



3

Developments in Group Companies

3.1

Group developments

In 2010 VidaCaixa Grupo consolidated its leadership position in the complementary social welfare market in Spain with a market share of 15.1%

VidaCaixa Grupo made a net profit of 249 million euros in 2010, which was an increase of 19.5% over 2009, despite the stunted growth of the economy in 2010.

This growth was consolidated by the volume of insurance premiums and pension plan contributions totalling 6,138 million euros. This figure represented an increase of 24% on the numbers for the previous financial reporting period, 2009 and an 8.8% comparative growth, if we consider the activity generated by Adeslas throughout 2009 as well as 2010.

The volume of funds managed by the company in life insurance and pension plans experienced a growth of 8.1% compared to 2009, reaching 33,297 million euros, which enabled VidaCaixa Grupo to consolidate its leadership position in the complementary social welfare market in Spain with a current market share of 15.1%.

VidaCaixa Grupo: Key Figures			
In millions of euros	2009	2010	% Var. 10/09
Premiums and Contributions			
Life-Risk and Accident	417.1	430.4	3%
Multi-Risk	166.1	203.2	22%
Health	37.1	839.0	2,161%
Automobile	88.0	129.5	47%
Risk Subtotal (Individual + Companies)	708.3	1,602.1	126%
Life-Savings Insurance	2,541.4	3,014.5	19%
Pension Plans	1,702.1	1,521.1	-11%
Savings Subtotal (Individual + Companies)	4,243.5	4,535.6	7%
Total Risk and Savings (Individual + Companies)	4,951.8	6,137.7	24%
Resources Generated			
Life Insurance	17,231.5	19,134.1	11%
Sundry Insurance	236.6	619.9	163%
Pension Plans and EPSV	13,584.1	14,163.2	4%
Total Cust. Res. Managed (Individual + Companies)	31,051.2	33,917.3	9%
Individual customers	3,407,035	5,857,125	72%
Net Consolidated profit for VidaCaixa Grupo	208.5	249.2	19%



In 2010 VidaCaixa Grupo practically reached six million customers, 2.45 millions more than in 2009

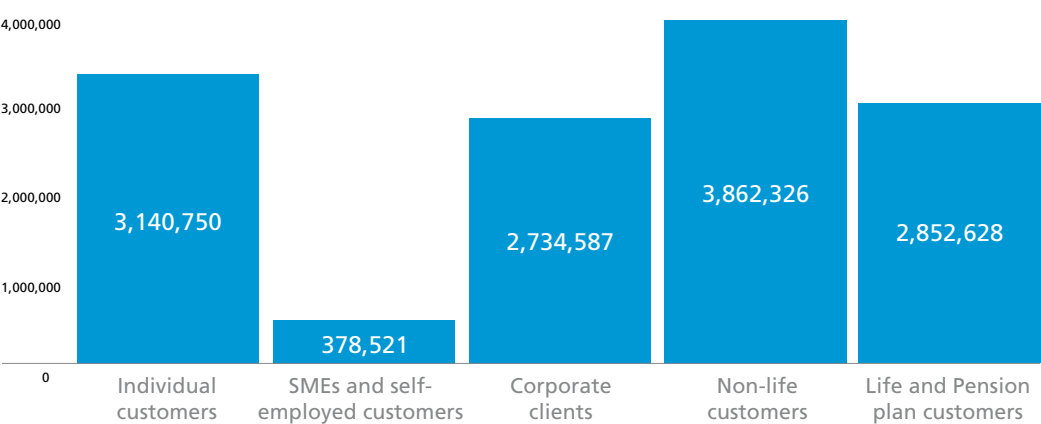
Developments in the different lines of business were positive in every segment of the savings and insurance areas.

With regard to savings, including pension plans, the volume of premiums and contributions showed an increase of 6.9% in comparison to 2009, with a total of 4,535.6 million euros and an overall volume of managed resources of 33,917 million euros, a figure that represents an increase of 9.2% on 2009. The growth is a result of the fact that a period of excellent financial-tax conditions for these products converged with favourable conditions for long-term interest rate curves and the wide range of products available from VidaCaixa Grupo.

This favourable development in every branch of business during the reporting period was also shown in the increase in customer numbers, which practically reached the six million mark, 2.45 million more than in 2009, and which represents a growth of 72% with regard to 2009, and a 9.5% increase in terms of homogenous growth.

In 2010, VidaCaixa Grupo took in 6,138 million euros in insurance premiums and pension plan contributions. This volume represented an increase of 24% in comparison to the figures for 2009 and depicts business generated by Adeslas since June 2010, the point at which the health insurance provider company was acquired and incorporated into the Group. If we look at the figure from an adjusted point of view, that is, considering the activity generated by Adeslas in 2009 as well as throughout 2010, then growth is in the region of 8.8%.

VidaCaixa Grupo Customers: Insured parties and Participants



Total customers 2010

Insured parties and participants

5,857,125

New customers

2,450,090 (+72%)

Net figures discounting duplicity



Tomás Muniesa, Chief Executive Officer of VidaCaixa Grupo at a Directors' meeting.

Keys to the growth of VidaCaixa Grupo in 2010

VidaCaixa consolidated its leadership position in complementary social welfare, resulting from solvent, responsible and prudent business management practices, which enabled the company to grow uniformly across every line of its business operations.

Moreover, VidaCaixa became leader in health insurance as a consequence of the integration of Adeslas, cornering 76% of overall market growth in 2010.

The following are the principal factors responsible for the Group's growth:

- Excellent performance ratios and excellent solvency.
- The adoption of a comprehensive multi-channel business model.
- Consolidation of the new AgenCaixa model.
- Development of new business areas such as industrial Multi-risk and personal banking.
- Strengthening professional development of the staff by way of introducing new opportunities for professional betterment in conjunction with a firm commitment to training.



Mario Berenguer, Tomás Muniesa and Javier Murillo at the press conference presenting the results of the Company.

3.2

VidaCaixa

VidaCaixa, market-leader in Spain in the specialised market sector of complementary social welfare, is the Group company that provides life insurance and pension plans for both individual customers as well as groups. In 2010 VidaCaixa managed more than 33,000 million euros.

In the area of individual pension plans, the company attracted 1,200 million euros, 44% of which is the result of the successful introduction and marketing of products with guaranteed returns.

For another year in succession, VidaCaixa held its leadership position in life-savings insurance, in terms of savings managed with a market share of 14.8%, which is a one percent increase on the market share figure for 2009, and the second place in pension plans with a 16.2% market share compared to 15.6% in 2009.

VidaCaixa customers by product type 2010	2009	2010	% Var. 09/10
Life-Risk Insurance	1,572,608	1,526,200	-3%
Accident and Sundry Insurance	381,299	535,157	40%
Pension Funds	1,176,773	1,222,300	4%
Health Insurance	143,363	2,568,302	216%
Automobile Insurance	151,516	221,228	46%
Home and Shop Insurance	684,593	740,722	8%
Life-Savings Insurance	693,912	704,388	2%

“VidaCaixa managed more than 33,000 million euros, and so became the leading company on the market specialising in complementary social welfare”

Life Insurance–Savings–Individual customers

In individual life-savings insurance, total premiums grew by 40% over the figure in 2009

The volume of life-savings Insurance premiums for individual customers grew by 40% over the amount for 2009, reaching 2,452 million euros. Several factors explain this development: firstly, the efforts by VidaCaixa sales and marketing combined with the quality of its products and services, and secondly, the seizing of opportunities derived from the favourable environment of interest rate curves in the long- and short-term.

Another highlight of this business line is the excellent results obtained by *Renta Vitalicia* (Annuities), previously marketed under the name *Pensión Vitalicia Inmediata* (Immediate Annuities), due to the fact that this is an ideal product for individual customers wishing to supplement state retirement pensions and obtain optimal financial-tax conditions.

