BBVA

Turning around

Manuel González Cid, CFO

Morgan Stanley, European Financials Conference

March 20th, 2013

BBVA

Disclaimer

This document is only provided for information purposes and does not constitute, nor must it be interpreted as, an offer to sell or exchange or acquire, or an invitation for offers to buy securities issued by any of the aforementioned companies. Any decision to buy or invest in securities in relation to a specific issue must be made solely and exclusively on the basis of the information set out in the pertinent prospectus filed by the company in relation to such specific issue. Nobody who becomes aware of the information contained in this report must regard it as definitive, because it is subject to changes and modifications.

This document contains or may contain forward looking statements (in the usual meaning and within the meaning of the US Private Securities Litigation Act of 1995) regarding intentions, expectations or projections of BBVA or of its management on the date thereof, that refer to miscellaneous aspects, including projections about the future earnings of the business. The statements contained herein are based on our current projections, although the said earnings may be substantially modified in the future by certain risks, uncertainty and others factors relevant that may cause the results or final decisions to differ from such intentions, projections or estimates. These factors include, without limitation, (1) the market situation, macroeconomic factors, regulatory, political or government guidelines, (2) domestic and international stock market movements, exchange rates and interest rates, (3) competitive pressures, (4) technological changes, (5) alterations in the financial situation, creditworthiness or solvency of our customers, debtors or counterparts. These factors could condition and result in actual events differing from the information and intentions stated, projected or forecast in this document and other past or future documents. BBVA does not undertake to publicly revise the contents of this or any other document, either if the events are not exactly as described herein, or if such events lead to changes in the stated strategies and estimates.

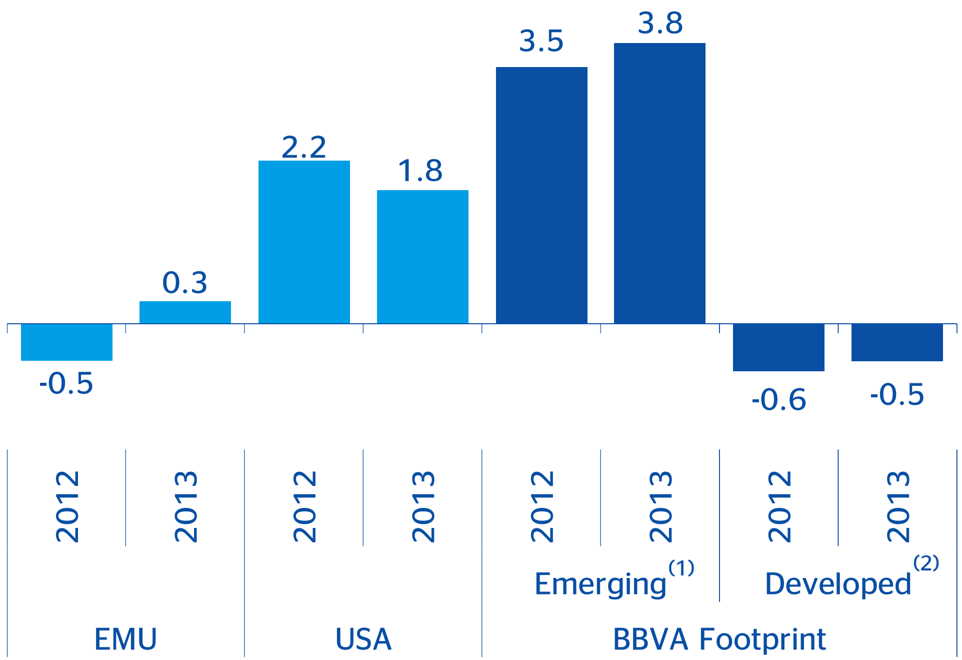
This document may contain summarised information or information that has not been audited, and its recipients are invited to consult the documentation and public information filed by BBVA with stock market supervisory bodies, in particular, the prospectuses and periodical information filed with the Spanish Securities Exchange Commission (CNMV) and the Annual Report on form 20-F and information on form 6-K that are disclosed to the US Securities and Exchange Commission.

Distribution of this document in other jurisdictions may be prohibited, and recipients into whose possession this document comes shall be solely responsible for informing themselves about, and observing any such restrictions. By accepting this document you agree to be bound by the foregoing Restrictions.

Contents

Emerging and developed markets: two different growth profiles

Real GDP growth
(% YoY)



Emerging markets: solid growth maintained

Modest growth rates in the US and in Europe

Source: BBVA Research estimates.

(1) Mexico, South America, China and Turkey weighted average real GDP growth, based on their contribution to BBVA Group's operating income.

(2) Spain, USA and rest of Europe weighted average real GDP growth, based on their contribution to BBVA Group's operating income.

