3. BBVA Mexico *Profile*

BBVA Mexico has evolved over 93 years to become a leading institution in the financial sector and a benchmark for innovation, digitalization, and sustainability. Discover our corporate structure and the financial solutions we offer through a wide range of physical channels and digital platforms to our 34 million customers across the country.

3.1 BBVA Mexico

BBVA Mexico offers a broad range of financial services through the largest distribution network in the country. It has a nationwide presence and is comprised of several entities through which it provides a wide variety of financial products and services. BBVA is committed to innovation, digitalization, and sustainability from a customer-centric perspective. This approach has allowed the bank to lead the transformation of the banking sector and generate value for its customers, employees, shareholders, and society.

History

Throughout our 93-year history, we have undergone numerous significant changes, including mergers, name changes, and the acquisition of financial entities. These milestones have enabled us to adapt to market trends and focus on innovation and sustainability. Our priority is the accessibility and satisfaction of our customers; therefore, we focus on creating added value to meet their needs and expectations through personalized banking solutions.

1932
Banco de Comercio is founded.

1991
Creation of Grupo Financiero Bancomer.

1996–1997
AFORE, Seguros, and Pensiones Bancomer are created.

2000
Grupo Financiero BBVA Bancomer is born, resulting from the merger of Grupo Financiero BBVA-Probursa with Grupo Financiero Bancomer.

Grupo Financiero BBVA Bancomer acquires Banca Promex and consolidates as the largest financial institution in Mexico.

2005
Grupo Financiero BBVA Bancomer acquires Hipotecaria Nacional.

2019
BBVA unifies its brand globally.

2021
Name change (BBVA Mexico).

2022
BBVA celebrates 90 years of contributing to the Mexican economy.

2025
New 2025-2029 Strategic Plan.

Corporate Structure

The operations of BBVA Mexico's subsidiaries are primarily intended to provide multiple banking services, act as a securities broker-dealer, provide insurance and pension services, manage investment fund assets, and securities portfolios, as well as administrative services. The consolidated subsidiaries are:

BBVA México, S.A., Institución de Banca Múltiple, Grupo Financiero BBVA México
Multiple banking services

Casa de Bolsa BBVA México, S.A. de C.V., Grupo Financiero BBVA México
Securities brokerage

BBVA Asset Management México, S.A. de C.V., S.O.F.I., Grupo Financiero BBVA México
Investment fund management

BBVA Seguros México, S.A. de C.V., Grupo Financiero BBVA México
Insurance company

BBVA Seguros Salud México, S.A. de C.V., Grupo Financiero BBVA México
Specialized health insurance institution

BBVA Pensiones México, S.A. de C.V., Grupo Financiero BBVA México
Specialized pension insurance institution

Other BBVA subsidiaries operate in Mexico and may have quantifiable impacts on sustainability indicators, as their results and effects are generated within the country. For further information, please refer to the Presentation section.

3.2 Presence

1,633 Branches*

14,343 Atms*

State	Branches	Atms
Aguascalientes	18	182
Baja California Norte	51	431
Baja California Sur	19	113
Campeche	14	111
Chiapas	36	286
Chihuahua	52	411
Mexico City	219	2,123
Coahuila	46	406
Colima	10	76
Durango	20	147
State of Mexico	157	1,624
Guanajuato	81	606
Guerrero	27	196
Hidalgo	29	289
Jalisco	159	1,102
Michoacán	70	502

State	Branches	Atms
Morelos	27	204
Nayarit	18	135
Nuevo León	113	940
Oaxaca	25	201
Puebla	61	577
Querétaro	30	324
Quintana Roo	27	378
San Luis Potosí	30	393
Sinaloa	42	365
Sonora	47	370
Tabasco	34	274
Tamaulipas	39	449
Tlaxcala	7	98
Veracruz	70	629
Yucatán	32	261
Zacatecas	23	140

* Scope: BBVA Mexico; excludes the branch belonging to the Houston agency. Latest information available from the CNBV.

3.3 *Business* Units

BBVA Mexico constantly evolves to enhance the customer experience through a comprehensive offering that combines traditional products with cutting-edge digital solutions. The Institution operates through specialized units by segment, allowing for differentiated service and value propositions aligned with the specific needs of each customer type.

Retail Banking

Retail Banking leads business development with individual customers, ranging from Ultra High Net Worth, Private, Wealth Management, and Personal segments to the Banking and Express segments. It also integrates the SME Network (Red Pyme), which serves micro and small businesses with specialized solutions.

The branch network remains a strategic pillar, featuring extensive self-service areas and Smart ATMs for deposits, payments, consumer loan contracting, and various financial and non-financial transactions.

As part of the Strategic Plan 2025–2029, significant investments have been made to strengthen alternative channels, digital innovation, and the integration of advanced artificial intelligence (AI) and data analytics, consolidating a radically customer-centric model.