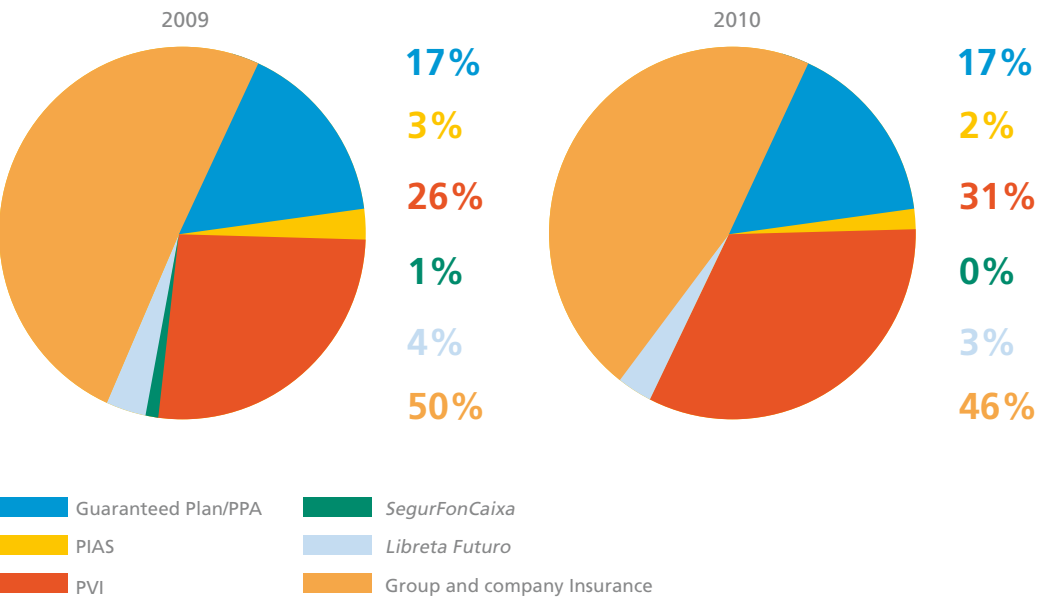
Also worthy of mention here is the development of the Guaranteed Pension Plans (*Planes de Previsión Asegurados* or PPA), a product with the same fiscal conditions as a pension plan from which the customer can obtain a guaranteed return, regardless of the term for the investment (between 1 and 30 years). In 2010, 48,896 customers subscribed to a PPA, 209% more than in 2009 and the volume of resources managed reached 573 million euros, 266% more than in 2009. The excellent growth was a result of the favourable environment of interest rate curves and the design of the product which made this an ideal supplement to the retirement pension.

Finally, we should mention Systematic Savings Plans or (PIAS as per the Spanish acronym), which managed a total of 92,310 customers and 202 million euros.



VidaCaixa: insurance mathematical provisions

in thousands of millions of euros



Individual pension plans

Individual pension plans increased 2.5% more than in 2009

Throughout 2010, individual pension plans experienced similar growth tendencies as the Guaranteed Pension Plans (PPA), managing to attract more than 1,202 million euros, 44% of which was a direct result of the successful issue of products with guaranteed returns. The market share reached by VidaCaixa individual pension plans was in the region of 15.8%, which represents an increase of 0.6% on 2009.

Individual pension plans managed a volume of resources of 8,134 million euros, an increase of 2.5% on 2009, with a total of 945,000 customers, an increase of 3% on the previous reporting period.

A combination of the facts listed above, together with an excellent array of products for all age and risk profile groups, maintaining the excellent transfer reception ratios of 177% and the sales and marketing campaigns developed in order to bring about a seasonal adjustment of contributions, have all contributed towards ensuring the consolidation of the company as the second most important provider in the sector.



VidaCaixa launches *PlanCaixa 4 Plus*, a guaranteed pension plan

Coinciding with the annual tax returns period, in April 2010, VidaCaixa launched *PlanCaixa 4 Plus*, an individual customer guaranteed pension plan.

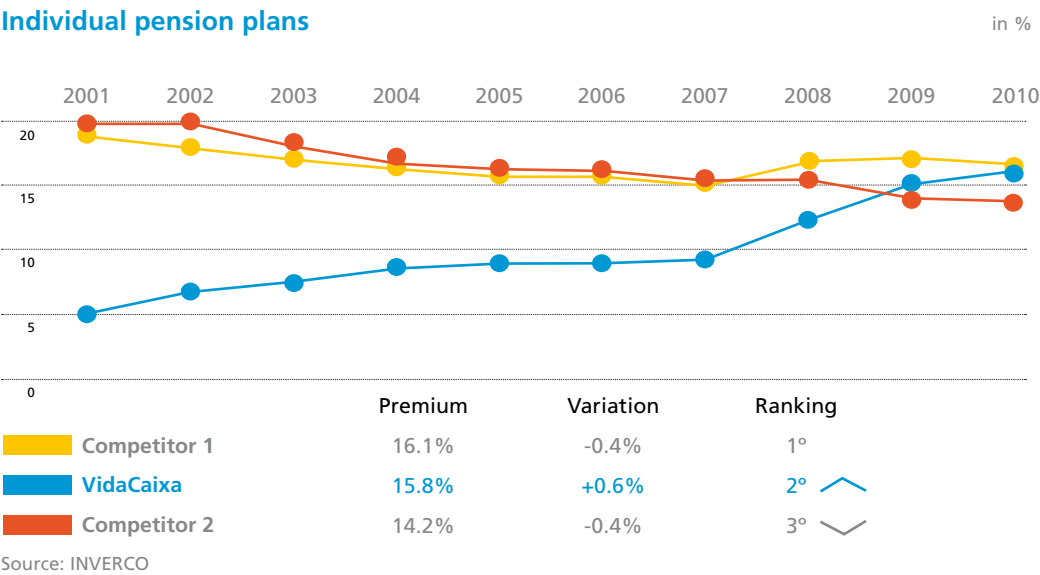
The product guaranteed 100% of the capital contributed plus a 25% revaluation in 10 years, and offers interesting commercial incentives such as the option to constitute a deposit at 4% effective annual rate for a maximum term of up to 2 years.

With three excellent options for achieving an even higher profitability, the new "*PlanCaixa 4 Plus*" enables further chances of increasing already attractive profitability given that customers who choose this product can choose between interesting promotional incentives:

- Option 1: obtain 4% effective annual rate for any contribution or external transfer made, calculated between the date of contribution made and that of 31.08.10 and directly deposited into your current account on 01.09.10.
- Option 2: make a fixed deposit for one year in the "*Depósito 4 Plus*" product from "la Caixa". This product offers customers an effective annual rate of 4%. The maximum amount allowed with this deposit is double that of contributions and/or external transfers made to the "*PlanCaixa 4 Plus*".
- Option 3: make a contribution or external transfer for a minimum amount of 10,000 euros to the product and thereby access the right to contract the "la Caixa" product "*Depósito 4 Plus*", at 4% effective annual rate, extending maturity to 24 months, whenever deposit funds are a minimum of 20,000 euros.



Individual pension plans		2010
Funds Managed	14,163 million euros (+ 4%)	
Customers	1.2 millions (+ 4%)	
Market share	15.8% (+0.6%)	
Position in ranking	2nd (=)	

