# cecabank







2017-2020 STRATEGIC PLAN



OUR VALUES



CORPORATE GOVERNANCE



LINES OF BUSINESS



CECABANK
IN FIGURES

# 2017-2020 Strategic Plan

The 2017-2020 Strategic Plan has defined a series of lines of action aimed at reinforcing the business by differentiating the services comprising Central Scenario and the incremental services, which pursue business growth through the innovation of products and services, as well as access to new markets.

#### **OBJECTIVES BY LINE OF BUSINESS**

#### **Securities Services**

Expand the leadership as a depositary by complementing the services offered in the value chain and enter the Portuguese market.

#### **Treasury Management**

Increase profitability of Securities Services streams by complementing the services offered in the value chain and consolidating the company's leading position in the banknotes business in Spain.

#### **Banking Services**

Expand the current client base in a context of consolidation of the banking sector, with innovations in digital services and payment methods.



#### Securities Services

#### **Central Scenario**

Depositary Securities

#### **Incremental initiatives**

FADO Project (Portugal branch) Funds platform Expand value chain



#### Treasury Management

#### **Central Scenario**

Trading Room Banknotes

#### Incremental initiatives

Access to the primary market Bonds platform Execution of equities FX Sharing Securities Lending



#### **Banking Services**

#### **Central Scenario**

National and international payments
Treasury Management and Risk Support
Payment Methods
Interactive Services
Technological Services
Regulatory
Advice Reporting
Banking Training School

#### Incremental initiatives

Promotion of digital services Digital payments platform Currency exchange in payment networks



#### Internal transformation plan

#### **OBJECTIVE**

Promote the culture of change

#### **Initiatives**

Commercial Plan Systems Plan CSR Plan Quality Plan Innovation Plan Blockchain Communications Plan Talent Management Plan Corporate Governance Plan Efficiency Plan



#### **Disruptive levers**

#### **OBJECTIVE**

Achieve a significant change of the institution's size

#### **Levers**

Corporate operations Strategic partnerships Internationalisation

# Main milestones of the Strategic Plan

2017-2020

First year

#### **Securities Services**

GROSS INCOME. IN MILLIONS OF EUROS





OBJECTIVE 2017 ACHIEVED 2017

#### **Treasury Management**

GROSS INCOME. IN MILLIONS OF EUROS





OBJECTIVE 2017 ACHIEVED 2017

#### **Banking Services**

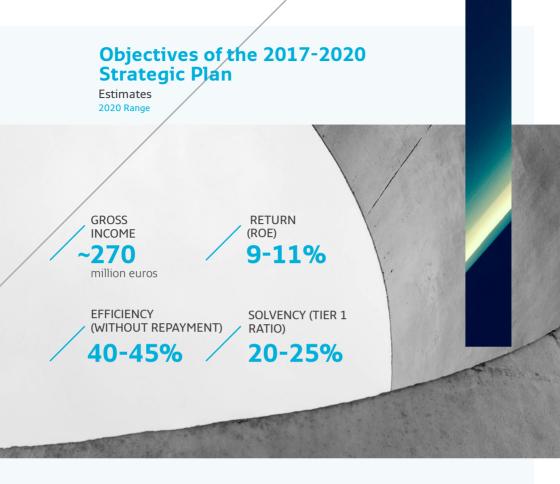
GROSS INCOME. IN MILLIONS OF EUROS





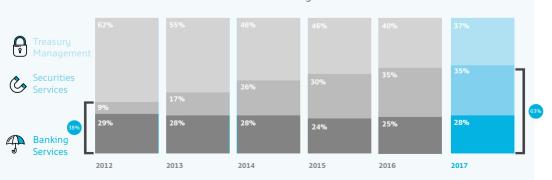
**OBJECTIVE 2017** 

**ACHIEVED 2017** 



#### **Diversification of income**

The business mix continues to progress towards a better balance between commissions and financial margins.



<sup>\* %</sup> contributed by each business line to the gross income

MISSION, VISION AND

Mission. At Cecabank we work to provide support to financial institutions and other corporations using our experience as a wholesale Spanish bank with international exposure.

# VALUES

#### **Our main** pillars

They are the strategic values that define and describe our behaviour as a banking institution.

#### **CUSTOMER ORIENTATION**

Offering an excellent service that forms the basis of a long path together.

#### **INTEGRITY**

Because we are convinced that transparency and soundness are the foundations on which to build our credibility.

**Vision.** We strive to consolidate our leading position offering specialised solutions, for all types of financial institutions and corporations. We work together with our clients, building lasting relationships.



#### **SPECIALISATION**

Backed by a team of experts driven by dedication and efficiency.

#### **SOLVENCY**

Resulting from the daily work carried out by professionals guided by caution and responsibility.

