> <p>c.v Genero: Mujeres: 3 Hombres: 10</p> <p>c.vi Los miembros de nuestro Consejo Directivo no representan a grupos sociales infrarrepresentados.</p> <p>c.vii El Consejo Directivo de Fundación BBVA México está conformado por profesionales con experiencia práctica en el ámbito social, educativo y empresarial. Su conocimiento contribuye al fortalecimiento de nuestros programas y al aseguramiento de una gestión responsable. .</p> <p>c. viii Las y los consejeros independientes representan a los grupos de interés de sociedad en general, específicamente la sociedad civil organizada.</p>	
4	2-15		Conflictos de interés	<p>a. Fundación BBVA México es una asociación civil cuyo máximo órgano de gobierno es la Asamblea General de Asociados. Este órgano colegiado define la estrategia institucional, supervisa la correcta operación de los programas y aprueba la gestión anual de la Fundación. Asimismo, tiene la responsabilidad de designar al Consejo Directivo, instancia encargada de dirigir, administrar y dar seguimiento al desempeño de todas nuestras iniciativas, así como de asegurar que los conflictos de interés se previenen y se mitigan, apeándose a los estándares y normativas del Grupo BBVA</p>	No aplica

A member firm of Ernst & Young Global Limited



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				b. En caso de presentarse algún conflicto de interés, Fundación BBVA México informaría a sus grupos de interés.	
5	2-16		Comunicación de inquietudes críticas	a. En caso de existir inquietudes críticas o denuncias, éstas se comunicarían al Consejo Directivo de la Fundación, el máximo órgano de gobierno, durante la asamblea siguiente a la denuncia o la expresión de la inquietud.  b. Durante 2025 no hubo ninguna inquietud o denuncia procedente y comunicable al Consejo Directivo	No aplica
6	2-22		Declaración sobre la estrategia de desarrollo sostenible	Se incluye la declaración de la estrategia sostenible por la directora de la Fundación. Pag. 3	No aplica
7	2-23		Compromisos y política	a.i, a.ii y a.iii Cada acción que emprendemos se sustenta en principios claros que buscan garantizar un comportamiento responsable y transparente por parte de todas las personas que colaboran en la Fundación. Nuestro marco de actuación está definido por el Código de Conducta del Grupo BBVA, documento que orienta el comportamiento esperado de todos los colaboradores y directivos del Grupo, poniendo énfasis en el debido proceso y la prevención y mitigación de los impactos negativos; este Código fue aprobado por el máximo órgano de gobierno del Grupo, asegurando la amplitud y profundidad del compromiso por la conducta empresarial responsable.  Este código integra lineamientos en torno a diversidad e inclusión, salud y seguridad en el trabajo, uso responsable de recursos, confidencialidad y protección de datos, prevención de conflictos de interés, anticorrupción, medidas contra fraudes y lavado de dinero, financiamiento al terrorismo, compromiso con los derechos humanos, sostenibilidad y transparencia en aportaciones y donativos  a.iv b.i y b.ii Todas las actividades de la Fundación se realizan con respeto de los derechos humanos, especialmente los relacionados con el acceso a educación. Además, el acceso a este derecho se busca que sea disminuyendo las brechas de desigualdad existentes, por lo que la población objetivo son	No aplica