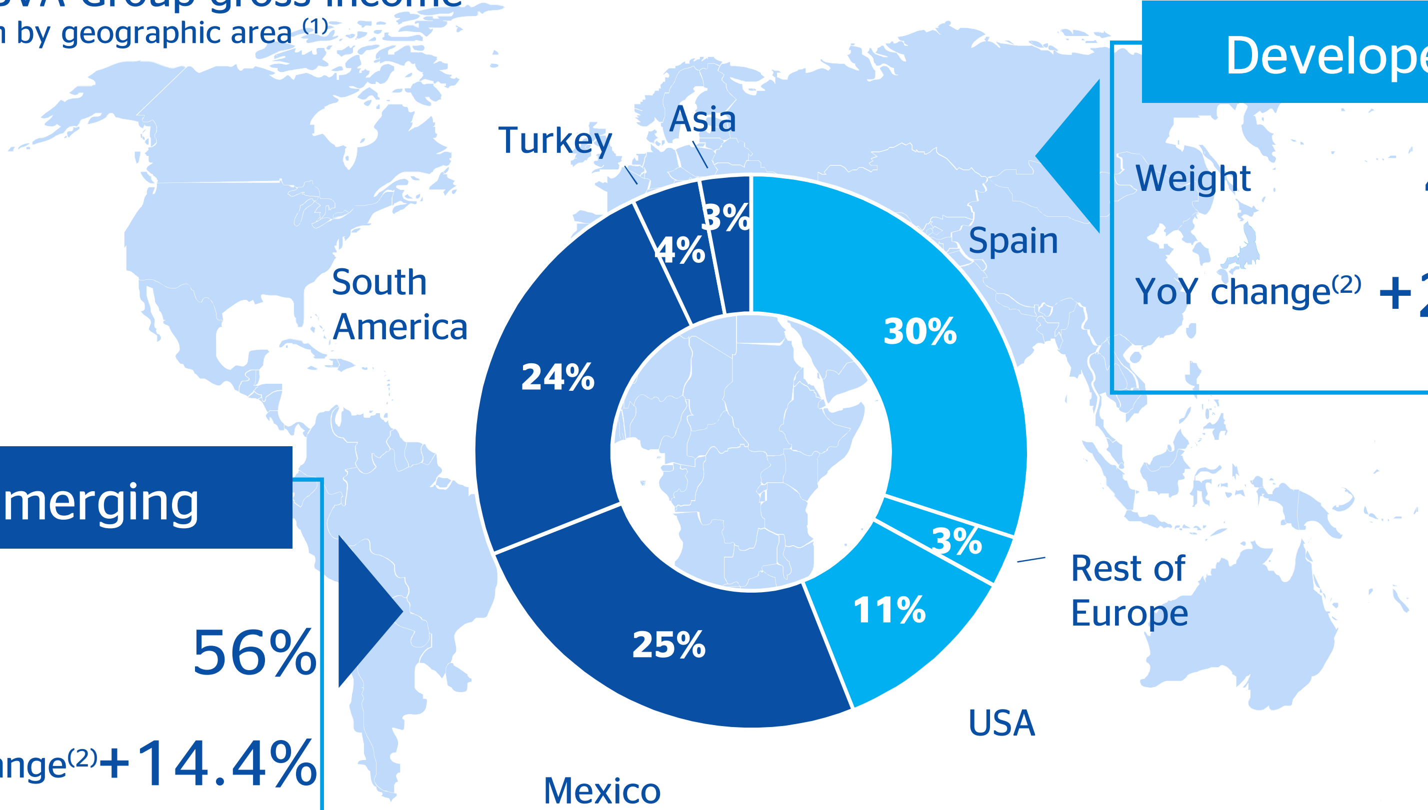
BBVA

BBVA's strengths

1. Diversification
2. Top line growth
3. Superior asset quality
4. Balance sheet strength

BBVA, a global franchise in a dual world

2012 BBVA Group gross income
Breakdown by geographic area [1]



Developed

Weight 44%

YoY change[2] +2.8%

Emerging

Weight 56%

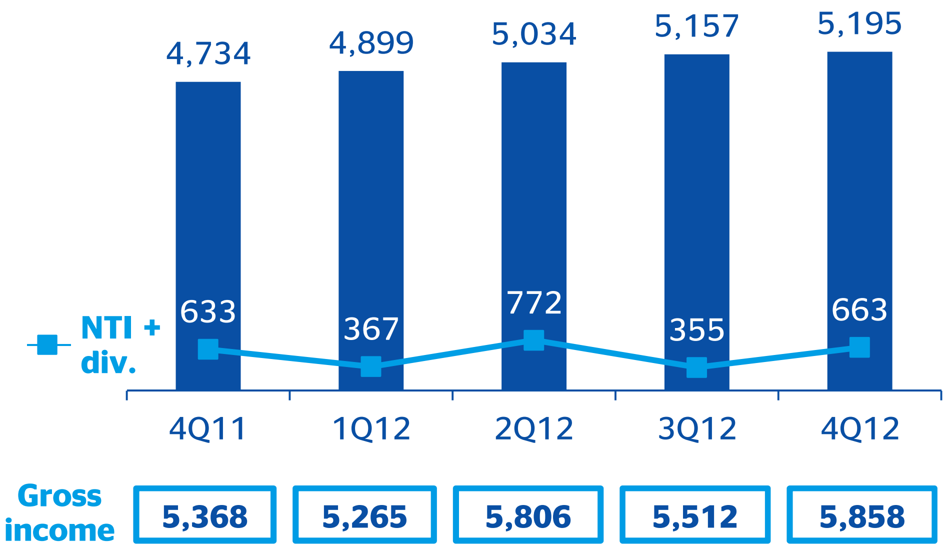
YoY change[2] +14.4%

Well balanced between emerging and developed markets

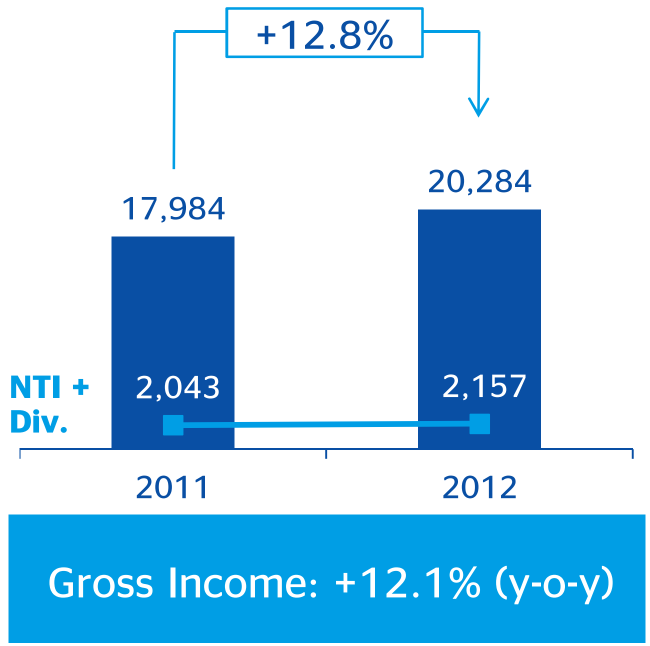
(1) Excluding Corporate Activities.
(2) YoY change in constant €.

High and recurring gross income

BBVA Group recurring gross income [1]
Quarter by quarter
(€ Mn)



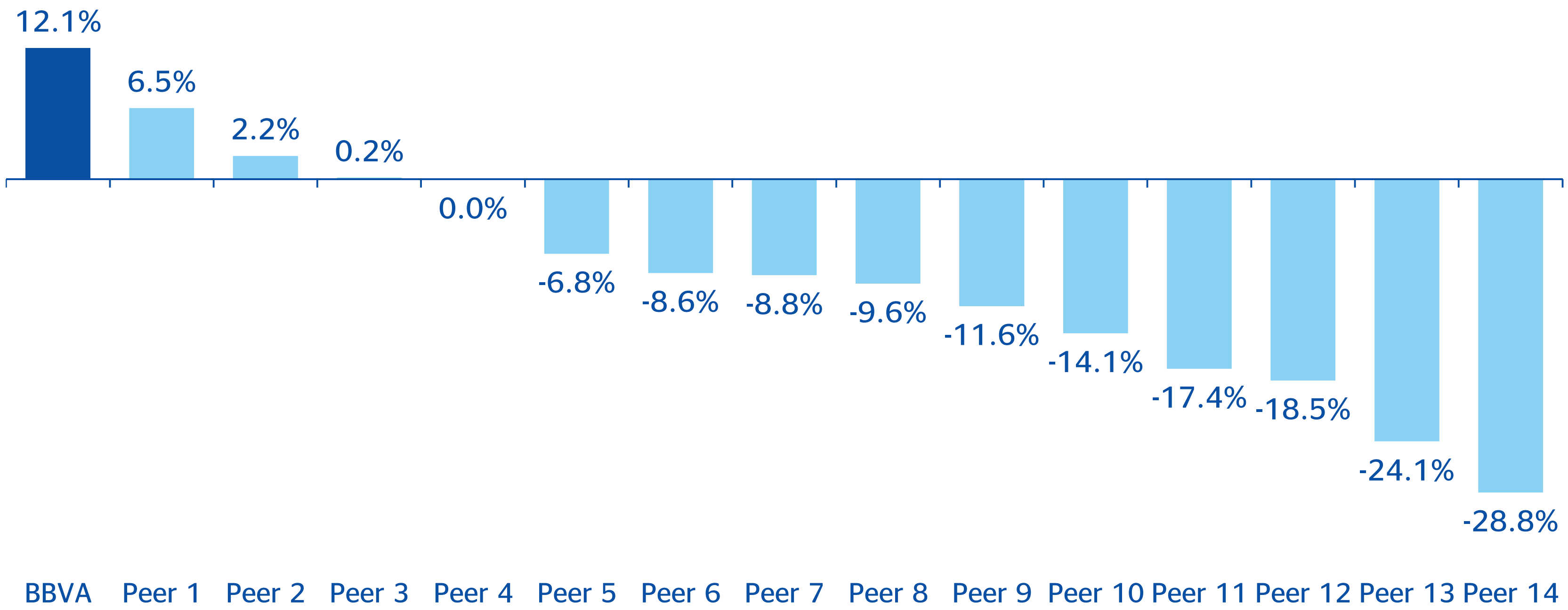
BBVA Group recurring gross income [1]
(€ Mn)