#### INNOVATION

Technology and creativity go hand in hand to offer the best specialised solutions every day.



#### **CUSTOMER ORIENTATION**

#### Flexibility and quality

We measure the satisfaction

160 clients

76 entities 86%

WoW experience

96%

WoW experience in new clients

8.3

satisfaction index

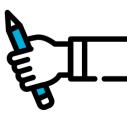
8.3

recommendation index

77% continue trusting in

Cecabank

Satisfaction survey



#### **INTEGRITY**

#### Transparency and soundness



14 members

8 Proprietary Members • 5 Independent Board Members • 1 Executive-Director





# Corporate Social Responsibility

During 2017. Cecabank worked on defining its 2018-2020 Action Plan by identifying the relevant issues for its business from a perspective of social and environmental impacts. Cecabank's CSR policu is implemented in four scopes of action within the institution, with the aim of reinforcing the business and the long-term relationship with the clients and partners, incorporating their social, environmental good governance concerns into the activity.



#### **Our employees**

 Initiatives in several areas: conciliation, training and the improvement of the working environment



#### **Our business**

- Cecabank includes the extra-financial analysis in the analysis of the potential counterparties.
- Risk management and control systems that provide security, solvency and transparency to the business' needs.
- Works tirelessly to obtain the recognition of its services' quality.
- Incorporation of Cecabank's office in London into the Climate Bond Initiative as an observer.



#### **Environment**

- Reduce consumption.
- LED lighting.
- Gas oil replaced by natural gas
- Approval of the energy efficiency audit in conformance with Royal Decree 56/2016 of 12 February.



#### **Social actions**

- 3rd Edition of the 'Tú Eliges' ('You Decide') programme.
- Humanitarian emergencies.
- Donations in kind.
- Food Bank Awards of Madrid

#### **SPECIALISATION**

The expertise in finance, technology and business allows offering products that incorporate high added-value.

#### **TRAINING**

QUALITY

**27,109**hours of training in 2017

87% satisfaction with the quality of the training

45% online training

VS

**55%** face-to-face training

100% of the staff participated in a training activity

807€
average
investment
per employee



The new Strategic Plan includes the Quality Plan as an initiative to improve the organisation through three lines of work:

- Implementing quality management systems in those areas in which a differential value is obtained
- Measuring and analysing the client's voice.
- Establishing improvement plants aimed at:
  - Improving the quality of our processes
  - Improving the clients' experience

#### **Certifications and acknowledgements**



ER 0130/2003

Fund Depositary



ER-0138/2005

Securities Custody and Settlement



Discount, Clearing and Payment System



Financial Reporting





CMMI in Design and Development



Best Custodian Bank 2017 - Global Banking & Finance Review

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#### SOLVENCY

**27.43%** 

CET 1 Ratio at 31 December 2017

#### **Risks**

At Cecabank we have committed to an exhaustive risk control in order to keep the quantity and quality of capital, with one the highest solvency levels in the European Union.

#### **INNOVATION**

Creativity to offer cutting-edge products and services

#### Commitment to R&D&I

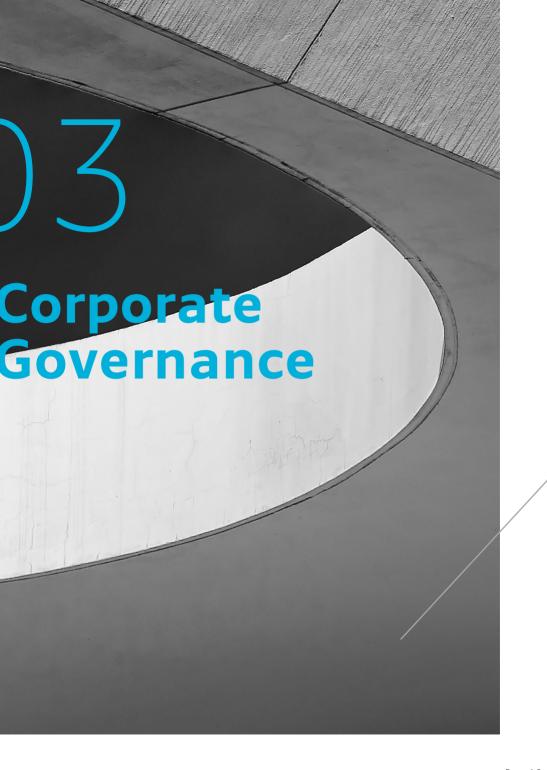
Via the Innovation Plan established in the Strategic Plan:

- Comprehensive Securities Solution
- MiFID II certification programme
- Funds platform
- Access to the primary market
- Pyramid Analysis
- Internationalisation
- Technological projects



Ck-Lab is a multidisciplinary initiative whose aim is to promote the financial sector's digital transformation, encouraging collaboration between entities, whether banks or fintechs.