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				personas en situación de vulnerabilidad socioeconómica.  c. Consulta el Código de Conducta de Grupo BBVA en: <a href="https://www.bbva.mx/content/dam/public-web/mexico/documents/landing/footer-y-prefooter/codigo-de-conducta.pdf">https://www.bbva.mx/content/dam/public-web/mexico/documents/landing/footer-y-prefooter/codigo-de-conducta.pdf</a>  d. Este Código fue aprobado por el máximo órgano de gobierno del Grupo, asegurando la amplitud y profundidad del compromiso por la conducta empresarial responsable.  e. Para asegurar el cumplimiento del código y permitir la denuncia de cualquier conducta contraria a nuestros principios, mantenemos habilitadas plataformas confidenciales y accesibles las 24 horas del día, los 365 días del año. A través de estos canales, cualquier colaborador, colaboradora, Chavos que Inspiran, estudiantes o personal de los Colegios, o grupo de interés puede presentar reportes de manera anónima y sin represalias.  f. La capacitación es un pilar fundamental para fortalecer nuestro modelo de cumplimiento. En 2025, se realizó formación institucional en valores, integridad y código de conducta, consolidando los estándares que guían el trabajo de la Fundación. Además, en 2025 tuvimos un taller de ética enfocado en generar empatía hacia los comportamientos más denunciados en el canal interno, como estilos de liderazgo y respeto a las personas.	
8	2-24		Incorporación de los compromisos y políticas	a.i Desde Fundación BBVA México trabajamos de manera coordinada con la iniciativa Compromiso con la Comunidad BBVA 2025, un plan que, a lo largo del periodo 2021-2025, consolidó la responsabilidad y visión sostenible de Grupo BBVA a nivel global. Al concluir este ciclo, la iniciativa demostró su alcance y efectividad, reflejando el compromiso del Grupo y de sus fundaciones con un desarrollo inclusivo y sostenible.  a.ii Durante estos cinco años, la iniciativa permitió cumplir cuatro metas clave, en torno a tres pilares estratégicos, directamente alineadas con tres Objetivos de Desarrollo Sostenible (ODS). De esta manera, cada país donde BBVA tiene presencia asigna de manera independiente las responsabilidades de Inversión en la Comunidad, siendo monitoreadas por	No aplica



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p>Holding BBVA de manera trimestral, alineados con la metodología London Benchmarking Group, estándar internacional para evaluar el impacto de las contribuciones empresariales a la comunidad.</p> <p>a.iii Asimismo, la Fundación opera con sus proveedores de bienes y servicios de manera íntegra, asumiendo el compromiso con todas las políticas aplicables de BBVA y las regulaciones nacionales y extranjeras, si aplicaran.</p> <p>a.iv En ese mismo sentido, los Compromisos sobre las políticas de Inversión en la Comunidad, así como sus implicaciones (Protección de datos personales, Cumplimiento, Anticorrupción, Conflicto de interés y ética) son informadas a todos los colaboradores de la Fundación, quienes cuentan también con esquemas de formación en estos temas de manera obligatoria y regular.</p>	
9	2-25		Procesos para remediar los impactos negativos	<p>a y c Durante 2025 la Fundación no identificó impactos negativos provocados por su actuar, en ese sentido, no se han establecido procesos para remediar los potenciales efectos negativos de sus actividades</p> <p>b. Para asegurar el cumplimiento del código y permitir la denuncia de cualquier conducta contraria a nuestros principios, mantenemos habilitadas plataformas confidenciales y accesibles las 24 horas del día, los 365 días del año. A través de estos canales, cualquier colaborador, colaboradora, Chavos que Inspiran, estudiantes o personal de los Colegios, o grupo de interés puede presentar reportes de manera anónima y sin represalias.</p> <p>Canal de denuncia: <a href="https://www.bkms-system.com/bbva">https://www.bkms-system.com/bbva</a></p> <p>Canal de consultas: <a href="https://www.bkms-system.com/consultas">https://www.bkms-system.com/consultas</a></p> <p>Teléfono nacional: (55) 5621-4188 o 800-001-0011</p> <p>Teléfono global: (34) 91537-72 impulsando</p> <p>d. Los grupos de interés de la Fundación que hagan uso de los mecanismos de quejas y reclamaciones pueden dar retroalimentación que se traduzca en mejoras de éstos, mediante comunicación directa con los equipos gestores de ellos. La eficacia de estos mecanismos son responsabilidad del área de Cumplimiento de BBVA y responden a las normativas y</p>	No aplica