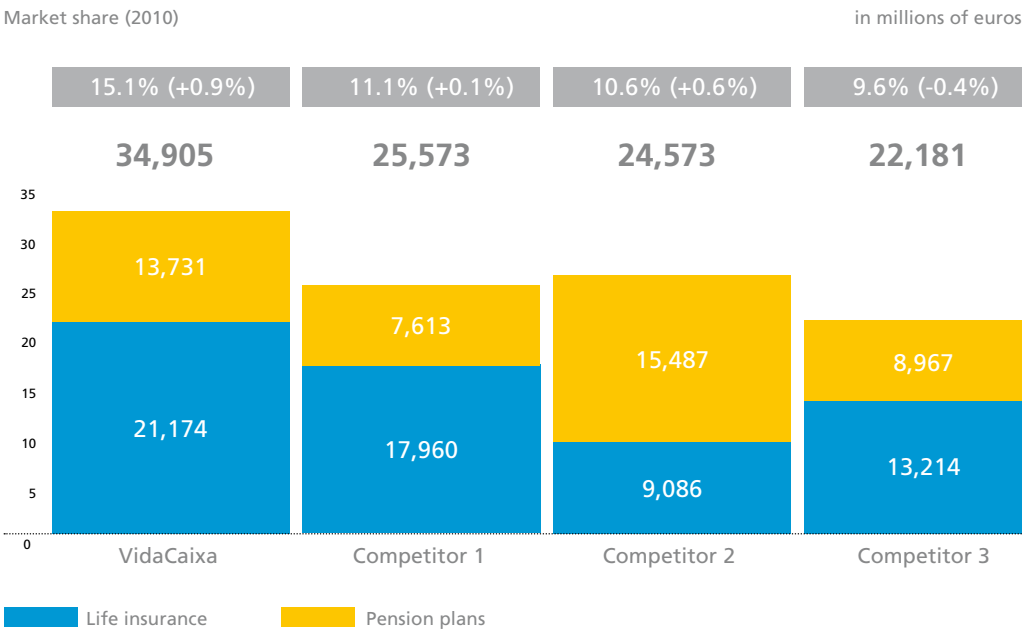


Individual pension plans available from VidaCaixa		
Monetary	PC Dinero	Very conservative
	PC 10 Dinero	Very conservative
	PC PV Monetario PP	Very conservative
Fixed Yield	PC Ahorro	Very conservative
Medium to Long-Term	PC 10 Ahorro	Very conservative
	PC PV Patrimonio PP	Conservative
	PC Ambición	Conservative
Mixed	PC 10 RF Mixto	Not very aggressive
Fixed Income	PC RF Mixto	Not very aggressive
	PC 10 Seguridad	Not very aggressive
	PC PV Activo Crecimiento PP	Not very aggressive
	PC PV Activo Estable PP	Not very aggressive
Mixed Variable Income	PC RV Mixto	Moderate risk
	PC 10 RV Mixto	Moderate risk
	PC Activo Oportunidad PP	Moderate risk
	PC Objetivo	Conservative
Variable Income	PC Bolsa Euro	High risk
	PC Bolsa Nacional	High risk
	PC Bolsa Internacional	Very aggressive – Intl. markets
	PC Selección	High risk
	PC Activo Variable PP	High risk
	PC Activo Variable Europeo PP	High risk
	PC Bolsa Emergente PP	High risk
Guaranteed	PC Creciente	Conservative

Keys to the commercial success of pension plans in 2010

- Excellent management of both fixed and mixed income plans by the VidaCaixa team who gained recognition for their work.
- Tailoring the product to suit each individual customer in accordance with their age and risk profiles and providing them with an extensive product portfolio ranging from monetary pension plans to variable income plans.
- Consistent sales and marketing action implemented throughout the year through the more than 5,400 branches of “la Caixa” that has enabled the company to continue the seasonal adjustments of contributions to these kinds of products.
- The combination of an excellent product together with an array of attractive promotional activities which added value to the range of products on offer from VidaCaixa.

VidaCaixa: Leaders in Complementary Social Welfare in Spain

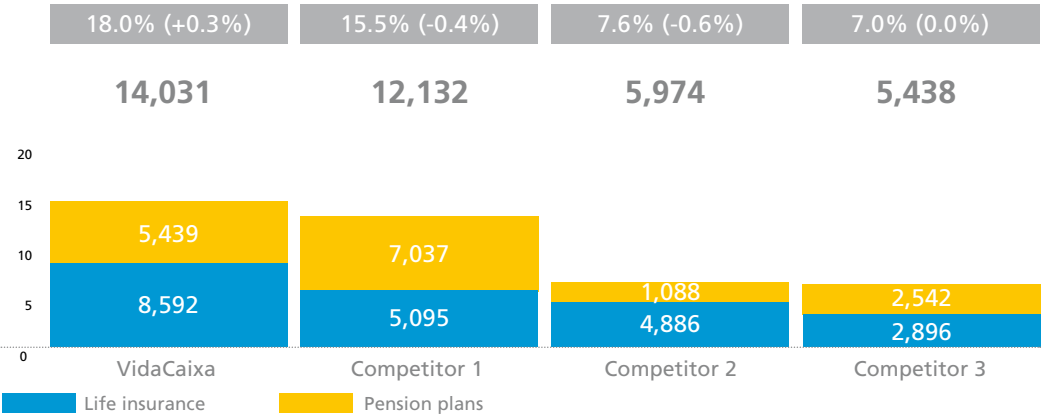


ICEA and INVERCO and in-company preparation. The figures do not include EPSV, or benefits from other insurance or contributions but do include CaixaVida.

VidaCaixa Previsión Social

VidaCaixa carries out its group and company business activities through its specialist division VidaCaixa Previsión Social, which for yet another year in succession, consolidated its leadership position in complementary social welfare, with more than 14,000 million euros and a market share of 18.0%, this being an increase of 0.3% on 2009. The VidaCaixa Previsión Social portfolio is very extensive and grows year-on-year.

In 2010, a total of 29 listed companies from the Spanish Stock Market, the IBEX 35, 812 multinational companies and 919 public bodies placed their trust in our company.



Source: ICEA and INVERCO and in-company preparation. The figures do not include EPSV nor provisions from other insurances or services.

VidaCaixa Previsión Social’s business is channelled through different distribution channels that allow access to large companies and corporations. In this regard, the multi-channel function was revamped by adjusting the organisational structure to the purchasing habits of corporate clients while making the relationship with the participants in the negotiating process more flexible. Organisation of the activity was carried out by five different business units and the products were marketed through an extensive network of consultants and mediators drawn from prestigious and experienced companies, the experienced professional team at VidaCaixa Previsión Social, the AgenCaixa Advisor Network and the more than 5,400 branches of “la Caixa”.

In 2010, the comprehensive care model was implemented by way of introducing common customer management policies together with the other segments of “la Caixa”, *Banca Privada* (Private Banking), *Banca Corporativa* (Corporate Banking) and *Banca de Empresas* (Company Banking).



VidaCaixa Previsión Social: Key figures of Employer pension plans				
In millions of euros				
	2008	2009	2010	% Var. 09/10
Risk premiums	179	204	483	137%
Premiums and Savings contributions	720	1,142	1,020	-11%
Total premiums and savings	899	1,346	1,503	12%
Group and company life insurance	8,604	8,650	8,751	1%
Employment and associated Pension Plans	4,608	5,649	6,030	7%
Total managed funds	13,212	14,299	14,781	3%

In 2010, the group and company life-savings and life-risk markets suffered setbacks as was the case in 2009. Within this context, VidaCaixa sold premiums and contributions for the amount of 1,188 million euros, a fall of 9.7% on the previous year.

The volume for life-risk insurance premiums was 168 million euros, which was a drop of 3.6% or 315 million euros in health premiums. In life-savings insurance the amount of premiums reached 562 million euros, which was a decrease of 8.1% on 2009, and the volume of contributions to pension plans was 458 million euros or 13.6% lower than the previous reporting period.

The volume of resources managed in life insurance amounted to 8,751 million euros, an increase of 1.2% on 2009.

With regard to pension plans and EPSV employment and associated pension plans, the increase was 6.7%, reaching a total of 6,030 million euros. Finally, in 2010 significant energy and resources were channelled into designing and developing a new product of flexible retribution for corporate clients.



SMEs and the self-employed workers: a strategic segment for VidaCaixa Grupo

The funds managed in life insurance increased 1.2% more than in 2009

Over the past few years, VidaCaixa Grupo has stood firm by its commitment to intensify market penetration within the SME and self-employed segment. In 2010, the Group reached a milestone of 176,000 contracts and provided cover for more than 378,000 policyholders. It is important to point out here that there has been a definite shift in developments at VidaCaixa toward a more comprehensive and global range of products and services tailored to meet the needs of the segment which includes self-employed workers, micro-enterprises and SMEs, in which the Group provides insurance cover for more than 1 million customers. The results were positive for the different products that make up the range of products on offer to this segment. In Jointly Promoted Pension Plans there was a 22% increase in consolidated rights compared to 2009, reaching 1,980 promoters and 16,776 participants.



Jointly promoted Pension Plans	
Number of participants	2010
VidaCaixa Previsión Profesional (IT insurance)	37,257
VidaCaixa Salud Pymes (SMEs)	96,771
Adeslas Pymes (SMEs)	79,171
Life, Accident and SME Agreements (SMEs):	182,677
Life	16,871
Accident	78,497
Agreements	87,259
SegurCaixa Negocio (Business)	33,161
SegurCaixa Auto Negocio (Commercial vehicles)	15,829

Life-Risk Insurance – Individual customers

In the life-risk segment, VidaCaixa Grupo markets life-risk insurance for its individual customers, which may or may not be linked to a personal loan. For this segment, VidaCaixa Grupo provides customers with the following two products: Seviám, an insurance product linked to personal loans or mortgages with 872,356 policyholders and Vida Familiar, with 463,414 policyholders. Between the two they amount to a volume of premiums in excess of 220 million euros and with a 2.7% growth over that in 2009, a particularly significant fact bearing in mind the current situation of the Spanish property market.