(1) Recurring gross income excludes net trading income and dividends.

BBVA stands out from its European peers in terms of top line growth …

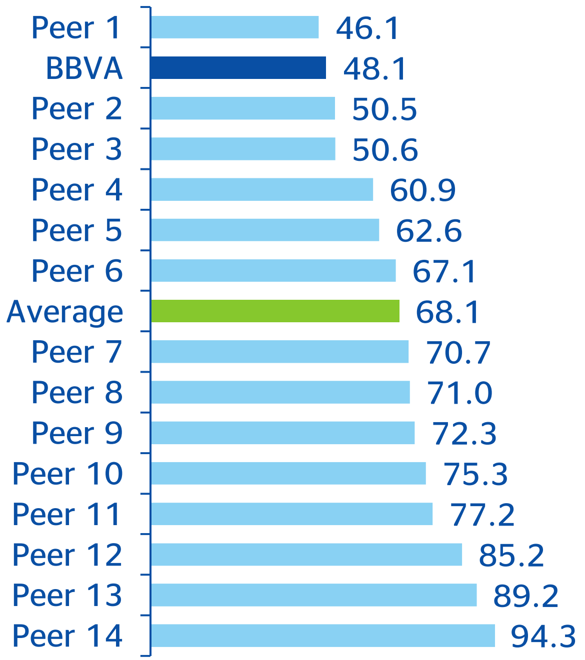
BBVA Group gross income
2012/2011 change
(%)



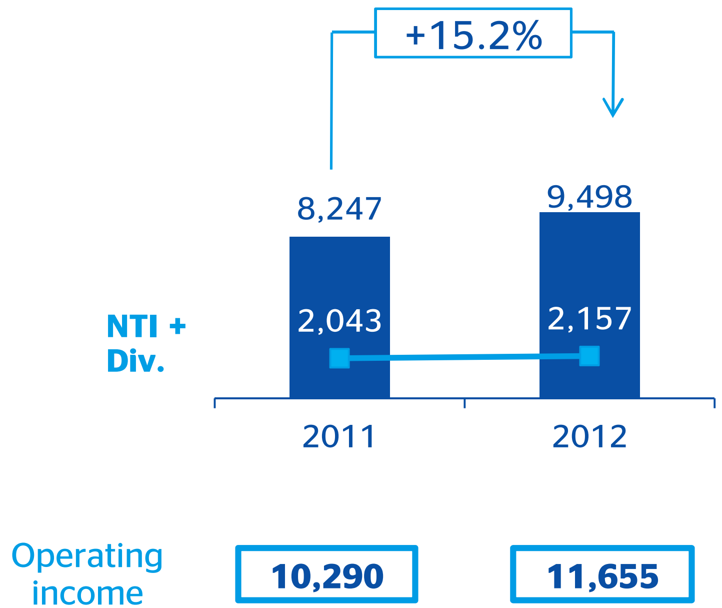
European Peer Group: BARCL, BNPP, CASA, CMZ, CS, DB, ISP, HSBC, LBG, RBS, SAN, SG, UCI and UBS.

… and remains one of the top banks in efficiency with high recurring operating income

Cost / Income
BBVA Group vs. European peer group, 2012
(%)



BBVA Group recurring operating income [(1)]
(€ Mn)

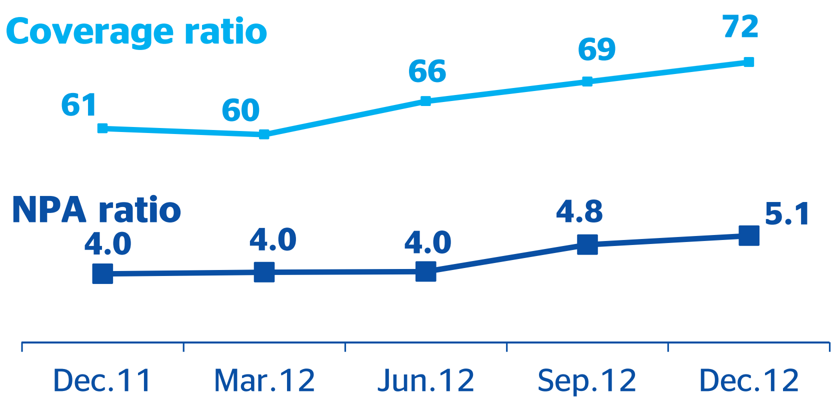


The best buffer to absorb unexpected losses

(1) Recurring operating income excludes net trading income and dividends.
European Peer Group: BARCL, BNPP, CASA, CMZ, CS, DB, ISP, HSBC, LBG, RBS, SAN, SG, UCI and UBS.

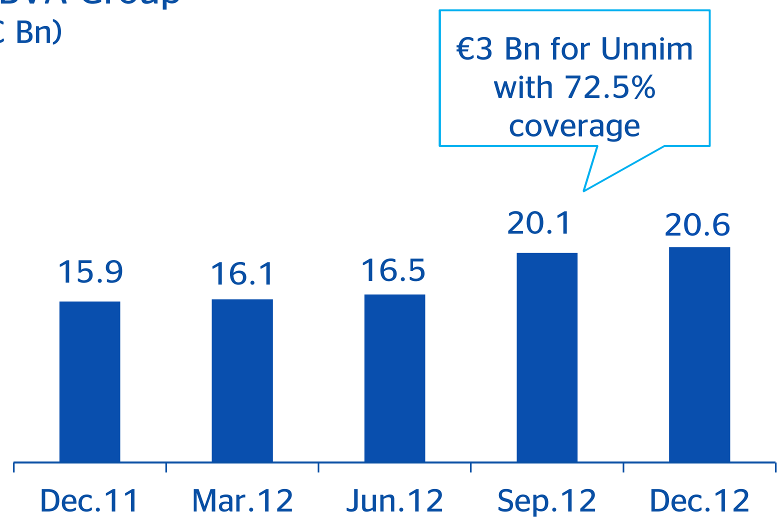
Group risk indicators contained

NPA & coverage ratios
BBVA Group
(%)