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p>directrices del Código de Conducta del Grupo BBVA; los grupos de interés que hagan uso de los mecanismos tienen posibilidad de retroalimentar tanto en el proceso de su uso como en la mejora de éste.</p> <p>e. La eficacia de los mecanismos se basa en la retroalimentación de los usuarios; los grupos de interés son informados de la existencia de éstos, así como del estricto apego al debido proceso y anonimidad.</p>	
10	2-26		Mecanismos para solicitar asesoramiento y plantear inquietudes	<p>a.i Para asegurar el cumplimiento del código y permitir la denuncia de cualquier conducta contraria a nuestros principios, mantenemos habilitadas plataformas confidenciales y accesibles las 24 horas del día, los 365 días del año. A través de estos canales, cualquier colaborador, colaboradora, Chavos que Inspiran, estudiantes o personal de los Colegios, o grupo de interés puede presentar reporte de manera anónima y sin represalias</p> <p>a.ii Los mecanismos de quejas y reclamación, así como los mecanismos para solicitar asesoramiento y expresar inquietudes acerca de la conducta empresarial responsable de la organización operan de manera similar, aunque cada uno cuenta con un canal de comunicación específico.</p> <p>Canal de denuncia: <a href="https://www.bkms-system.com/bbva">https://www.bkms-system.com/bbva</a></p> <p>Canal de consultas: <a href="https://www.bkms-system.com/consultas">https://www.bkms-system.com/consultas</a></p>	No aplica
11	2-27		Cumplimiento de la legislación y las normativas	Durante 2025 no recibimos ninguna multa o sanción no monetaria por ningún concepto.	Número
12	2-28		Afiliación a asociaciones	a. La Fundación en 2025 siguió formando parte del compromiso con los 10 Principios del Pacto Mundial de la ONU, y, en ese sentido, sigue adherida al Pacto Global, en México.	No aplica
13	2-29		Enfoque para la participación de los grupos de interés	a.i Los grupos de interés de la Fundación se identifican principalmente en función de las actividades de ésta: beneficiarios de los programas que implementa, pues son la población objetivo de atención; las personas donantes, ya sean morales o físicas, pues son quienes financian las iniciativas; y todas las partes inmersas en el proceso operativo: la dirección, las y los	No aplica



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				colaboradores, reguladores y autoridades, proveedores y organizaciones aliadas; además, la sociedad en general, pues la Fundación tiene el objetivo de contribuir al desarrollo socioeconómico del país. <ul style="list-style-type: none"> <li>Beneficiarios y beneficiarias</li> <li>Proveedores</li> <li>Colaboradores y colaboradoras</li> <li>Dirección</li> <li>Organizaciones aliadas</li> <li>Reguladores y autoridades</li> <li>Donantes</li> <li>Sociedad</li> </ul> <p>a.ii y iii Comprometidos con nuestra misión y visión, cultivamos relaciones basadas en la transparencia y la colaboración activa con nuestros grupos de interés. Les informamos con claridad sobre el uso de los recursos y los resultados alcanzados, también promovemos un diálogo abierto para alinear prioridades, responder a sus expectativas y maximizar el impacto de nuestras acciones en beneficio de la sociedad.</p>	
14	3-1		Proceso para determinar los temas materiales	a y b. Nuestro ejercicio de doble materialidad se realizó bajo la siguiente metodología: <ul style="list-style-type: none"> <li>Identificación de 22 temas preliminares a partir de distintas fuentes públicas, organizaciones pares, información interna de la organización y el análisis de materialidad previo.</li> <li>Obtención de Impactos, Riesgos y Oportunidades (IROs) asociados a los temas preliminares para que posteriormente pudieran ser evaluados por medio de encuestas.</li> <li>Aplicación de encuestas dirigidas a siete directivos de Fundación BBVA México, para la evaluación de temas preliminares desde la relevancia financiera, así como a 18 gerentes de Fundación BBVA México para la evaluación desde la perspectiva de impacto.</li> <li>A partir de una validación, se obtuvo la lista de los 21 temas priorizados.</li> </ul> <p>Desde la perspectiva de impacto, y con base en las encuestas realizadas a la gerencia, se identificaron cinco temas principales. Paralelamente, desde el enfoque financiero evaluado por los directivos, se</p>	No aplica