3.3

VidaCaixa Adeslas

VidaCaixa obtained substantial gains in all areas of risk insurance

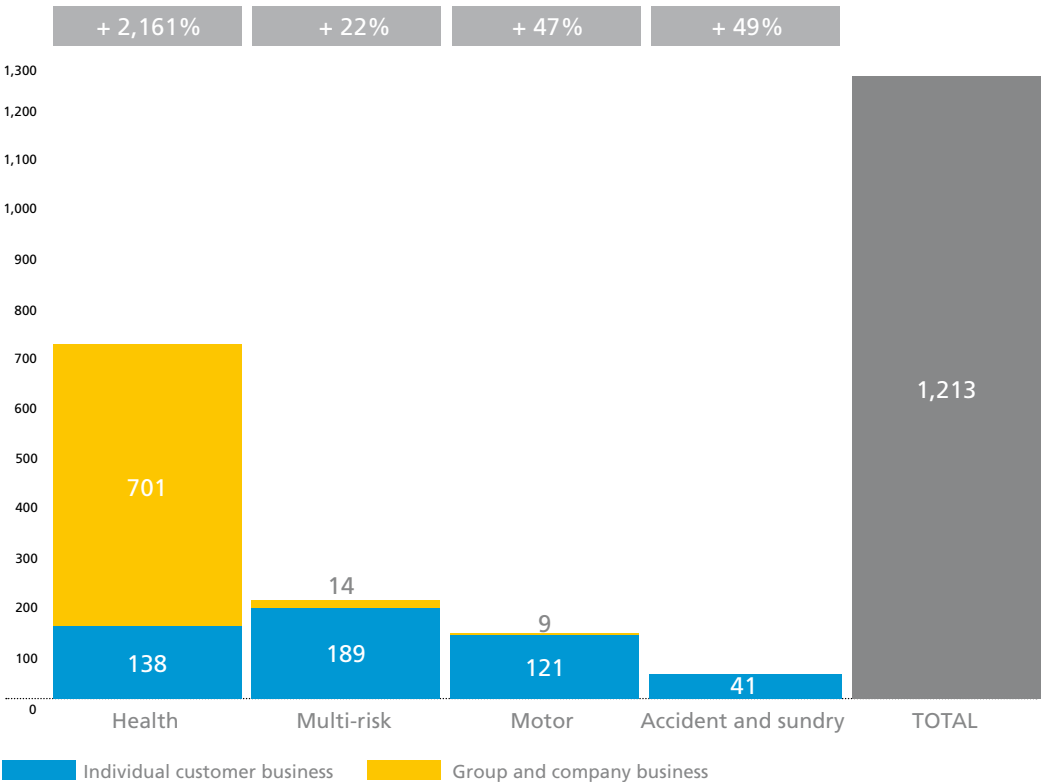
In 2010, despite the economic downturn, VidaCaixa maintained significant growth in all branches of the risk-insurance business, reaching a premiums in excess of 1,200 million euros for non-life products which represents an increase of more than 280% in comparison to the figure for 2009. This increase includes the effect of having incorporated six months of Adeslas business into the Group.

These developments were made possible by the excellent commercial capacity of VidaCaixa Grupo, firmly grounded in the network of “la Caixa” branches, the Group’s own business centres and the team of mediators and agents, including the team of professional staff at AgenCaixa.

VidaCaixa Adeslas: Premiums and contributions.
By business line and channel 2010 (non-life)

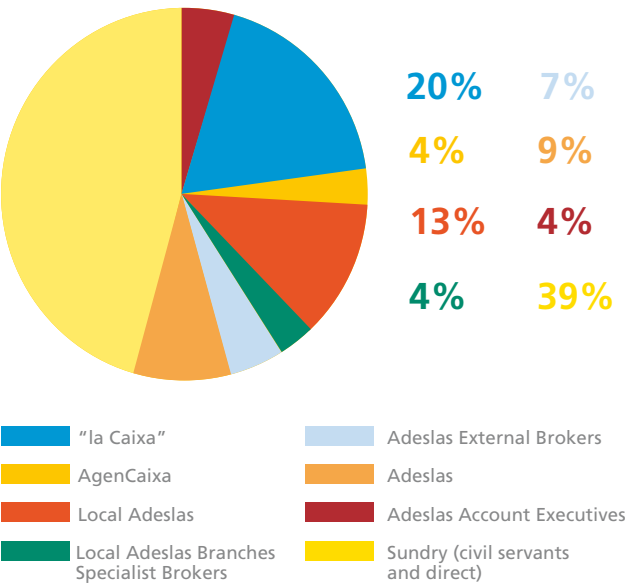
in millions of euros

Line of Business



Note: includes figures for Adeslas as of June 2010.

Channel





Health

VidaCaixa Adeslas increased its portfolio by 202 million euros in premiums, getting 76% of all market growth

The medical cover and health insurance area experienced the greatest growth in 2010, after the integration of Adeslas into the Group, bringing the number of policyholders to 2.6 millions and consolidated premiums of 839 million euros, compared to the figure of 37 million euros in 2009. On an adjusted basis, growth would have been somewhere in the region of 15.2%, which is far greater than the 4.3% average figure for the sector.

A special mention should be made here of the fact that in 2010, VidaCaixa Adeslas increased its portfolio by 202 million euros in premiums, drawing 76% of overall market growth which amounted to a total of 265 million euros. This growth was the result of the excellent commercial activities undertaken at VidaCaixa Adeslas, thanks to which the company was able to attract a volume of policyholders greater than the market average.

Therefore, in 2010, of 150,000 public policyholders, 50% of those who changed insurance provider in January chose VidaCaixa Adeslas. Moreover, 26 large enterprises contracted health insurance for their workers, contributing an additional 30,000 policyholders, which meant that in terms of market share per volume of premiums, VidaCaixa Adeslas had 23.9%.

Health	2010
Premiums	839 million euros (+2.161%)
Customers	2.6 millions (+1.692%)
Market share	23.9% (+23.3%)
Position in ranking	1st (+22)

Ahora, todas las coberturas
a mitad de precio

100%

atención médica privada y de calidad

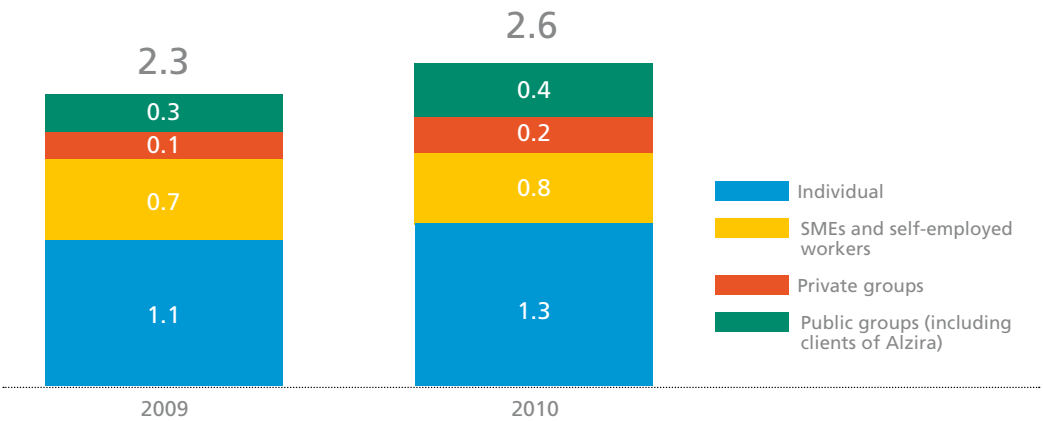
Devolución del

50%

de la prima los 6 primeros meses*

VidaCaixa Salud

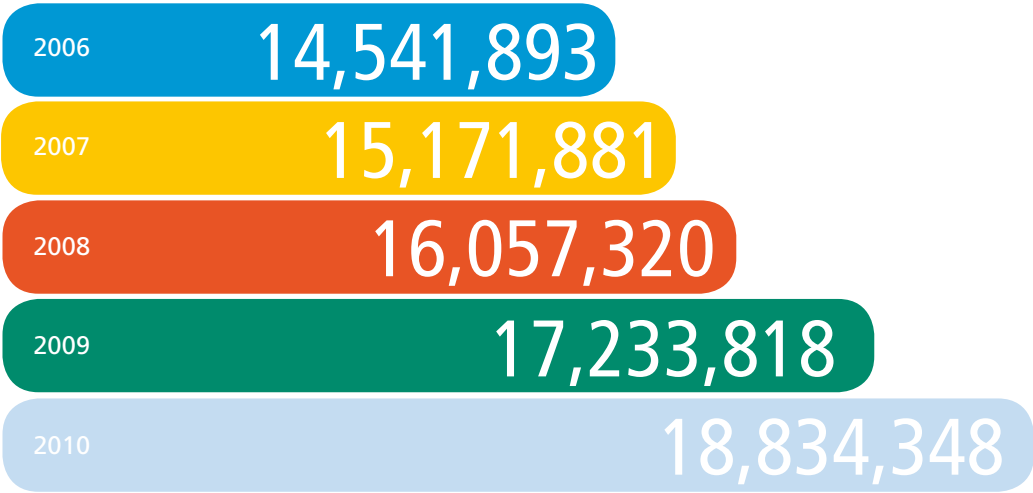
Evolution of the number of policyholders by segment