Cost of Risk (Annualized)	Dec.11	Mar.12	Jun.12	Sep.12	Dec.12
	1.2%	1.2%	1.8%	1.9%	2.2%

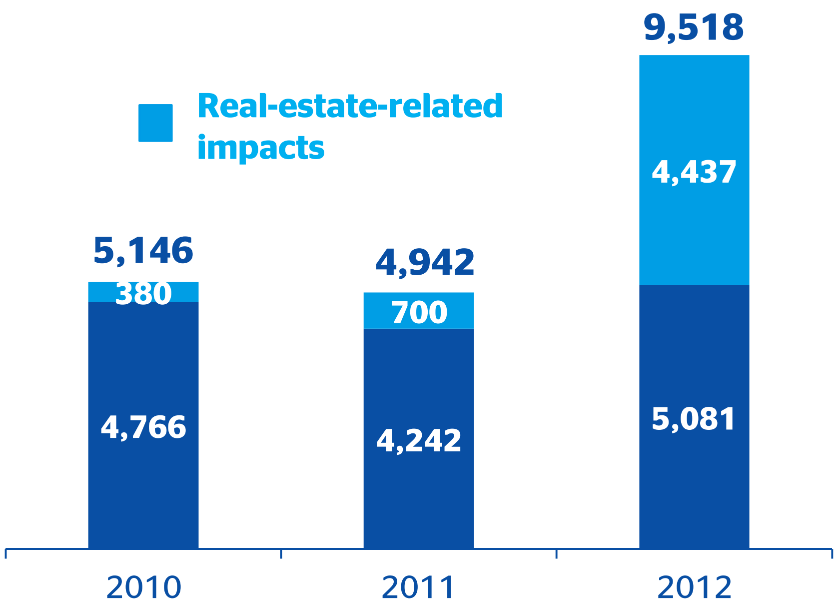
NPA
BBVA Group
(€ Bn)



BBVA's geographical diversification entails a more stable asset quality profile, balancing different credit cycles

Significant provisioning effort in 2012

Loan-loss and real-estate provisioning
BBVA Group
(€ Mn)



€ 7.3 Bn in Spain

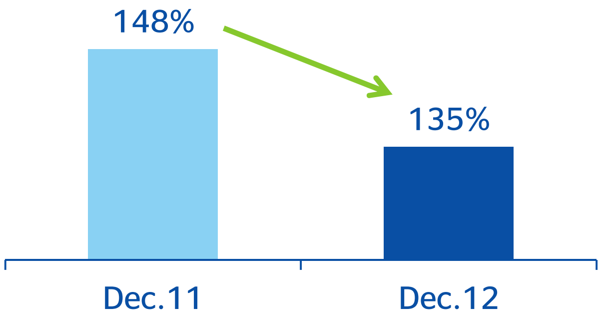
- Boosting Spain's coverage to 67%
- Meeting RE extraordinary provisioning requirements with ordinary income (56% coverage of problematic exposure)
- Improving coverage of non-RE portfolios from 47% in 2011 to 55% in 2012

Transitioning in 2013 to a more normalized cost of risk

Note: Coverage of problematic real estate exposure includes generic provisions from RD 18/2012.

Sound liquidity position of the Euro Balance Sheet

Domestic LTD ratio[1] improvement



Commercial gap reduction of €23 Bn in 2012

Generating liquidity at a quarterly average of € 2.5 - 3 Bn since 2010

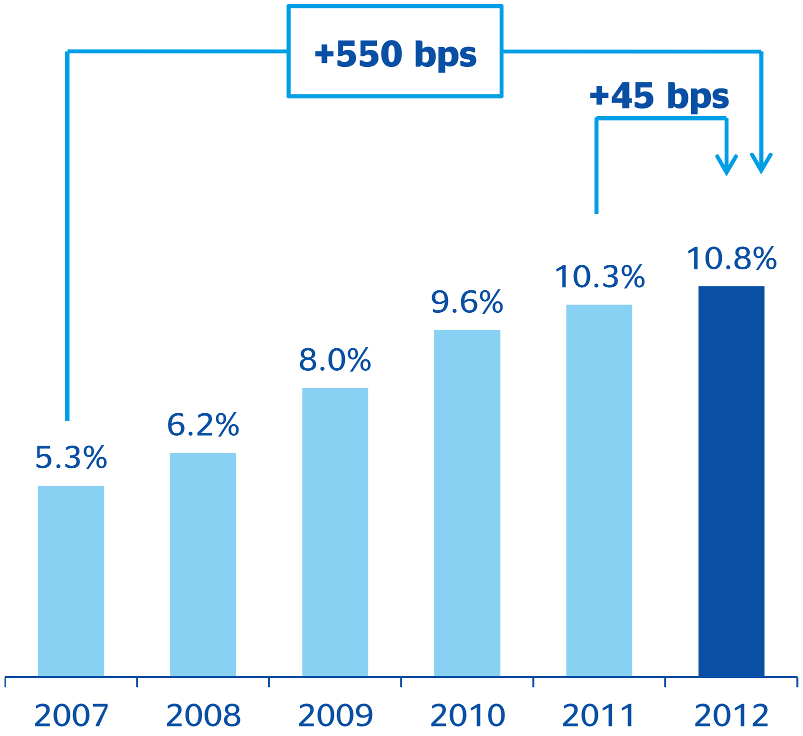
In this context of lower funding needs BBVA has:

- Issued **€14Bn** of wholesale funds **in 2012** and **€4.2 Bn in 2013 YTD.**
- **Ample collateral available**: 2.5x liquidity buffer[2] .

(1) Domestic loans include public sector and exclude securitizations, repos and guarantees; and domestic deposits include public sector and promissory notes and exclude repos.
(2) Liquidity buffer: defined as the number of times that next 3 months' unsecured funding maturities are covered by available collateral. Figures as of March, 2013.