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				determinaron cinco temas prioritarios de interés específico Pag. 11	
15	3-2		Lista de temas materiales	a. Enumerar temas materiales: <ul style="list-style-type: none"> <li>Relación con donantes y procuración de fondos</li> <li>Educación de calidad y continuidad escolar</li> <li>Empleabilidad</li> <li>Igualdad, diversidad e inclusión</li> <li>Ética y anticorrupción</li> <li>Cumplimiento de procesos</li> <li>Igualdad, diversidad e inclusión</li> <li>Residuos</li> <li>Educación de calidad y continuidad escolar</li> <li>Relación con donantes y procuración de fondos</li> </ul> <p>b. Durante 2024, que es la fecha más reciente de este ejercicio, se realizó una evaluación de 22 temas preliminares basada en el principio de doble materialidad.</p>	No aplica
16	3-3		Gestión de los Temas materiales	A través de su informe, la compañía detalla los impactos reales y potenciales, tanto positivos como negativos, relacionados con los temas que han identificado como materiales en su ejercicio de doble materialidad. Este enfoque garantiza una gestión responsable de sus relaciones comerciales, minimizando los impactos adversos y promoviendo su compromiso con un México mejor. En línea con este propósito, el informe desarrolla los programas implementados por la Fundación, ofreciendo métricas precisas e información contextual. Además, incorpora la retroalimentación de todos los grupos de interés en el diseño de los programas sociales, lo que refuerza la relevancia y efectividad de sus iniciativas.	No aplica
17	201-4		Asistencia Financiera recibida del gobierno	a. Fundación BBVA en México no recibe asistencia financiera de ningún gobierno.  b y c. No aplica dado que la Fundación BBVA en México no opera en otros países ni existe algún gobierno presente en la estructura accionaria.	MXN
18	205-1		Operaciones evaluadas para riesgos	a. Nota: todos los donativos otorgados por Fundación BBVA México pasan por el circuito de revisión de Cumplimiento, en el cual se evalúan los riesgos relacionados con anticorrupción. Para fines del	Número y Porcentaje



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
			relacionados con la corrupción	ejercicio, se contemplan los 26 donativos a OSC (100%) entregados por la Fundación durante 2025.  b. La prevención de conflictos de interés y las normas anticorrupción y la Prevención del Lavado de Dinero (PLD)	
19	205-3		Casos de corrupción confirmados y medidas tomadas	En el periodo de reporte no se presentaron casos de corrupción, por lo tanto, no se presentaron situaciones que llevaran a tomar medidas disciplinarias o rescindidos contratos. Tampoco existieron casos jurídicos contra la organización o sus empleados por corrupción.	Número
20	401-1		Nuevas contrataciones de empleados y rotación de personal	a. Cantidad total y tasa de contrataciones por grupo de edad, género y región  <b>Grupo de edad</b> <ul style="list-style-type: none"> <li>Menores de 30 años: 12</li> <li>Tasas menores de 30 años: 31,58%</li> <li>Entre 30 y 50 años: 15</li> <li>Tasa entre 30 y 50 años: 11,03%</li> <li>Mayores de 50 años: 1</li> <li>Tasas mayores de 50 años: 14,29%</li> </ul> <b>Género</b> <ul style="list-style-type: none"> <li>Mujeres: 21</li> <li>Tasa mujeres: 15,91%</li> <li>Hombres: 7</li> <li>Tasa hombres: 14,29%</li> </ul> <b>Región</b> <ul style="list-style-type: none"> <li>Ciudad de México: 8</li> <li>Tasa ciudad de México: 10,67%</li> <li>Estado de México: 15</li> <li>Tasa estado de México: 46,88%</li> <li>Puebla: 1</li> <li>Tasa puebla: 16,67%</li> <li>Veracruz: 4</li> <li>Tasa Veracruz: 28,57%</li> <li>Total, nuevas contrataciones: 28</li> <li>Tasa total de nuevas contrataciones: 15,47%</li> <li>Nota: Los demás estados no presentaron nuevas contrataciones, la tasa de nuevas contrataciones es 0%</li> </ul>	Número y porcentaje