From left to right.

#### SANTIAGO CARBÓ VALVERDE Member / Independent

#### CARMEN MOTELLÓN GARCÍA

Member / Independent

#### FRANCISCO JAVIER GARCÍA LURUEÑA

Member / Proprietary

#### FRANCISCO BOTAS RATERA

Member / Proprietary

#### MANUEL AZUAGA MORENO

Vice-chairman / Proprietary

#### ANTONIO ORTEGA PARRA

Member / Proprietary

#### ANTONIO MASSANELL

Chairman\*

\*On 21 December 2017, Antonio Massanell presented his resignation.

#### JOSÉ MARÍA MÉNDEZ ÁLVAREZ-CEDRÓN Director - CEO / Executive

JESÚS RUANO MOCHALES

#### Member / Proprietary

#### JULIA SALAVERRÍA MONFORT

Member / Independent

#### **VÍCTOR MANUEL IGLESIAS RUIZ**

Member / Proprietary

#### JOSÉ MANUEL GÓMEZ DE MIGUEL

Member / Independent

#### MARÍA DEL MAR SARRO ÁLVAREZ

Member / Independent

#### JOAQUÍN CÁNOVAS PÁEZ

Member / Proprietary\*\*

<sup>\*\*</sup>On 30 January 2018 Joaquín Cánovas presented his resignation due to BMN's integration into Bankia.

# Lines of business



#### Securities Services



Groups all the services of the Securities Services chain, such as depositary services, securities custody and settlement, UCITs and pension funds. In addition, we offer the comprehensive management of collections and payments, thus providing our clients a global solution.

- 1. FUND DEPOSITARY
- 2. SECURITIES CUSTODY AND SETTI EMENT



#### Treasury Management



In the Trading Room public and private fixed-income, equity and derivative transactions are carried out in national and international markets. We work on the investment of resources and our own and we execute orders on behalf of clients.

- 1 TRADING ROOM
  - 2. EXECUTION OF EQUITY
- 3. CORPORATE FINANCES AND DCM
- 4. BANKNOTES

# **Banking Services**



At Cecabank, we have technology and process solutions specialising in payment methods and systems, as well as extensive knowledge on the banking regulation

- 1. PAYMENT METHODS
  - 2. BUSINESS INTELLIGENCE AND CHANNELS
- 3. DISCOUNTING, CLEARING AND PAYMENT SYSTEMS
- 4. TREASURY MANAGEMENT AND RISK SUPPORT
- 5. FINANCIAL REPORTING
- 6. REGULATORY CONSULTANCY
- 7. INTERNATIONAL BUSINESS
- 8. BANKING TRAINING SCHOOL
- 9. CURRENCY EXCHANGE OFFICE







#### 1. FUND DEPOSITARY

DEPOSITED ASSETS

108,000

million €

Shared by 959 IICs-FPs

Managed by **27 companies** 

#### 2. SECURITIES CUSTODY AND SETTLEMENT

ASSETS HELD 140,000 million € Domestic market Equity

**16,384** million

Public debt

million

DOMESTIC MARKET

Private Fixed-Income-AIAF

10,480
million

INTERNATIONAL MARKET

Fixed-Income and Equity

**88,967** million

TRANSACTIONS SETTLED

More than 890,000

Domestic market Equity

**597,465** transactions

Public debt

DOMESTIC MARKET

**119,431** transactions

Private Fixed-Income-AIAF

19,934 transactions

INTERNATIONAL MARKET

Fixed-Income and Equity

153,319 transactions







#### TRADING ROOM

Trading of fixed-income products, OTC derivatives on interest rates, variable income, and currencies, currency trading and deposit operations in multiple currencies.

#### **EXECUTION OF EQUITY**

Equity execution desk for institutional clients. The service covers the main European, American and Asian markets, supported by the relationships with brokers offering 24-hour coverage.

#### CORPORATE FINANCES AND DCM

Structuring insurance and placement of issues; international roadshows and investor relations; and analysis of corporate operations for the acquisition and sale of assets.