Strong capital generation capacity

Core capital ratio (Basel II)



Without selling core assets

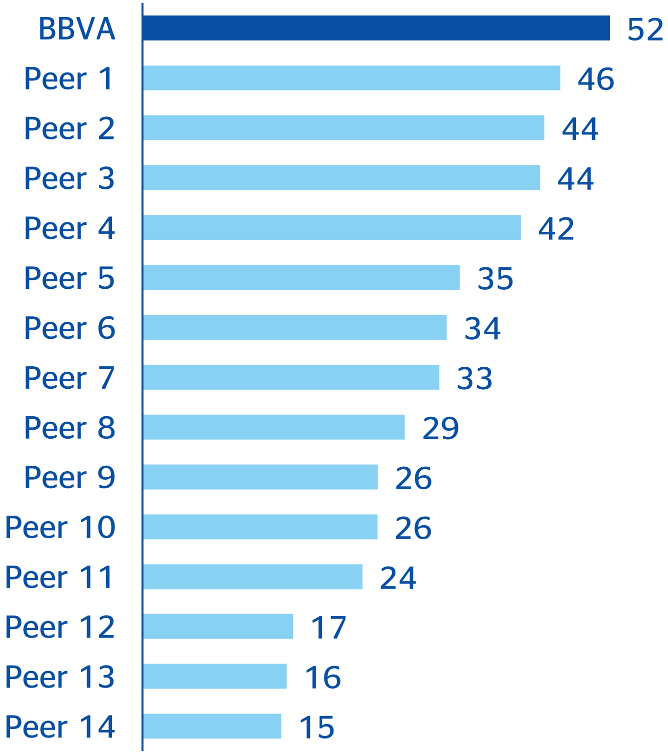
Absorption of RE provisioning and Unnim's acquisition in Spain

Maintaining our dividend policy: €1.3 Bn paid in cash in 2012

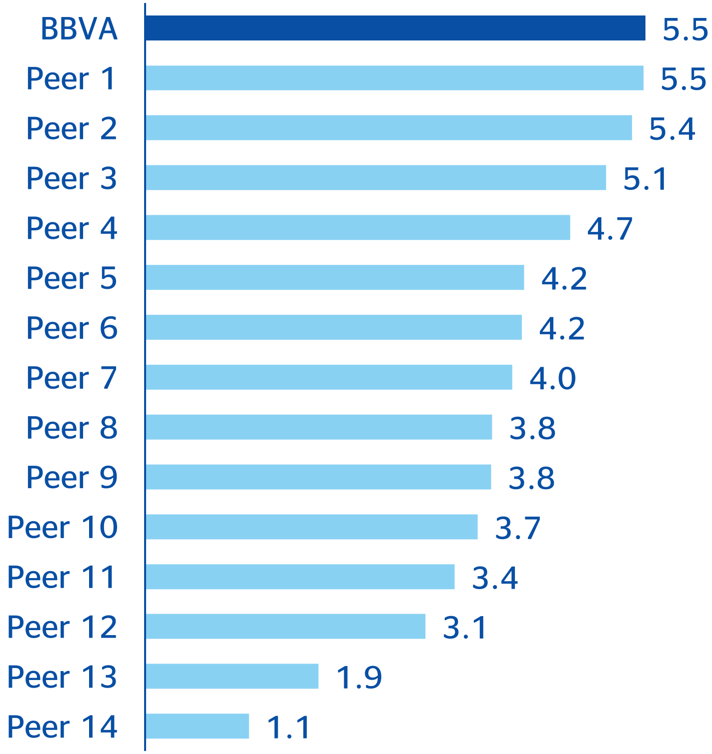
Plus € 2 Bn of realized net gains from the sale of non-core assets to be booked in 2013

High quality capital with low leverage

RWAs / Total Assets
BBVA Group vs. Peer Group
2012 (%)



Tangible equity / Tangible Assets
BBVA Group vs. Peer Group (1)
2012 (%)



European Peer Group: BARCL, BNPP, CASA, CMZ, CS, DB, ISP, HSBC, LBG, RBS, SAN, SG, UCI and UBS.
(1) Data as of December 2012, except CMZ and DB as of September, 2012.

BBVA

Capital adequacy should not only be measured by the regulatory ratio

Key features to assess capital adequacy

		BBVA
1	Resilient pre-provision profit able to absorb credit losses and impairments through the cycle	✓
2	High quality capital with low leverage and high density (high RWAs / Total assets)	✓
3	Strong track record of organic capital generation capacity	✓
4	Ability to generate capital non-organically, without selling core assets	✓
5	Maintenance of stable and predictable dividend policy, with a high cash component, even during the crisis	✓
6	Capacity to avoid highly dilutive capital increases	✓

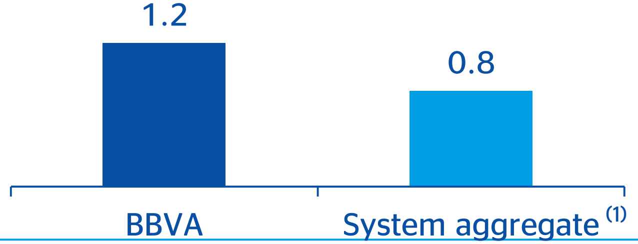
BBVA

Contents

Spain: The best franchise to take advantage of market opportunities

1 Efficient NETWORK

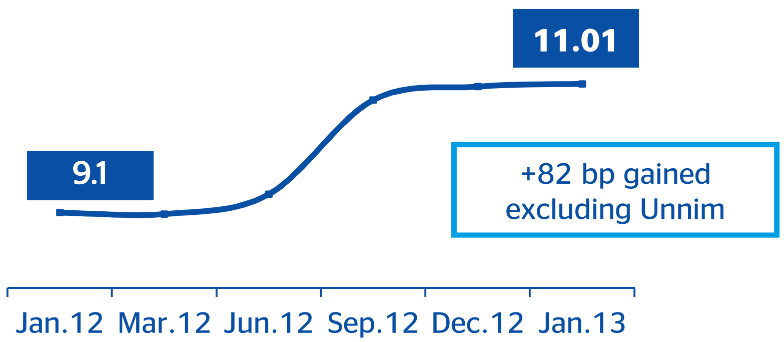
Operating income per branch (€ Mn)



- No significant pending restructuring
- Focus on commercial activity

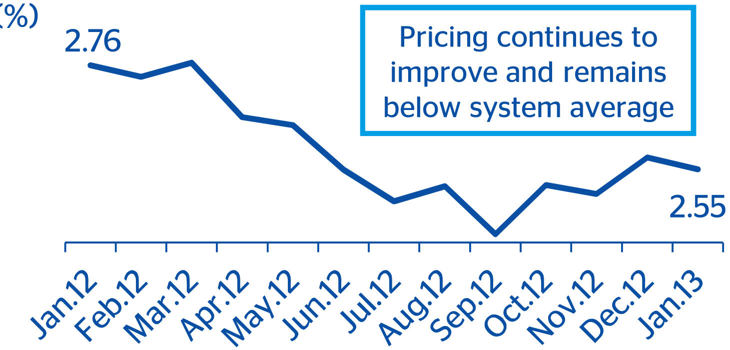
2 Growing CUSTOMER base

BBVA's domestic retail deposits market share evolution (2) (%)



3 PRICE management

Time deposits stock. Cost evolution (%)



Priority

Improving profitability

(1) System operating income, data as of September 2012, annualized. BBVA data as of December 2012.
(2) Domestic retail deposits include deposits from households and non-financial companies and promissory notes distributed through the retail network.