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				b. Cantidad total y tasa de rotación de personal por grupo de edad, género y región  <b>Grupo de edad</b> <ul style="list-style-type: none"> <li>Menores de 30 años: 5</li> <li>Tasas menores de 30 años: 13,16%</li> <li>Entre 30 y 50 años: 12</li> <li>Tasa entre 30 y 50 años: 8,82%</li> <li>Mayores de 50 años: 1</li> <li>Tasas mayores de 50 años: 14,29%</li> </ul> <b>Género</b> <ul style="list-style-type: none"> <li>Mujeres: 14</li> <li>Tasa mujeres: 10,61%</li> <li>Hombres: 4</li> <li>Tasa hombres: 8,16%</li> </ul> <b>Región</b> <ul style="list-style-type: none"> <li>Baja california: 1</li> <li>Tasa baja california: 25,00%</li> <li>Ciudad de México: 3</li> <li>Tasa ciudad de México: 4,00%</li> <li>Estado de México: 11</li> <li>Tasa estado de México: 34,38%</li> <li>Guanajuato: 1</li> <li>Tasa Guanajuato: 100%</li> <li>Veracruz: 2</li> <li>Tasa Veracruz: 14,29%</li> <li>Total, rotación: 18</li> <li>Tasa total de rotación: 9,94%</li> <li>Nota: Los demás estados no presentaron rotaciones, la tasa de rotación es 0%</li> </ul>	
21	401-3		Permiso parental	a. Total de empleados con derecho parental por género: <ul style="list-style-type: none"> <li>Mujeres: 132</li> <li>Hombres: 49</li> </ul> b. Total de empleados que se han acogido al permiso parental por género: <ul style="list-style-type: none"> <li>Mujeres: 3</li> <li>Hombres: 2</li> </ul>	Número y porcentaje



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p>c. Empleados que han regresado al trabajo después del permiso parental por género:</p> <ul style="list-style-type: none"> <li>Mujeres: 7</li> <li>Hombres: 2</li> </ul> <p>d. Total, de empleados que han regresado al trabajo después de terminar el permiso parental y que seguían siendo empleados 12 meses después de regresar al trabajo, por género:</p> <ul style="list-style-type: none"> <li>Mujeres: 3</li> <li>Hombres: 1</li> </ul> <p>e. Tasa de regreso al trabajo por género:</p> <ul style="list-style-type: none"> <li>Mujeres: 66,67%</li> <li>Hombres: 100%</li> </ul> <p>e. Tasa de retención de empleados por género:</p> <ul style="list-style-type: none"> <li>Mujeres: 100%</li> <li>Hombres: 50%</li> </ul>	
22	404-1		Media de horas de formación al año por empleado	<p>a. Promedio de horas de formación de los empleados por género y categoría laboral:</p> <ul style="list-style-type: none"> <li>Total: 30,37</li> </ul> <p><b>Género</b></p> <ul style="list-style-type: none"> <li>Mujeres: 30,51</li> <li>Hombres: 29,99</li> </ul> <p><b>Categoría laboral</b></p> <ul style="list-style-type: none"> <li>Director: 42,61</li> <li>Subdirector: 29,71</li> <li>Especialista: 31,31</li> <li>Analistas: 24,71</li> <li>Secretaría: 18,64</li> </ul>	Número
23	404-3		Porcentaje de empleados que reciben evaluaciones periódicas del desempeño y desarrollo profesional	<p>a. Porcentaje del total de empleados por género y por categoría laboral que recibieron una evaluación periódica de su desempeño y del desarrollo de su carrera:</p> <ul style="list-style-type: none"> <li>Total: 95.03%</li> </ul>	Porcentaje