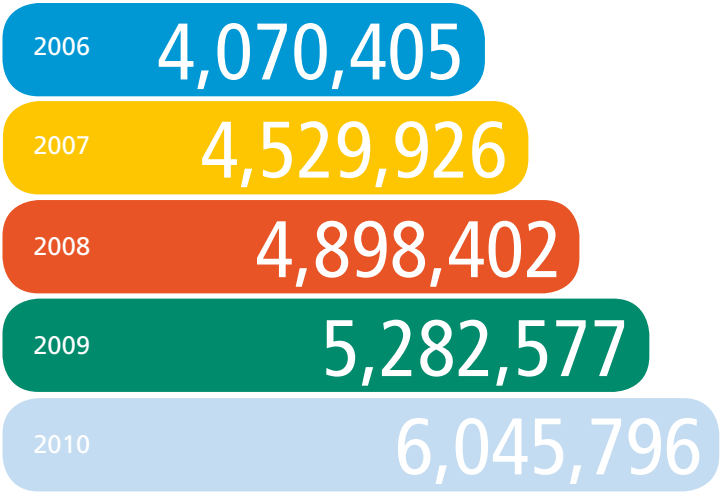
The integration of Adeslas represented an extremely important asset to VidaCaixa Grupo on two separate fronts; firstly, in terms of the general medical team at Adeslas and secondly, its excellent care assistance capacity, demonstrated by its vast network of dental clinics and medical centres.

In 2010, through its own entire medical team, as well as its associates, Adeslas attended to almost 19 million customers, an increase of 9% on 2009. Over 6 million diagnostic tests were performed, which was an increase of 14% on the previous year, and a total of 244,655 customers were admitted to hospital, 13% more than in 2009.

Number of consultations



Diagnostic tests



Ahora es más fácil asegurar
tu salud y la de los tuyos.

50% de descuento
sobre la prima de los 6 primeros meses*

al contratar tu póliza Adeslas Vital, Completa, Familia, Extra 110 MB, 210 MB o 250 MB e ingresados el 1 de enero de 2011.

Adeslas, S.A. - Avda. de la Constitución, 100 - 28014 Madrid - España

102 200 200 - www.adeslas.es

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Healthcare

In healthcare, VidaCaixa Adeslas operates two different kinds of cover for its policyholders thereby enabling them to freely choose the associated medical team, which includes the top experts in each area of medical specialisation, the principal medical centres and the best private hospitals.

The first option is that of outpatient medical insurance, ideal for those who are looking to supplement public healthcare with a private policy. *Adeslas Primera* provides its policyholders with direct access to primary medical outpatient facilities, specialists and diagnosticians by way of a balanced premium with very reasonable supplementary payments for consultations.

The second option is that of Comprehensive Cover which is provided by the products *Adeslas Completa*, *Adeslas Vital* and *Adeslas Familia*.

Adeslas Completa is a healthcare insurance product for those who wish to have access at all times to the range of advantages provided by private healthcare with adjusted premium and lower supplementary co-payments when using the cover. *Adeslas Vital* provides healthcare insurance cover with a reduced premium and co-payments when access to medical care is required. Finally, *Adeslas Familia* with an equal premium for every member of the family under the age of 45, offers a wide range of cover in primary medical care, specialists and diagnosticians as well as emergency services and hospitalisation.

VidaCaixa Adeslas provides policyholders with a wide range of reimbursement insurance products, which enable policyholders to choose the healthcare centres, specialists and private medical care facilities at will in whatsoever part of the world with reimbursement of expenses. These products are: *Adeslas Extra*, with limits of 150,000 euros, 210,000 euros and 250,000 euros; *Adeslas Salud Libre*, which offers customers complete reimbursement of their expenses with the assurance of a fixed cost per consultation by a wide range of exclusive and select medical professionals and

Adeslas own healthcare facilities



VidaCaixa Adeslas, through *Servicio Empresas (Company Services)*, studied each company individually putting forward solutions adapted to the needs of that company

Adeslas Premier, a combined insurance product of medical team and reimbursement with an upward limit of 1 million euros granting access to the most exclusive private healthcare facilities and with the broadest possible cover.

In addition, VidaCaixa Adeslas offers customers the following supplementary products: *Plus Ginecología and Pediatría*: these provide policyholders with cover for access to any gynaecological and/or paediatrics service in the world through the reimbursement of expenses and with broad cover. *Plus Clínica Universitaria de Navarra*: includes access to hospitalisation in the centre mentioned plus a hospitalisation subsidy and, optionally, compensation in the event of requiring surgery. *Plus Accidentes*: this product allows policyholders to receive compensation in the event of permanent or temporary disability and/or accidental death.

One of the new features in 2010 worth highlighting here is *Adeslas Visión* that provides supplementary and comprehensive ophthalmologic cover combined with the services and optical products stemming from an exclusive agreement entered into between us and the company Visionlab. This product is only available in the Community of Madrid and provides access to cataract or refractive surgery at the most competitive prices on the market.

In the SME sector, VidaCaixa Adeslas offers the following products: *Adeslas Pyme Completa*, which includes the broadest cover in primary medical care, specialist care, diagnosticians, emergency services and hospital admission. *Adeslas Pyme Primera* provides for health and dental cover including primary medical care, specialist care and diagnosticians. Finally with *Adeslas Pyme Extra*, policyholders are covered and enjoy access to an extensive medical team without requiring reimbursement of any kind or the option to choose doctor or medical centre at will anywhere in the world with reimbursement of up to 90% and an annual limit of 150,000 and 200,000 euros.

These insurance products targeting SMEs may also be supplemented with the product providing economic assistance in the event of temporary disability (*Plus Prestación Económica por Incapacidad Temporal*), *Plus Accidentes*, *Plus Ginecología and Pediatría*, and *Plus Clínica Universitaria de Navarra*.

Through its *Servicio Empresas* service, VidaCaixa Adeslas studies the case of each large corporate client individually in order to implement tailored solutions to fit its specific needs.

In keeping with its desire to constantly improve processes and procedures, Adeslas became the first company to obtain the Quality Management System Certification Standard ISO 9001 for commercialising healthcare services to large enterprises, contracting individual and group policies and providing a customer care service.