BBVA

Mexico: The strongest franchise in a leading market

1 BBVA Bancomer, leader of the Mexican financial system

- **24.0% loans market share**[1]
- **Increasing our client base from 9 to 20 Mn clients** (38% share) in 10 years
- Mexico contributed with **€1.8 Bn to Group's profits** in 2012
- **21.5% ROE** and **1.9% ROA**[2]

(1) Source: CNBV. Data as of December, 2012.
(2) Source: Bancomer public reporting figures (local accounting standards).

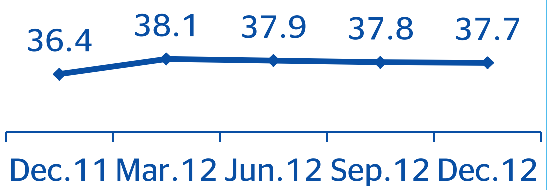
2 High growth opportunities

- **Under penetrated financial system** (23% loans to GDP)
- **Favourable population dynamics:** [3]
  - 120 Mn people in 2020e (Δ22 Mn since 2010)
  - >50% population 20-60 years old
- **Segmented distribution** to serve a highly heterogeneous client base

(3) Source: INEGI projections, based on CONAPO data base.

3 Investing for the future, while maintaining highly efficient operations

Efficiency ratio [4] (%)



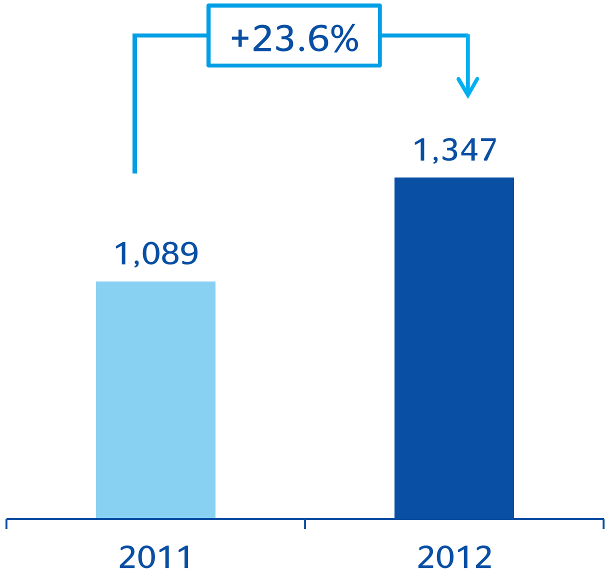
ATMs [5]	POS [5]	Employees[5]
+23	+9,176	+3,294

(4) Consolidated figures.
(5) YoY change (Dec.12 vs. Dec.11).

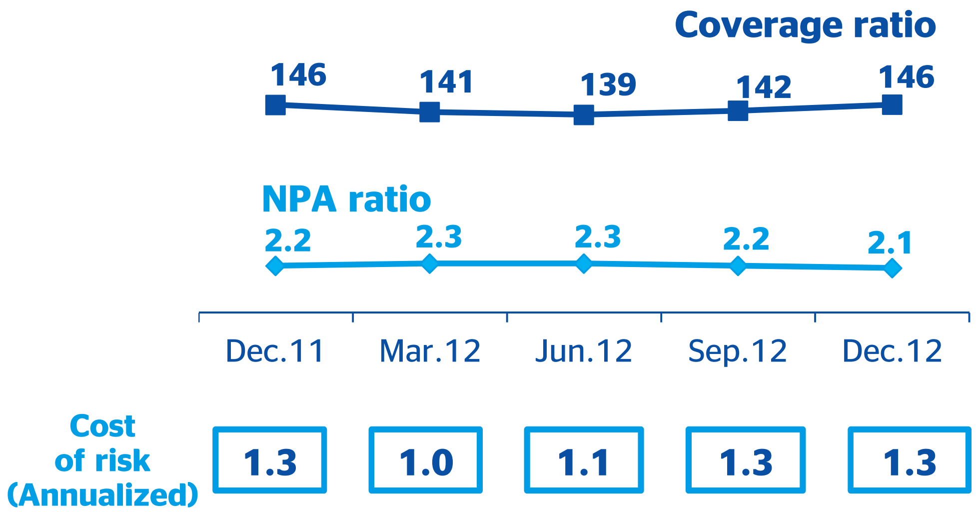
Priority Upgrading our franchise to take advantage of growth opportunities

South America: Leadership positions in a high growth region

Net attributable profit
(Constant € Mn)



NPA & coverage ratios
(%)

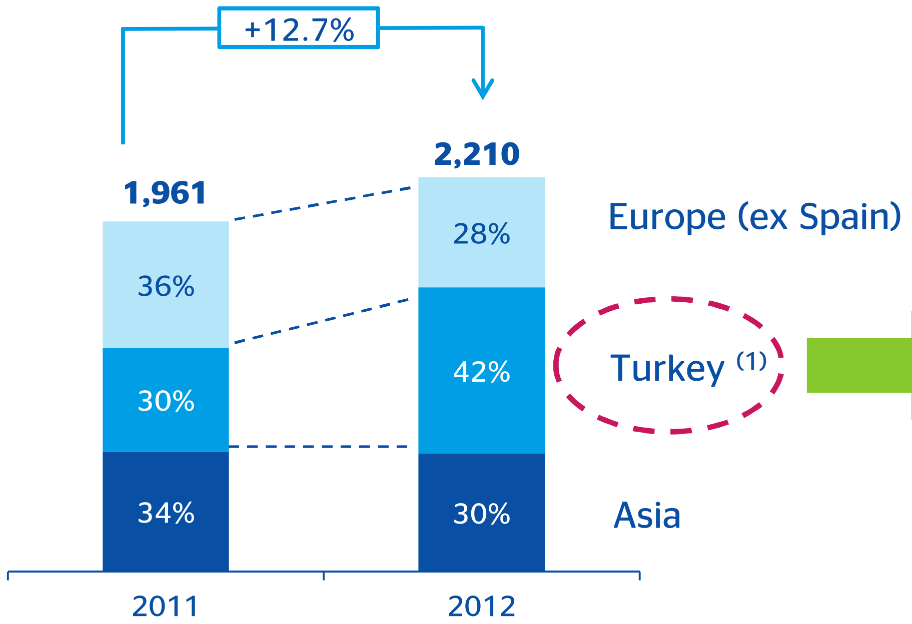


Priority

Ensure sustainability of growth

Eurasia: Another source of emerging market growth

Eurasia's contribution to Group's gross income
(€ Mn)



BBVA's strategic commitment with the best franchise in Turkey

- **Above sector growth** in most profitable segments
- **Better asset quality** than local peers
- The **best customer franchise and IT systems** in Turkey

Already contributing € 950 Mn to the Group's net attributable profit in 2012

Leading to outstanding profitability: ROE 16%

Priority

Continue building-up our franchise in Eurasia

Note: Garanti proportional consolidation from March 22nd, 2011.
(1) Garanti's data source: Garanti BRSA Financials (bank-only figures) and sector BRSA weekly data for commercial banks only.