Continuous innovation has expanded the offering in consumer and auto loans, savings products (demand and term deposits), investment funds, and insurance (life, auto, home, and natural disasters). Written premiums grew by 18.1% year-over-year. As of years-end, BBVA Mexico reached 33.8 million customers, with 27.1 million (80%) operating through mobile and web channels. This digital strategy strengthens access to financial services and promotes greater banking inclusion in the country.

The Wealth and Private Banking Network consolidated the "Business Center" model, optimizing branch location and integrating services to provide more comprehensive customer care. The Net Promoter Score (NPS) stood at 70 points, the highest in the financial system, reflecting the Radical Customer Perspective (RCP) strategy, based on operational excellence, personalization, and extensive use data and AI.

This approach has enabled the delivery of more timely and relevant solutions for each segment, consistently improving the customer experience and strengthening trust in the relationship with the Bank, while promoting more efficient and closer management across all touchpoints, both physical and digital. As an example, telephone service evolved by replacing traditional IVR (tone dialing) with Blue, a generative AI-based virtual assistant.

In the SME segment, the specialized model led to a loan portfolio exceeding 2 billion pesos, consolidating market leadership. Key launches include: Zona de Cobro BBVA: (Openpay Mini and Payment Links); enablement of Android phones with NFC technology as point-of-sale (POS) terminals; Cuenta Digital PyME (SME Digital Account), which allows business accounts to be opened in under 20 minutes from the BBVA Empresas App; and Pago a Plazos (Payment in Installments) so merchants can make payments from 3 to 18 months on purchases over 500 pesos.

The BBVA Futura App 2025 was launched in Q3 2025, a milestone in its digital transformation and technology modernization strategy. The mobile app was redesigned, achieving speeds up to six times faster, incorporating artificial intelligence through the Blue virtual assistant and a personalized financial coach, and reinforcing security through biometric authentication and AI-based discreet mode.

Business and Institutional Banking

This unit strengthens cross-selling, loyalty, and experience through specialized solutions for:

Corporate Entities: Savings, credit, cash management, and collection solutions via the BBVA Empresas App.

Housing Developers: financing for construction purposes.

Consumer Finance: A specialized unit for the automotive industry, providing financing for both vehicle distribution (dealerships) and acquisition. In 2025, alliances were consolidated with New Energy Vehicle (NEV) manufacturers like BYD and Omoda Jaecoo to promote sustainable mobility.

Houston Nearshoring Office: Focused on attracting investment from international companies, reaffirming the commitment to Mexico's economic growth.

Government Entities: Offering specialized collection, payment, and personalized financial services.

BBVA Spark: An initiative for high-growth companies (start-ups, scale-ups, unicorns, growth, etc.) providing agility, flexibility, and adapted risk processes.

AutoMarket: A digital platform for the secure purchase and sale of pre-owned cars with competitive financing.

Corporate and Investment Banking (CIB)

Offers credit products and services to corporate and institutional clients, including Mergers and Acquisitions (M&A) advisory, market operations (equity and fixed Income), cash management, online banking, and investment products. Bankers in this unit strive to ensure that customers receive the best service tailored to their needs. Examples of products offered to this segment include:

- BBVA Net Cash: A global electronic banking solution for secure and efficient transactions through a user-friendly platform.
- BBVA Trader Mx: A real-time online trading platform providing market analysis, news, and customizable technical tools to support financial decision-making.

Through the Global Markets unit and in coordination with the Brokerage House, BBVA offers sophisticated products such as debt and equity issuance and structured financing for individuals and corporations.

3.4 Stakeholders

BBVA Mexico's stakeholders consist of individuals or groups who, either individually or collectively, interact with the Institution based on unidirectional or multidirectional objectives. These interactions may be occasional or periodic and are carried out through various communication channels.

Stakeholder Engagement	
Engagement Channels	**Priority topics**
Shareholders and investors	
Legal Department Shareholders' Meeting Annual Financial and Sustainability Report Quarterly Reports Investor Relations Portal	Strategic Plan information (priorities, objectives, programs, and initiatives) Performance information (progress and results) Other documents of interest
Customers	
Branches and offices Línea BBVA (Phone banking) BBVA App and BBVA Online Banking Website (bbva.mx) Specialized Customer Service Unit (UNE) Other digital media (email, advertising, social media, content platforms) Others (print media, surveys)	Product and service information Specialized advisory services (Sustainability and Financial Health) Advertising Financial Education Other information of interest for current or potential customers
Employees	
Collaborative environment (intranet) and related links Others (Campus BBVA, The Camp, Your Development, Workday, etc.) Somos BBVA Portal (internal) Policies, regulations, and procedures Internal newsletters from the Talent & Culture (T&C) department Internal newsletters from other departments Internal sites Other digital media (social media and content platforms)	Relevant information on the employment relationship (from application to termination) Culture and engagement information Special internal calls and announcements Training and development Specialized information related to employee functions Other required information