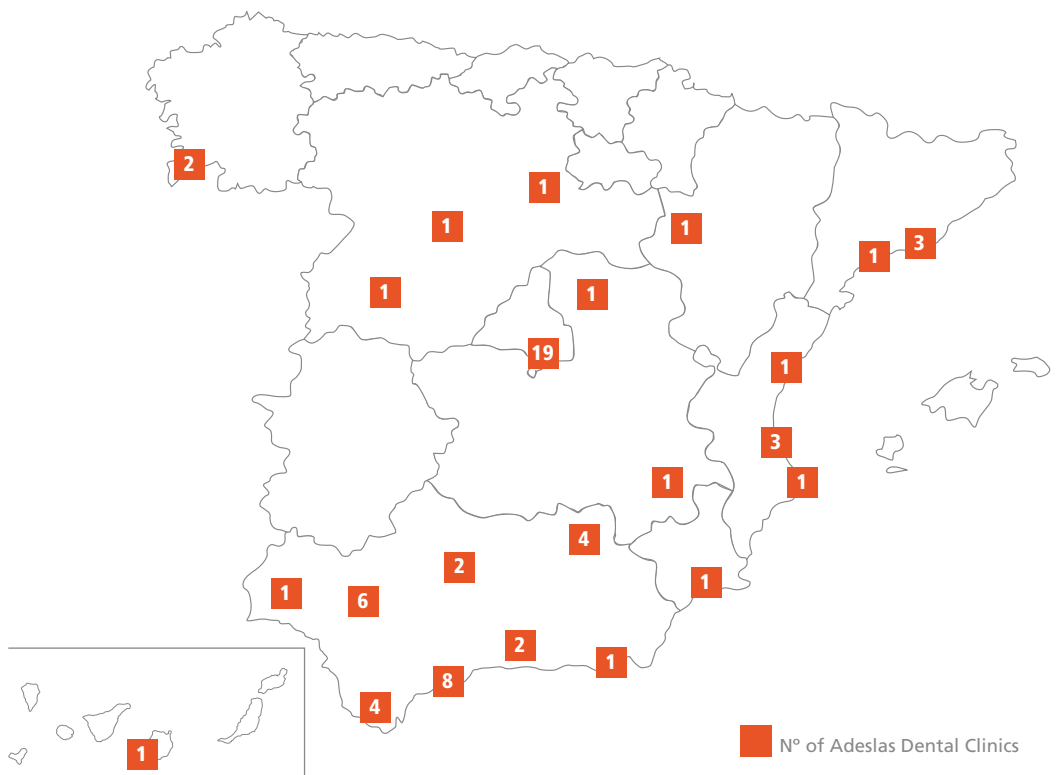
Dental Care

VidaCaixa Adeslas consolidated its leadership in the dental business with a total of 55 dental clinics plus another 100 associated or subsidised dental clinics

VidaCaixa Adeslas consolidated its market leadership position in the dental care segment in 2010 through the incorporation of 90,000 new policyholders and the opening of 3 new dental clinics in La Coruña, Ferrol and Linares. These centres are in addition to the largest dental clinic networks on the market with a total of 55 dental clinics, to which we can also add a further 100 associated and subsidised centres.

In 2010, VidaCaixa Adeslas maintained its firm commitment to quality of service by way of its renewing the Certification Standard ISO 9001, to include an additional 12 new clinics to join forces with the 19 that had already received the certification in 2009.

Adeslas own Dental Healthcare Clinics



Collaboration with public healthcare authorities

VidaCaixa Adeslas has always undertaken to take a balanced approach between the public and the private sectors as the following events demonstrate: the company collaborates with the State Mutual Societies and the administration of Department 11 from the Valencian Regional Government (Generalitat Valenciana) Regional Health Authority, (better known as Modelo Alzira). In both of these examples the primary objective is to improve system efficiency and to achieve quality excellence in services and the corresponding customer satisfaction.

In collaboration with State Mutual Societies

For over 40 years, VidaCaixa Adeslas has worked in collaboration with the State civil servants' mutual societies, the *Mutualidad General de Funcionarios Civiles del Estado (MUFACE)*, the *Instituto Social de las Fuerzas Armadas* (Armed Forces Institute) (ISFAS) and the Judiciary Mutual Society (*Mutualidad General Judicial* or *MUGEJU*). The combined membership of these organisations is in the region of 2.3 million individuals who each year, according to the legislation in force, may opt for public healthcare cover or that provided by one of the insurance organisations associated with the policyholders' mutual society, with over 85% taking the latter option. VidaCaixa Adeslas was on-hand to sign agreements with these mutual societies from the very start and became the entity with the greatest quota of policyholders in each of them.

In 2010, several new agreements entered into force which gave rise to the fact that some operators, who would have traditionally provided assistance to these groups, decided not to continue doing so. Thanks to the quality of its service catalogue and the fact that it is a benchmark in terms of nationwide cover, VidaCaixa Adeslas was the most popular choice for members who changed provider, which means that today, almost 1 million members choose VidaCaixa Adeslas to look after their healthcare cover.

Department 11 – Regional Health Authority - La Ribera

Adeslas has always made a firm commitment to collaboration between private enterprise and public administrations as an excellent alternative to facing the challenges ahead for public healthcare. The Alzira model involves private management by way of a government franchise of a health department and a formula with tried and tested success rates. For the past decade, Adeslas has been the flagship company in a Temporary Joint Venture which, through Department 11 of the Community of Valencia Regional Government, administers the region's primary healthcare and specialist assistance as well as runs the Hospital Universitario de La Ribera.

This centre has become a paradigm for this and other autonomous communities, and even for other countries, of a model of collaboration between the private and public sectors, which improves the care provided for its users as well as management efficiency.

Therefore, the La Ribera Health Department maintains a high level of activity while preserving the quality and efficiency parameters its users have come to expect. In this regard, in 2010, the Department's Primary Healthcare Centres attended to more than 1,283,000 general practitioner consultations and more than 247,000 paediatrics consultations, while the Hospital Universitario de La Ribera performed more than 21,000 operations and assisted in almost 2,400 births, while carrying out 4.95 million lab tests, 26,100 radiotherapy sessions and 22,500 CAT scans.

Recognition for the efforts was forthcoming in 2010 for the Hospital Universitario de La Ribera, which was awarded the *Premio Sanitaria 2000* for Hospital Administration Excellence and also the *Premio Llum a la Prevenció de Riesgos Laborales* in recognition of Health and Safety Excellence. This award was bestowed on the hospital by the Business Confederation of Valencia. In addition, the hospital was awarded Best in Class Award for its Nephrology Service as well as receiving a Distinction for Best in Class for its Traumatology Service, thereby becoming the hospital in Spain to receive most services nominated with a further 8 other services being nominated as finalists.

In terms of certification, the Department of La Ribera achieved the quality management certification from the *Instituto para la Acreditación y Evaluación de las Prácticas Sanitarias* (Institute for Certification and Evaluation of Healthcare Practises) INACEPS, as per the Spanish acronym, for its centres at Almussafes, Benifaió and Carlet.