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				<p><b>Género</b></p> <ul style="list-style-type: none"> <li>Mujeres: 95,45%</li> <li>Hombres: 93,88%</li> </ul> <p><b>Categoría laboral</b></p> <ul style="list-style-type: none"> <li>Director: 88,89%</li> <li>Subdirector: 100%</li> <li>Especialista: 94,40%</li> <li>Analista: 97,30%</li> <li>Secretaría: 100%</li> </ul>	
24	413-1		Operaciones con participación de la comunidad local, evaluaciones del impacto y programas de desarrollo.	<p>a. El 100% de nuestras operaciones cuentan con programas implementados de participación de la comunidad local, así como evaluaciones de impacto. El área de Monitoreo y Evaluación es quien cumple el rol de seguimiento de los impactos generados por cada programa</p>	%
25	NGO 1	Indicadores del suplemento sectorial entidades no gubernamentales GRI <a href="#">GRI - Search</a>	Proceso de involucramiento de los grupos de interés afectados en el diseño, implementación, monitoreo y evaluación de políticas y programas.	<p>2.5 Los grupos de interés participan en todas las etapas de los programas (desde su diseño hasta su evaluación) mediante diversos mecanismos, como las evaluaciones realizadas por externos, en donde se realizan grupos focales, encuestas y consultas a la comunidad de la Fundación.</p> <p>2.6 La retroalimentación de los grupos de interés es considerada en las etapas de mejora de los programas. Toda la evidencia generada a través de los mecanismos de consulta se considera en los procesos de toma de decisiones.</p>	No aplica
26	NGO 2		Mecanismos de retroalimentación y quejas con relación a programas y políticas y para determinar acciones a tomar en respuesta a incumplimientos en las políticas.	<p>2.4 Los mecanismos para comentarios y quejas en relación con los programas de la Fundación establecen los procesos que se seguirán si existen medidas que deben adoptarse al respecto de éstas. Los mecanismos de quejas y reclamación, así como los mecanismos para solicitar asesoramiento y expresar inquietudes acerca de la conducta empresarial responsable de la organización operan de manera similar, aunque cada uno cuenta con un canal de comunicación específico. Canal de denuncia: <a href="https://www.bkms-system.com/bbva">https://www.bkms-system.com/bbva</a> Canal de consultas: <a href="https://www.bkms-system.com/consultas">https://www.bkms-system.com/consultas</a></p>	No aplica



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
27	NGO 3		Sistema para monitorear, evaluar y aprender (incluyendo efectividad de medición e impacto), que resultan en cambios en los programas, y cómo se comunican.	2.5 Implementamos el Net Promoter Score (NPS), una metodología de BBVA que evalúa mensualmente el nivel de satisfacción de nuestros beneficiarios y beneficiarias. A través de este índice, solicitamos que califiquen, en una escala de 0 a 10, su disposición a recomendar nuestro programa a otras personas. Los datos obtenidos mediante el NPS son fundamentales para evaluar si nuestras acciones responden a las necesidades de las y los becarios. Esta herramienta nos permite identificar posibles brechas, diseñar estrategias específicas y mejorar la experiencia integral de quienes forman parte del programa	No aplica
28	NGO 4		Medidas para integrar género y diversidad en el diseño e implementación de programas, así como los ciclos de monitoreo, evaluación y aprendizaje.	2.5 Dentro de las actividades de monitoreo, evaluación y aprendizaje se encuentran análisis en función del género y grupos vulnerables, mismos que se incorporan a la mejora continua de los programas. En ese sentido, el diseño de los programas, su implementación y su seguimiento están en constante mejora a partir de la inclusión de métricas para integrar los pilares estratégicos de BBVA.	No aplica
29	NGO 5		Proceso para formular, comunicar, implementar y cambiar posturas de apoyo en temas relevantes y campañas públicas de concientización	2.9 En Fundación BBVA México, entendemos la incidencia no solo como la ejecución de programas sociales, sino como la capacidad de transformar realidades a través del diálogo con actores clave y el impulso de políticas que favorezcan el desarrollo del país. Nuestra actuación se rige por un modelo de gestión basado en la transparencia, la evidencia técnica y la eficiencia operativa. La selección de las causas y temas en los que la Fundación concentra sus esfuerzos responde a un análisis riguroso de Materialidad y alineación estratégica con los ODS y la Estrategia de sostenibilidad de BBVA, así como en un análisis de la situación mexicana en términos de las brechas y desigualdades existentes, principalmente en temas educativos. La comunicación estratégica de las iniciativas de la Fundación se da a través del posicionamiento sobre la incidencia y la concientización pública de las problemáticas que atiende la Fundación, principalmente a través de nuestro informe de sostenibilidad. Asimismo, todas las iniciativas de la Fundación son sujetas a evaluaciones y valoraciones externas para monitorear y generar evidencia que permita la mejora continua de los programas. En ese sentido, en el informe anual de la Fundación se hacen explícitas las problemáticas	No aplica