BBVA

USA: Attractive franchise with high growth potential

1 Well-positioned

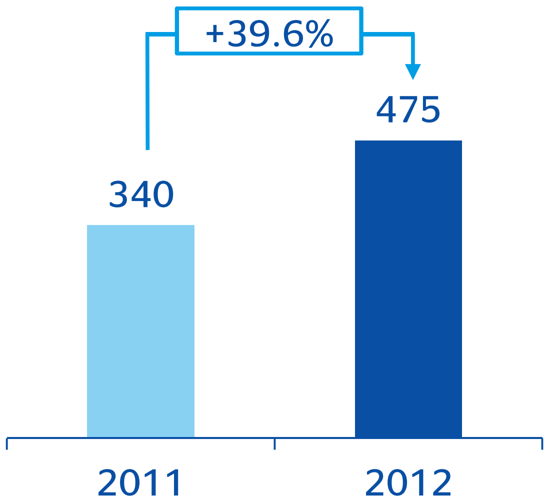
- **€ 54 Bn and 706 Branches in the Sunbelt**
- 58% of BBVA Compass' deposits located **in Texas**

2 Transformation on track

- Implementing BBVA's industrialized **customer- centric business model**
- **Fully operative core IT platform in 2013.** "Real-time" deposit system completed.
- **High growth of commercial and retail loans**
- **RE Construction reduced from 22% in 2008 to less than 4%(1)**

3 Improving contribution to the Group

Net Attributable profit
BBVA USA
(Constant € Mn)



Priority

Maximize returns on investment

(1) Percentage of RE Construction over total loans.

BBVA

Relying on **technology** as a key sustainable competitive advantage in financial services

Customer centric approach	Customized product offering Multichannel distribution	
Commercial productivity increase	Customized management model Easier access to banking services	
Lower risk level and mitigation	Risk Intelligent system	
Operational efficiency enhancement	Efficiency in processes Robust infrastructure	

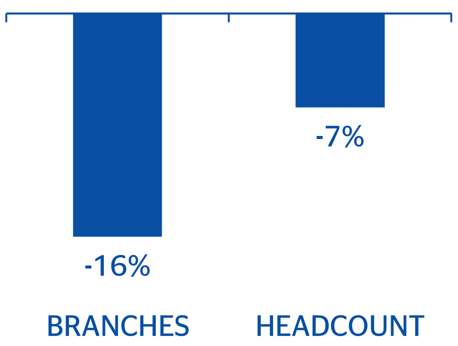
- **Greater revenues per employee/customer**
- **Higher cross sale ratio**
- **Greater customer satisfaction/loyalty**
- **Barriers of entry**
- **Faster processes with less bureaucracy**
- **Higher risk adjusted returns**

Higher profitability and better efficiency and asset quality than the peer average in each market

Spanish franchise is already profiting from technology investment

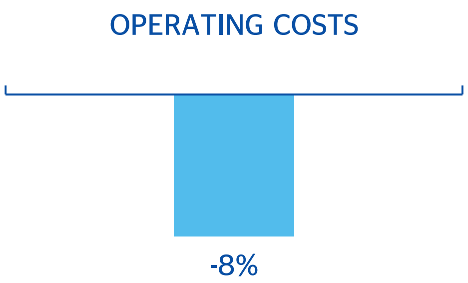
1 Branches and headcount reduction

BBVA's branches and headcount evolution (Dec.07-Dec.12)



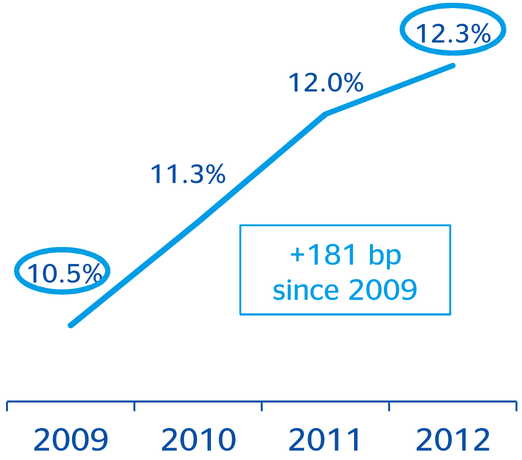
2 Cost control

BBVA's operating cost evolution (2008-Dec.12)



3 Business market share gain

BBVA's business volume market share evolution



1.6 Mn active internet clients as of December, 2012 (+68% since 2009)

Note: Data excluding Unnim.

BBVA

Principle-based profitability: How we conduct our business also matters

- Integrity
- Prudence
- Transparency

- Normative compliance
- Behavioral standards
- Responsible commercial practices
- Corporate governance

BBVA has avoided any relevant issue in terms of operational risk, reputational problems or bad “commercial practices”

Key to maintain a loyal and high value customer franchise

BBVA

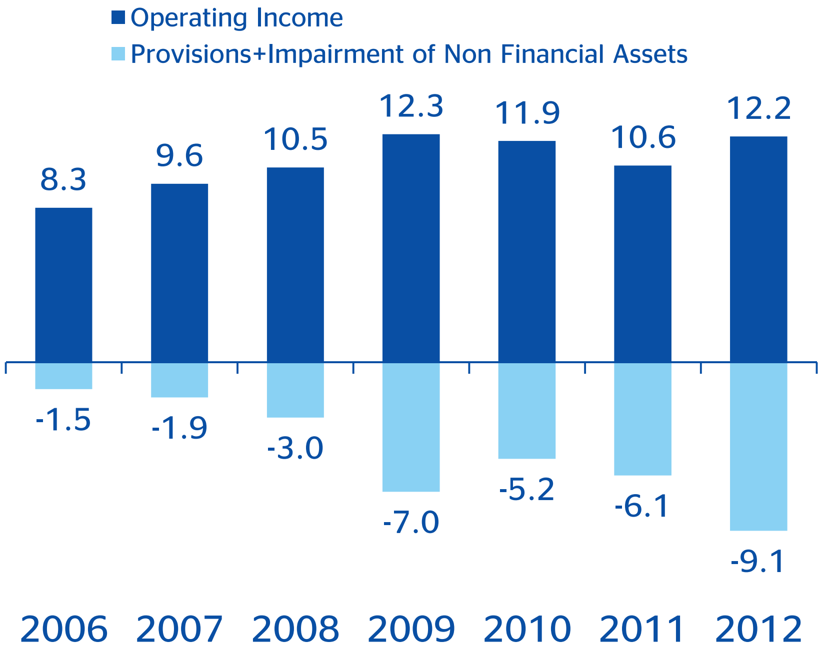
Contents

BBVA

BBVA's earnings generation capacity has improved through the crisis, without increasing minorities

BBVA operating income vs. provisions and impairment of non-financial assets

(€ Bn)