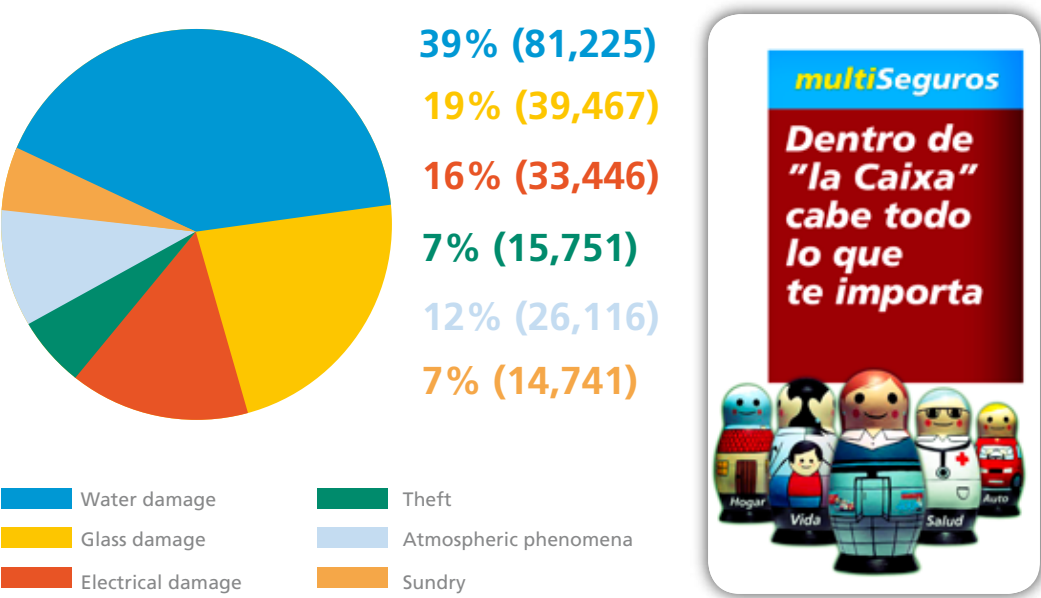


Home Insurance

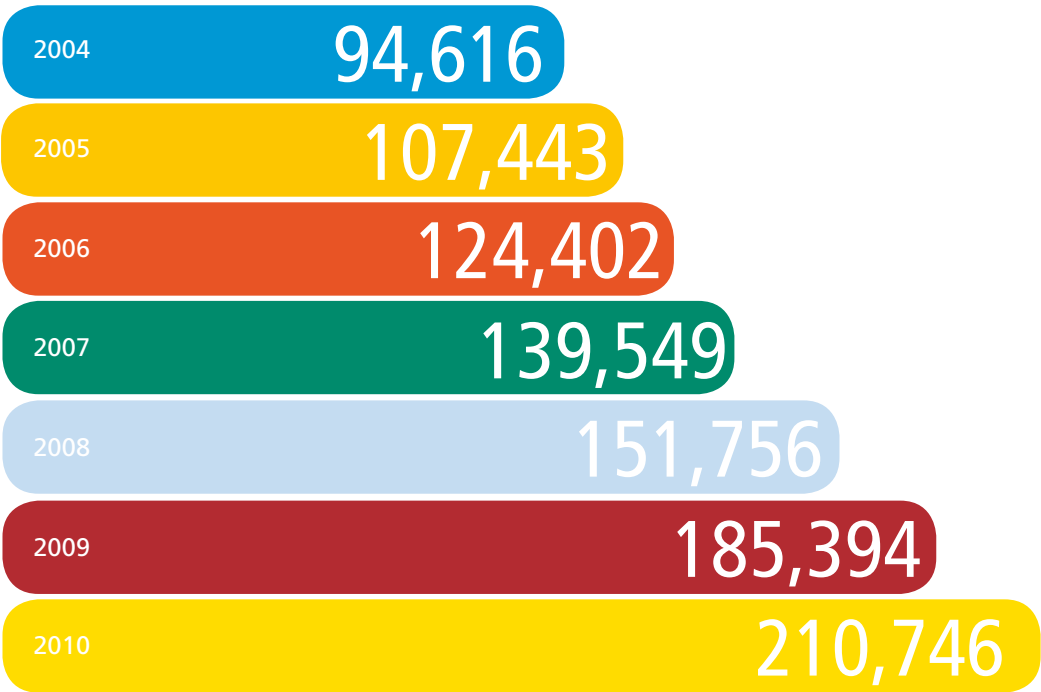
In 2010, 713,522 homes, through *SegurCaixa Hogar*, placed their trust in VidaCaixa Grupo

The range of insurance products available from VidaCaixa Grupo in the area of multi-risk insurance is broad and varied. The principal product marketed by the Group in this segment is the *SegurCaixa Hogar*, designed to target insurance cover for damage in the home, both to cover the content and the premises. *SegurCaixa Hogar* offers service excellence and associated guarantees. This level of quality is the reason why over 713,522 home owners place their trust in VidaCaixa Grupo.

SegurCaixa Hogar: main reasons for home insurance claims 2010



SegurCaixa Hogar: Claims processed



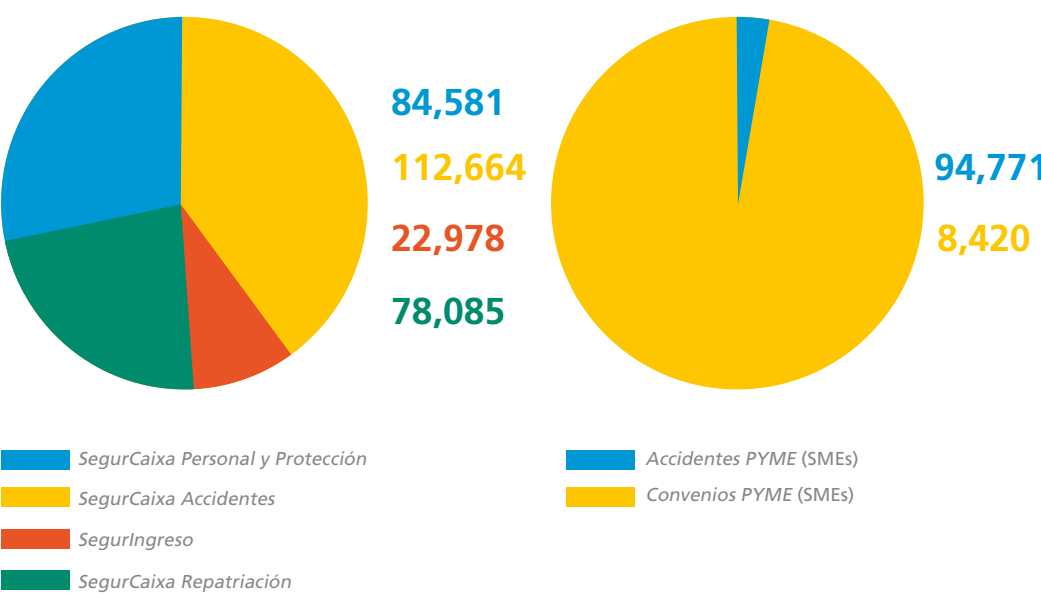
Accident insurance

In the area of accidents, premiums rose by 49% with respect to the figure in 2009

The branch of accident and other insurance products maintained excellent levels of performance during the 2010 reporting period, with a volume of subscribed premiums of 41 million euros, 49% more than in 2009. The number of customers grew by 40% and stood at more than half a million with market share at 3.3%. This was an increase of 0.16% on the previous year.

Accident insurance	2010
Premiums	41 million euros (+49%)
Customers	0.5 million (+40%)
Market share	3.3% (+0.1)
Position in ranking	7th (+2)

Customer distribution by type of product: individual customers



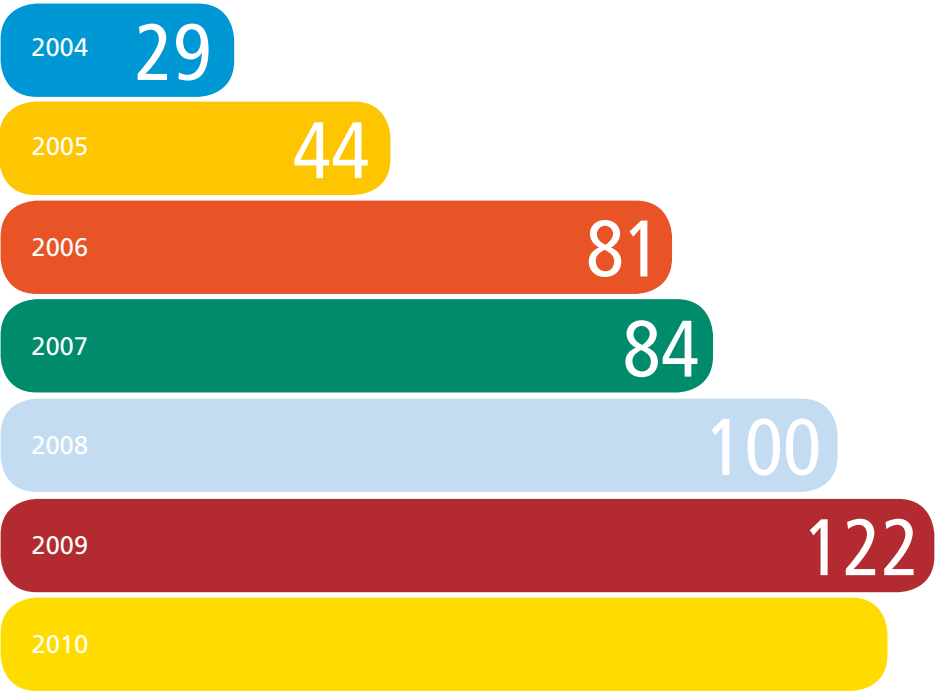
SegurCaixa Protección is an accident insurance and its attraction lies in the fact that it is not necessary to undergo a prior medical examination in order to subscribe to the policy and it provides a principal in the event of the insured party’s death or permanent and absolute disability due to an accident. Its accessibility and service features earned the trust of some 84,581 customers in 2010, an increase of 42% on the previous year.

The possibility of subscribing to this product via telephone has meant that it was received very well among customers.

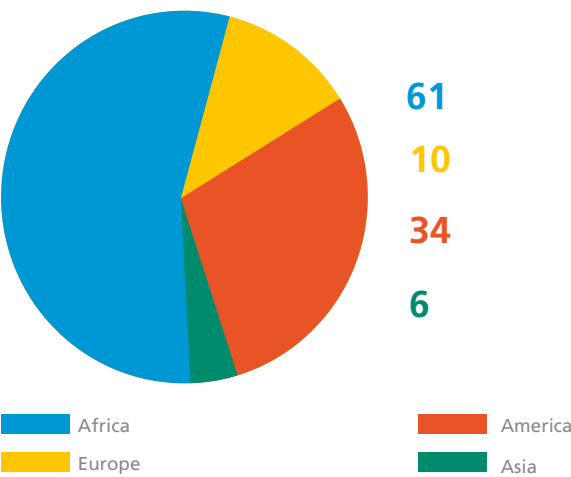
SegurCaixa Repatriación and *SegurIngreso* are two insurance products designed to meet the needs of new residents in Spain. The first product provides cover for expenses associated with repatriation to the individual's country of origin in the event of death while in residence overseas. The second product is accident insurance offering a principal plus a monthly income for a period of five years in the event of accidental death. *SegurCaixa Repatriación* is subscribed to by 78,085 customers and *SegurIngreso* by 22,978.