Shape the future with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
				públicas que se atienden por cada una de las intervenciones implementadas, haciendo especial énfasis en el diagnóstico del problema y los medios (teoría de cambio) para la atención de los problemas públicos, mismos que responden a la dinámica de basar las acciones en evidencia. Así, los grupos de interés de la Fundación reciben la información necesaria sobre el uso de los recursos en la atención de problemáticas sociales, conociendo los mecanismos causales de acción y resultados e impactos atribuibles a los programas implementados por la Fundación.	
30	NGO 6		Proceso para tomar en cuenta y coordinar actividades con otros actores.	2.4 A través de las Alianzas por la educación se apoyan a Organizaciones de la Sociedad Civil (OSC) que tienen un foco en el apoyo a la educación. Este apoyo identifica las áreas en común que tienen las OSC con la Fundación y generan espacios de colaboración donde se potencian los impactos sociales. Además, en estas alianzas se busca la transferencia de conocimiento, buenas prácticas y habilidades que permiten el fortalecimiento institucional y de reporte de las OSC aliadas. En ese sentido, las oportunidades de generar nuevas alianzas o fortalecer las actuales se crean, con el fin último de seguir impulsando la educación en México, con mayor interés en las personas con vulnerabilidad.	No aplica
31	NGO 7		Asignación de recursos.	2.4 A nivel global, los procesos para la asignación de recursos de BBVA se encuentran alineados con la metodología London Benchmarking Group, estándar internacional para evaluar el impacto de las contribuciones empresariales a la comunidad. A nivel México, en congruencia con las políticas institucionales de BBVA México, los donativos destinados a este programa se rigen por normas y procedimientos claros, entre ellos la Norma para la gestión de donaciones y aportaciones a entidades sin fines de lucro, así como el Procedimiento para la gestión de donaciones en BBVA México. En ese sentido, todos los recursos procurados por la Fundación tienen una trazabilidad que rinde cuentas, pues su ejecución se realiza para los fines previstos en cada programa y en el objeto social de la Fundación. Estas normas y procedimientos tienen aplicabilidad en México y tienen el seguimiento de las áreas correspondientes de BBVA, como Cumplimiento.	No aplica
32	NGO 9		Mecanismos de retroalimentación del personal y	2.4 Las y los colaboradores de la Fundación cuentan con los mecanismos de retroalimentación y quejas de fuerza laboral que tiene BBVA, como el Canal de	No aplica