Suppliers	
Supplier Portal Adquira Electronic Portal	Relevant information on the business relationship (from initial engagement to contract termination and the payment process) Information on internal guidelines (e.g., assessment process and the dissemination of the Supplier Code of Conduct) Other required information
Regulators and authorities	
Official channels (platforms) Regulatory reports Questionnaires and inquiries Email In-person assistance and meetings Events Official statements / Announcements	Compliance with official provisions Promoting initiatives and projects
Other public and private organizations	
Questionnaires and inquiries Email In-person service / meetings Events Official statements / Announcements Website (bbva.mx) Other digital media (social media and content platforms)	Alliances and partnerships Promoting initiatives and projects Local and global thematic commitments (e.g., sustainability, financial inclusion, and climate change)
Society	
Website (bbva.mx) Digital media (social networks and content platforms) Events	General information

3.5 Institutional Relations and *Sustainability Advocacy*

Participation in Trade, Sector and Business Organizations

At BBVA Mexico, we constantly drive knowledge exchange, the adoption of best practices, and the promotion of actions that contribute to the country's development. Our Institution's participation includes coordination or representation in committees and working groups as an associate, member, or affiliate in the following organizations:

- Association of Banks of Mexico (*Asociación de Bancos de México*, ABM)
- Interactive Advertising Bureau (IAB)
- Mexican Association of Securities Institutions (*Asociación Mexicana de Instituciones Bursátiles*, AMIB)
- Mexican Association of Insurance Institutions (*Asociación Mexicana de Instituciones de Seguros*, AMIS)
- Mexican Association of Financial Factoring and Similar Activities (*Asociación Mexicana de Factoraje Financiero y Actividades Similares*, AMEFAC)
- Spanish Chamber of Commerce (*Cámara Española de Comercio*, CAMESCOM)
- Japanese Chamber of Commerce and Industry of Mexico (*Cámara Japonesa de Comercio e Industria de México*)
- International Chamber of Commerce Mexico Chapter (ICC México)
- Communications Council (*Consejo de la Comunicación*, CC)
- Mexican Council for Sustainable Finance (*Consejo Mexicano de Finanzas Sostenibles*, CMFS)
- National Agricultural Council (*Consejo Nacional Agropecuario*, CNA)
- Mexican Institute of Financial Executives (*Instituto Mexicano de Ejecutivos de Finanzas*, IMEF)

Sustainability Advocacy

Sustainable Commitments

With the aim of supporting the financial system's transition toward sustainability, BBVA has played an active role for more than two decades in various global initiatives.

Initiative	Signatory Entity	Accession date
United Nations Global Compact	Grupo Financiero BBVA México	2004
United Nations Global Compact	Fundación BBVA	2011
Principles for Responsible Banking	BBVA México Institución de Banca Multiple	2019
Principles for Responsible	BBVA Pensiones México	2019

Partnerships

BBVA Mexico has forged partnerships with international organizations with local presence, domestic entities, universities, and sustainability experts, among other key stakeholders. These collaborations aim to drive sustainability in areas such as climate change, sustainable mobility, sustainable finance, and financial inclusion, among others.

- AliaRSE (Alliance for Corporate Social Responsibility)
- Climate Finance Accelerator (CFA)
- Mexican Council for Sustainable Finance (*Consejo Mexicano de Finanzas Sostenibles*, CMFS)
- UNAM-TEC Consortium (*Consorcio* UNAM-TEC)
- British Embassy (*Embajada Británica*)
- International Finance Corporation (IFC)
- Mexican Carbon Platform (*Plataforma Mexicana de Carbono*, MÉXICO$_2$)
- *Reforestamos*

3.6 Recognitions

During 2025, our initiatives and results allowed us to rank among the top positions in different rankings and be recognized by several entities in Mexico, the Americas, and Europe.

Studies by the corporate reputation monitor MERCO Mexico:

MERCO Companies (MERCO Empresas)
BBVA Mexico was recognized as the financial institution with the best reputation, ranking first in the financial sector and third overall among 200 evaluated companies.

MERCO ESG
BBVA Mexico was recognized as the financial institution with the best performance in Environmental, Social, and Governance (ESG) responsibility in Mexico, reaching first place in the sector and second place overall among 100 evaluated companies.

MERCO Talent (*MERCO Talento*)
For the third consecutive year, BBVA Mexico was recognized as the best financial institution in talent attraction and retention, obtaining second place overall among 100 evaluated companies.

Best Bank in Latin America:
Awarded by the financial magazine The Banker at the Bank of the Year 2025 awards.

Best Treasury & Cash Management Bank in Mexico
Distinction granted by the financial magazine Global Finance at the World's Best Treasury & Cash Management Banks 2025 awards.

Best Bank in Mexico
Award granted by the financial magazine Euromoney at the Awards for Excellence 2025.