Pre-provision profit much higher than pre-crisis levels

Provisions progressively normalizing from 2012

Significant profit upside as the credit cycle improves

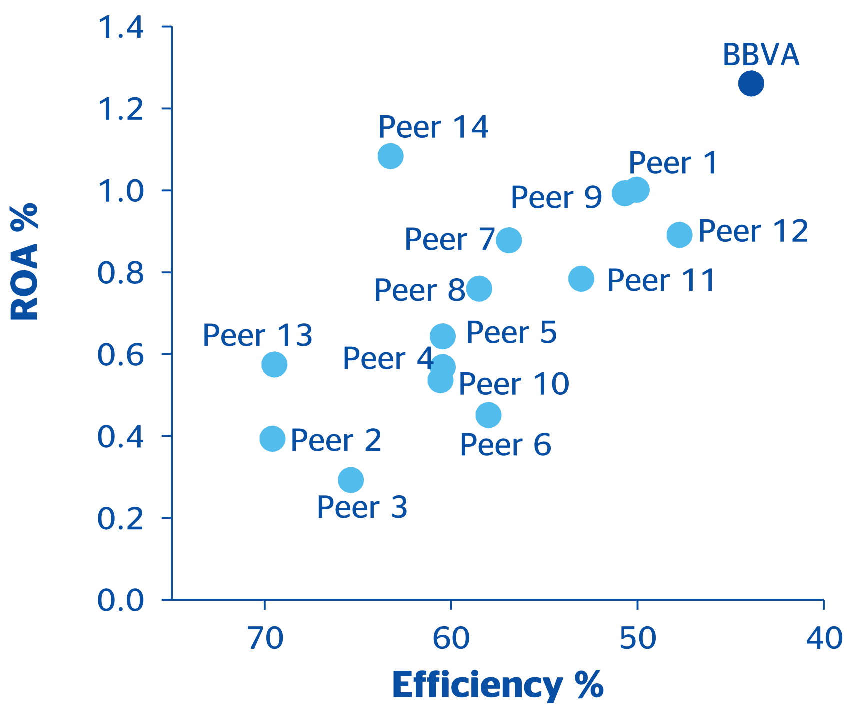
Note: Including income from discontinued operations.

BBVA

Even in the worst year of the crisis for BBVA, it has maintained an outstanding profitability

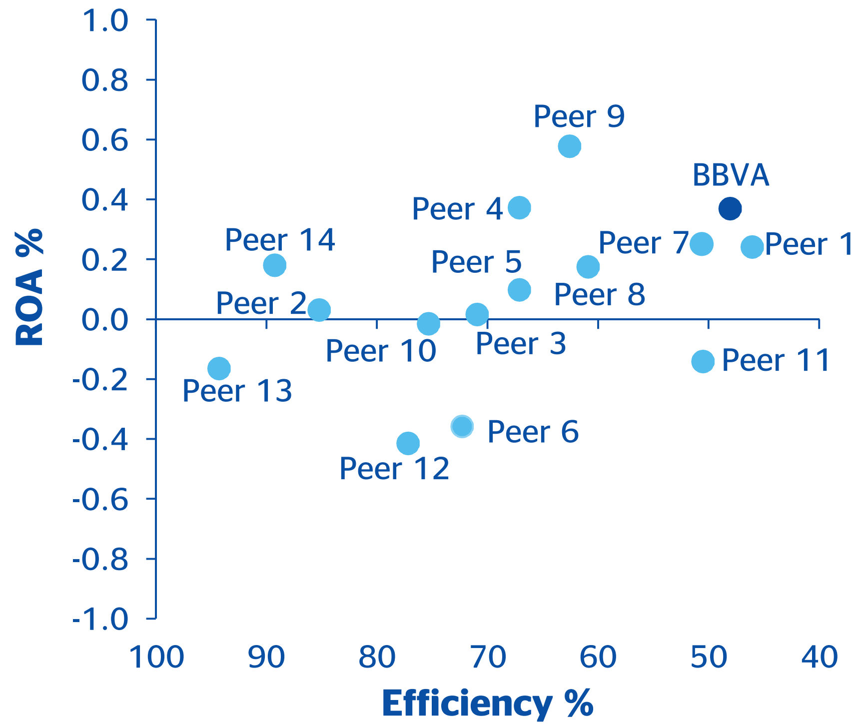
2006 Efficiency & ROA vs. peers

(%)



2012 Efficiency & ROA vs. peers

(%)



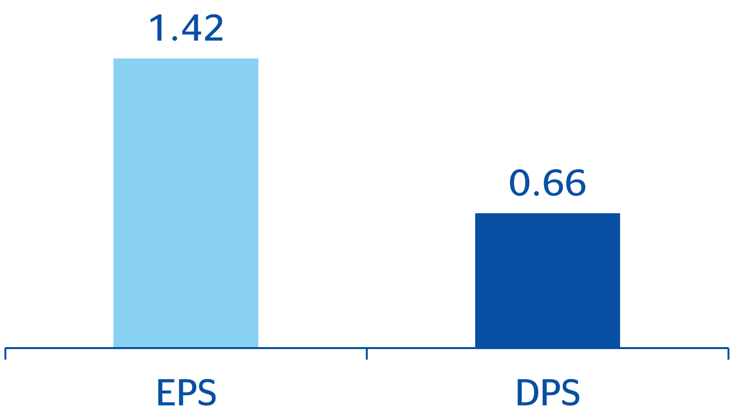
Being the smallest institution of the peer Group by asset size, BBVA has reported the fourth highest net attributable profit

European Peer Group: BARCL, BNPP, CASA, CMZ, CS, DB, ISP, HSBC, LBG, RBS, SAN, SG, UCI and UBS.

BBVA

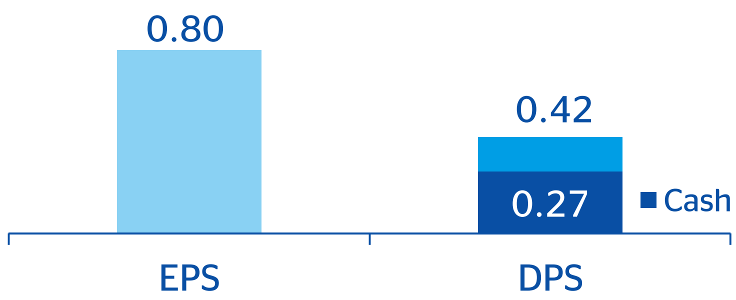
BBVA has maintained its commitment with shareholder return

Pre-crisis
2006-2008 Average
(€/Share)



46%
Avg. Cash Payout

During the crisis
2009-2012 Average
(€/Share)



39%
Avg. Cash Payout

A sustainable cash DPS with upside as EPS grows

BBVA

Contents

BBVA

BBVA's structural strengths have become even more apparent during the crisis

		BBVA
1	Attractive diversification with higher growth profile	✓
2	Focus on improving growth potential and profitability	✓
3	Balance sheet strength	✓
4	Leader in efficiency and profitability through the crisis	✓
5	Strong track record of organic capital generation	✓
6	Capacity to generate capital inorganically	✓
7	Sustainable and attractive dividend policy	✓

Ready to enter a new EPS growth cycle

BBVA

Turning around

Manuel González Cid, CFO

Morgan Stanley, European Financials Conference
March 20th, 2013