#### **BANKNOTES**

# Wholsesale market leader

of foreign banknotes in Spain

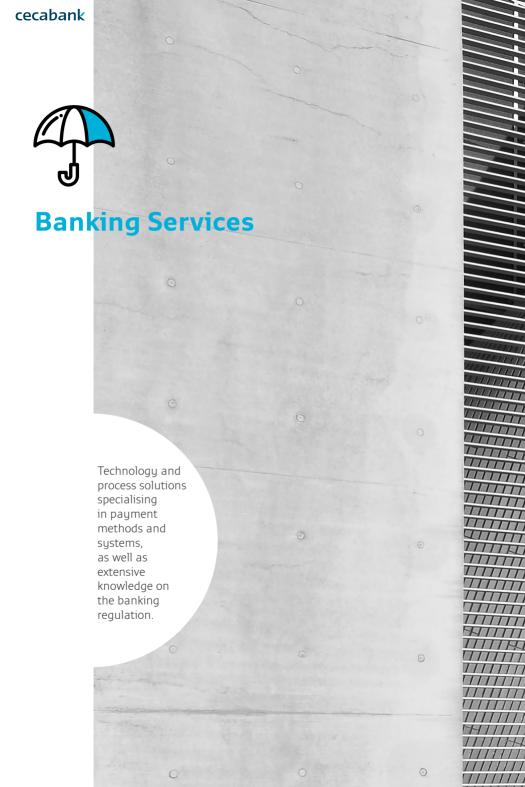
FOREIGN BANKNOTE SALES AND PURCHASES

+2,500 daily transactions

BANK BRANCHES

+18,000

served by Cecabank





#### 1. PAYMENT METHODS

780 million

card transactions processed in 2017

160,000

Businesses

10 million

Cards

99.9999%

Availability of the systems

#### 2. BUSINESS INTELLIGENCE AND CHANNELS

989,989,246

Number of transactions on the online banking platform

1,042,777

Number of Bizum transactions processed by Cecabank 11,282,096

Transactions processed by the payment gateway (virtual POS) owned by Cecabank

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## 3. DISCOUNTING, CLEARING AND PAYMENT SYSTEMS

Main details 2017

AENOR
Empresa
Registrada
UNE-EN ISO 9001

AENOR
Sepuridad de la información
UNE-EN ISO 9001

S-002320015

SEPA TRANSACTIONS EXCHANGE (EBA AND SNCE)

650,915,895

Transactions processed

ACCOUNTS PAYABLE AND RECEIVABLE PORTFOLIO

**3,615,752**Notes entering

228,874

Notes deposited

NON-SEPA FUND TRANSFERS (TARGET / EBA)

204.263

Transactions processed

SWIFT MESSAGES EXCHANGED **1,379,397** 

Transactions processed with other BICs

#### 4. TREASURY MANAGEMENT AND RISK SUPPORT

23

Financial institutions, public administrations, Collective Investment Scheme Management Companies and corporates

IT MANAGES COLLATERAL CONTRACTS OF

10 Entities

### 5. FINANCIAL REPORTING

The Comprehensive Reporting Service has experienced a very favourable evolution with the Cirbe-Anacredit module and Pyramid Analysis. It also develops technology cooperation projects and the blockchain consortium.

#### 6. REGULATORY CONSULTANCY

# Regular publications

Regulatory outlook, monthly editions, and specials

Database of financial and interbank regulations

#### 7. INTERNATIONAL BUSINESS

- OPERATING BRANCHES London
- Lisbon

  REPRESENTATIVE
  OFFICES

Frankfurt

Covering the German and

Swiss markets

**Paris** 

Covering the French and

Benelux markets

#### 8. BANKING TRAINING SCHOOL

The **Banking Training School** has by far exceeded the objectives set as a result of the courses and accreditation of MiFID II financial adviser, thus progressing in the diversification of clients.

#### THREE AREAS OF KNOWLEDGE:

Regulations and standards

**Financial** 

Crypto economy, fintech and digital banking

#### 9. CURRENCY EXCHANGE OFFICE

Immediate availability of 40 currencies in different denominations and amounts.



# OUR DETAILS DECEMBER 2017

\* Individual details

TOTAL ASSETS

9,960,460

thousands of euros

TOTAL NET EQUITY **1,057,679** 

thousands of euros

OWN FUNDS

1,012,621

thousands of euros

PROFIT FOR THE YEAR

73,218

thousands of euros

CET1

27.43%

Balance sheet (thousands of euros)	2017
Total Assets	9,960,460
Held-for-trading financial assets	2,144,770
Financial assets designated at fair value through profit or loss	256,876
Available-for-sale financial assets	1,772,261
Held-for-trading financial liabilities	1,539,978
Financial liabilities at amortised cost	7,032,621
Total Net Equity	1,057,679
Own funds	1,012,621

Income statement (thousands of euros)	2017
Net interest income	18,399
Gross income	263,201
Profit from operations	99,772
Profit before tax	108,156
Profit for the year	73,218

Solvency and Liquidity	2017
CET 1 Ratio	27.43%
Equity	725,969
Basic Equity (core capital)	724,332
2nd category Equity	1,637
Long-term Liquidity Ratio	261%

Cecabank Rating			2017
	Short t	term Long term	Outlook
Moody's	P-2	Baa2	Stable
Fitch	F-3	BBB-	Stable
Standard & Poors	A-2	BBB	Positive







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