

WE FINANCE CODE

The WE Finance Code envisions a world where women create, build and scale businesses on an equal footing with their male peers, to unlock more jobs, innovation and growth. Yet women entrepreneurs face significant obstacles to realize their potential. Among these constraints, it is estimated that 400 million women entrepreneurs around the world have \$1.7 trillion in unmet financing needs. Financial intermediaries, policy and regulatory bodies, development finance partners, industry associations and others must work together to systematically address the complex challenges leading to these gaps in order to significantly accelerate funding to women entrepreneurs. The Women Entrepreneurs Finance Code (“WE Finance Code” or “Code”) is a global multi-stakeholder approach that aims to eliminate constraints and financing gaps for women entrepreneurs around the world. It engages institutions across the financial ecosystem to (1) strengthen leadership on this issue at an institutional, national and global level (2) improve the collection, analysis and use of supply-side data on the level and quality of funding to women-led enterprises and (3) take action in their relevant domain to help close financing gaps for women entrepreneurs.

Fundación Microfinanzas BBVA Letter of Intent

Fundación Microfinanzas BBVA endorses the Code and will work together with partners and other stakeholders to provide leadership, improve data and take actions that will help eliminate constraints and financing gaps for women entrepreneurs. As a Signatory in the Women Entrepreneurs Finance Code, **Fundación Microfinanzas BBVA** will:

- Designate a senior leader to champion the organization’s efforts to support women-led businesses
- Track a commonly agreed set of indicators on the level of financing provided to women-led firms
- Expand and introduce measures that will support women entrepreneurs.

Fundación Microfinanzas BBVA will report on these commitments as specified in annex 1, annually, to We Fi for inclusion in the Global WE Finance Code annual reports. **Fundación Microfinanzas BBVA** will make this commitment public.

Signature



Javier M. Flores Moreno
CEO, Fundación Microfinanzas BBVA

Annex 1: Fundación Microfinanzas BBVA activities to fulfill Code commitments

Included below are the activities Fundación Microfinanzas BBVA is planning to take action to support the Code.

1) Leadership: activities related to internal leadership around Code-related activities, and work to champion the Code with other stakeholders.

- Designate a senior leader to champion the organization's efforts to support women-led businesses*
- Create awareness and encourage partners and other stakeholders to participate in the Code. (e.g., events, peer networks, client/members, etc.)*
- Act as a champion for a National Code or encourage clients/members/stakeholders to become champions or participate in the launch of the Code*
- Contribute to the learning of the Code (e.g., participate in working groups, contribute to impact evaluations and learning on the Code pilots, and sharing experiences)*

2) Data: activities related to mainstreaming the collection and reporting of sex-disaggregation of MSME finance data internally and within the organization's sphere of influence.

- Incorporate the Code's indicators into Fundación Microfinanzas BBVA data collection, analytics and reporting for its own MSME financing activities.*
- Annually share aggregated data to an agreed aggregator on the following indicators:*

Indicators: sex disaggregated data MSME customers #

- *MSME outstanding loans # \$*
- *MSME deposits and depositors # \$*
- *MSMEs NPLs by gender %*
- *MSMEs applications and approvals # \$**

*(*not available now, we will work on it in the future so we can report it)*

Additionally, we will provide information on:

- MSME with gender lens financial products (loans and microinsurance) #
%
- MSME that have received training #
- MSME gender gap in disbursements, assets, income %
- Female/Male customers exit out of poverty %

3) Action: Other activities within the organization's relevant domain and sphere of influence that will address constraints and close finance gaps for women-led enterprises.

- Develop new financial products and non-financial services to expand financing for women-led enterprises -- within the organization or with stakeholders.
- Set targets and develop strategies, policies and standards to expand financing for women-led enterprises.
- Strengthen and communicate the business case for financing women-led enterprises, using market research and business analytics.
- Promote/contribute to peer learning and documentation of case experience.