

CUSTOMERS
5,144

BUSINESS VOLUME
€5.05 BN

INVESTMENT
FUNDS, PENSION
PLANS AND SICAVS
€2.27 BN

WEALTH
MANAGERS
46

BRANCH MANAGERS
WITH AN ASSIGNED
PORTFOLIO
8

PRIVATE BANKING

The customers of Bankia Banca Privada have access not only to the traditional, banking products and services but also to other, specific products, notably advice from highly qualified personal account managers, who can offer solutions tailored to their needs.

The service is provided through an exclusive network of 13 specialised branches, which draw support from any Bankia division that can help the account managers find answers to the financial, wealth or tax issues raised by the customer, whether relating to the customer's personal affairs or professional activity.

Bankia Banca Privada thus simultaneously offers its customers advice and management in a wide range of specialised and customisable financial products, with the backing of a large group.

Through its branch network it offers the main assets traded in the markets, a wide range of national and international investment funds in all their variants, structured deposits, pension plans and collective investment companies (SICAVs), both from within the group and from external suppliers.

The personal account managers tailor the proposal for each customer to the customer's risk profile, expected return and investment horizon. This advisory service was especially highly valued during 2015 due to the volatility of the markets during the year.

Last year two specific products were launched:

LORIGA INVERSIONES 2015

Sicav, a conservative absolute return fund that aims to deliver attractive returns with limited risk, thanks to strict control of volatility.

AN ISSUE OF TWO-YEAR SENIOR BONDS

Aimed specifically at private banking clients.

The portfolio of socially responsible investment funds was also expanded in 2015 to cover practically all the possible asset classes and investment strategies. Besides the diversification, professional management and favourable tax treatment that are common to all funds, socially responsible investment funds offer a new management approach, which not only produces attractive returns but also helps improve society and the environment.

At 31 December 2015, Bankia Banca Privada had 5,144 customers, 54 personal account managers (46 wealth managers and 8 branch managers with an assigned portfolio), 5.05 billion euros in business volume and 2.27 billion euros in investment funds, pension plans and SICAVs.