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
			quejas, y su resolución.	denuncia. En caso de que estas denuncias y retroalimentaciones se consideren válidas, podrán ser compartidas con los órganos de gobierno de la Fundación. Todas las quejas y denuncias tienen carácter de confidencial y no pueden ser consultadas por nadie durante el proceso, más que por el área encargada de su revisión. Este proceso busca la total confidencialidad y respeto al debido proceso tanto de la persona que denuncia como la persona denunciada. Al final del proceso de revisión, se genera un informe detallado sobre lo sucedido y se toman las medidas que se estipulen en el Código de Conducta de BBVA.	
33	1	La fundación reporta: Beneficiarios directos/indirectos / usuarios únicos de iniciativas sociales de las siguientes iniciativas: Chavos que Inspiran- Secundaria, Chavos que Inspiran-Preparatoria , Chavos que Inspiran- Universidad, Chavos que Inspiran- Educación en línea, Chavos que Inspiran- Discapacidad, Supérate, , Apoyo en desastres naturales, Colegio Chavos que Inspiran, Coaches financieros, Alianzas por la educación,	Beneficiarios directos / indirectos / usuarios únicos de iniciativas sociales	<p><b>Beneficiarios directos</b></p> <ul style="list-style-type: none"> <li>Total beneficiarios directos: 720.282</li> <li>Colegio CQI: 425</li> <li>Coaches financieros: 0</li> <li>Supérate: 193.738</li> <li>Chavos que inspiran secundaria: 17.664</li> <li>Chavos que inspiran preparatoria: 13.097</li> <li>Chavos que inspiran universidad: 18.931</li> <li>Chavos que inspiran educación en línea: 326</li> <li>Chavos con discapacidad que inspiran: 4.479</li> <li>Alianzas por la educación: 373.498</li> <li>Apoyo en desastres naturales: 24.000</li> <li>Juntos por la educación en Guerrero: 17.935</li> <li>Ver para soñar: 52.709</li> <li>Alianzas por la educación digital en Guerrero: 3.480</li> </ul> <p><b>Beneficiarios indirectos</b></p> <ul style="list-style-type: none"> <li>Total beneficiarios indirectos: 1.212.704</li> <li>Colegios CQI: 1.105</li> <li>Coaches financieros: 41.649</li> <li>Supérate: 0</li> <li>Chavos que inspiran secundaria: 45.926</li> <li>Chavos que inspiran preparatoria: 34.052</li> <li>Chavos que inspiran universidad: 49.221</li> <li>Chavos que inspiran educación en línea: 848</li> <li>Chavos con discapacidad que inspiran: 11.645</li> <li>Alianzas por la educación: 878.795</li> <li>Apoyo en desastres naturales: 0</li> <li>Juntos por la educación en Guerrero: 12.420</li> <li>Ver para soñar: 137.043</li> <li>Alianzas por la educación digital en Guerrero: 0</li> </ul>	Número



Shape the future  
with confidence

#	Topic	Criterio	Indicador	Valor asegurado	Unidad de medida
		juntos por la educación en guerrero, ver para soñar y alianzas por la educación digital en guerrero		<p><b>Usuarios únicos</b></p> <ul style="list-style-type: none"> <li>Total de Usuarios únicos: 1.016</li> <li>Colegios CQI: 0</li> <li>Coaches financieros: 0</li> <li>Supérate: 1.016</li> <li>Chavos que inspiran secundaria: 0</li> <li>Chavos que inspiran preparatoria: 0</li> <li>Chavos que inspiran universidad: 0</li> <li>Chavos que inspiran educación en línea: 0</li> <li>Chavos con discapacidad que inspiran: 0</li> <li>Alianzas por la educación: 0</li> <li>Apoyo en desastres naturales: 0</li> <li>Juntos por la educación en guerrero: 0</li> <li>Ver para soñar: 0</li> <li>Alianzas por la educación digital en guerrero: 0</li> </ul>	
34	2	La fundación reporta: Total, de personas impactadas: definido como la sumatoria de los beneficiarios de (1)	Total, de personas impactadas de las iniciativas sociales	1.934.002	Número
35	3	La fundación reporta: Horas de voluntariado y número total de voluntarios, de los programas de Voluntariado One Team y Mentoría.	horas de voluntariado y voluntarios	<ul style="list-style-type: none"> <li>Voluntarios mentoría: 8.022</li> <li>Horas de voluntariado mentoría: 15.315</li> </ul>	Número y horas



# Contact



## Fundación BBVA México

<https://www.fundacionbbva.mx>



**Tel.: 800 122 6689**



Fundación BBVA México headquarters

## Torre BBVA

Paseo de la Reforma 510, Planta 47 Lado Bosque  
Mexico City, México



Fundación  
BBVA

Annual Report 2025