

04.4

PRIVATE BANKING.

BEING PERMANENTLY IN CONTACT WITH CUSTOMERS IS A KEY FUNCTION IN ALL BANKING ACTIVITY, BUT ESPECIALLY WHEN THE CUSTOMERS ARE AS DEMANDING AS PRIVATE BANKING CUSTOMERS, WHO WILL PLACE THEIR TRUST ONLY IN AN INSTITUTION THAT OFFERS THEM EXCELLENT, HIGHLY SPECIALISED SERVICE.

An environment as volatile as that seen in 2016 demands maximum professionalism in advice and wealth management. To provide the best service, Bankia has a highly qualified team of professionals, who offer tailored financial and tax solutions and access to a wide range of national and international products, based on each client's objectives and risk profile.

This team, which is dedicated exclusively to customers who have a private banking portfolio of more than 600,000 euros or financial net worth of more than one million, is made up of 54 people deployed in 13 branches, which are grouped in four regions.

Their mission is to be in permanent contact with their clients, share with them information about relevant events and analyse the impact of those events on clients' investments. The fact that they with an open architecture approach to mutual funds, bond and equity issues and structured bonds also gives them an independence of judgment that clients value highly.

One of the great challenges Bankia took on in 2016 was to transform its balance sheet by advising customers to transfer money out of deposits into collective investment vehicles, in response to the decline in interest rates to record low levels during the year.

At 31 December, Private Banking had 5,110 portfolios, as against 5,141 at the end of 2015. Its business volume was 5,434 million euros, up 7.68%. Of this total, 2,369 million related to mutual funds, pension plans and SICAVs. Besides continuing to expand the range of products, the bank's goal for 2017 is to take advantage of new regulations to introduce more powerful advice tools that will allow it to offer an even better service: simpler, more complete portfolio reports, new investment proposal forms, new communication channels, etc.

BANKIA BANCA PRIVADA

NUMBER OF PRIVATE
BANKING ACCOUNT
MANAGERS

43

NUMBER OF PRIVATE
BANKING CLIENTS

7,075

EVENT DAYS WITH CLIENTS

TYPE OF EVENT	VENUE	ATTENDANCE
Presentation of Financial Asset Allocation 2016	Madrid	235*
Presentation of Financial Asset Allocation 2016	Valencia	170*
Conference on "Macroeconomic and Market Outlook. Management through Mutual Funds"	Albacete	100
Conference on "Alternatives to Fixed Income for the Conservative Investor: Absolute return. Market View"	Valencia	170
Annual conference on "Taxation"	Madrid	370
Breakfast with clients of Bankia Banca Privada	Vitoria	20

*Clients of Banca Privada and Banca Personal