SegurCaixa Repatriación: number of repatriations carried out



Main destinations – Repatriation destinations



Business insurance

SegurCaixa Negocio is a product designed to cover the most typical accidents that occur in businesses whose principal activity involves the purchase or sale of goods and services either for their own use or for resale.

Motor Insurance

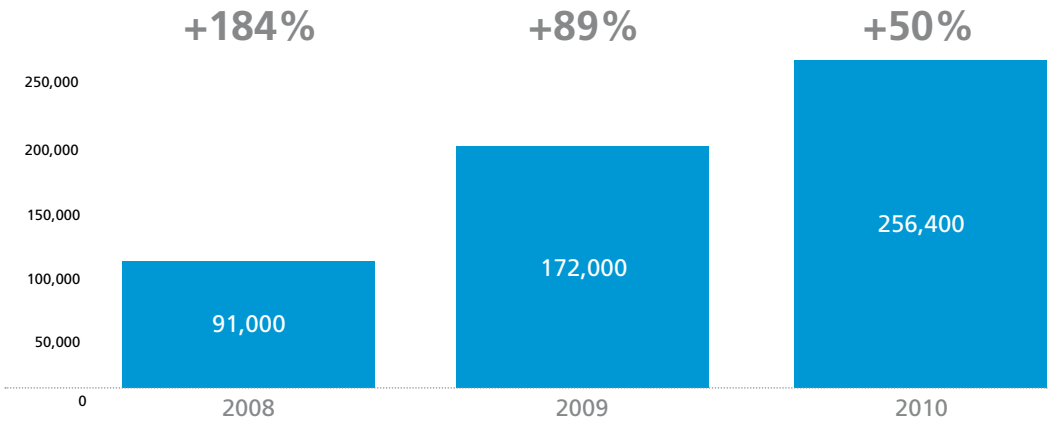
VidaCaixa Grupo is the leading bancassurance entity within the Spanish market in terms of marketing the company’s own motor insurance product for automobiles, motorcycles and vans, by way of three different products: *SegurCaixa Auto*, *SegurCaixa Moto* and *SegurCaixa Auto Negocio*.

There was significant growth in this line of business in 2010, with a premiums of 130 million euros, 47% more than 2009; there were 221,000 policy-holding customers, which represented an increase of 5% over 2009, and a market share of 1.1%, an increase of 0.4% on the previous reporting period.

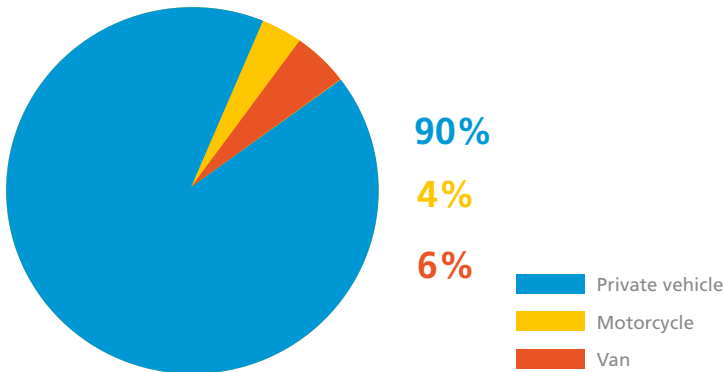
Motor insurance		2010
Premiums	130 million euros (+47%)	
Customers	0.2 million (+5%)	
Market share	1.1% (+0.4)	
Position in ranking	14th (+4)	

“VidaCaixa Grupo was the first company to sell its own car, motorcycle and van insurance ”

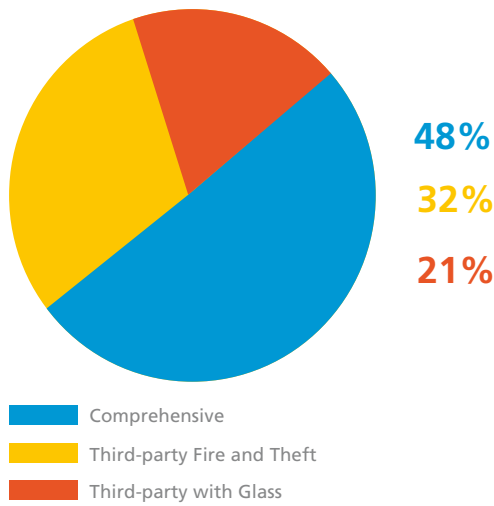
Number of motor insurance policies subscribed



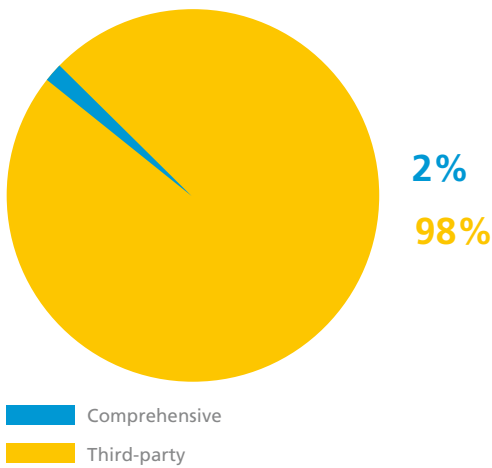
Distribution of policy by type



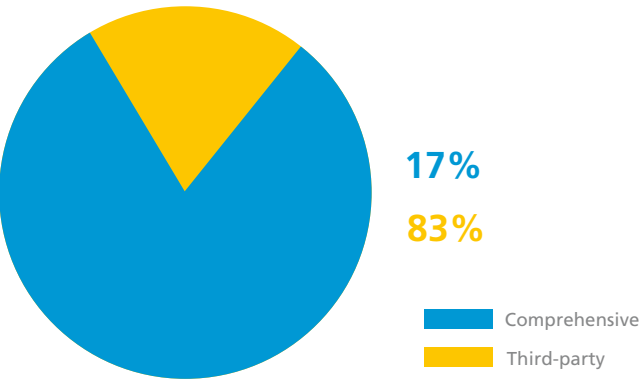
SegurCaixa Auto: Type of risk covered



SegurCaixa Moto: Type of risk covered



SegurCaixa Auto Negocio: Type of risk covered



In 2007, VidaCaixa Grupo launched this line of business and since then business increased at an exponential rate year-on-year and far outperformed the established forecasts. With differential cover compared to its competitors – repair and/or replacement of optional accessories included by the manufacturer, the easy monthly-payment option on the policy, the diversity of access channels and our unfaltering undertaking to provide service excellence, the automobile insurance business contributed to positioning VidaCaixa Grupo as a benchmark institution for comprehensive cover in every single area of family insurance. In 2010, comprehensive cover accounted for 47.5%, third-party fire and theft 31.9% and third-party with glass 20.6%.

Since 2008, VidaCaixa Grupo has also marketed an insurance product for motorcycle owners in addition to other motor insurance products.

There are three types of contract available for this insurance product: third party, third party including fire and theft and comprehensive with excess (of which the last two are exclusively available for new motorcycles). In 2010, comprehensive cover was 1.5%, while third-party made up the remaining 98.5%. The number of policies subscribed was 10,655, a 77% increase over the figure in 2009.

In 2009, VidaCaixa Grupo began offering *SegurCaixa Auto Negocio*, providing insurance cover to SMEs and self-employed workers for vans of up to 3,500 kg, for private as well as commercial use. The product offers customers several interesting features, such as 100% evaluation for vehicles older than two years, in the case of a total write-off and 100% current market value for vehicles of more than two years. The product allows the holder to choose the mechanics at will, including manufacturers own garages and also includes series-specific and optional accessories for up to 1,500 euros, as well as a breakdown service and an administrative service for traffic fines.

In 2010, the company handled 14,468 policies, 386% more than the previous year. Of these, 17.1% had comprehensive cover and 82.9% had third-party cover.

3.4

Commitment to a multi-channel approach

The integration of Adeslas into VidaCaixa Grupo strengthened the multi-channel model and turned the Group into a reference in the sector

In the context of Strategic Plan designed by VidaCaixa, the Group takes its leadership role and applies to it a strategy of multi-channel sales for every business area it operates in.

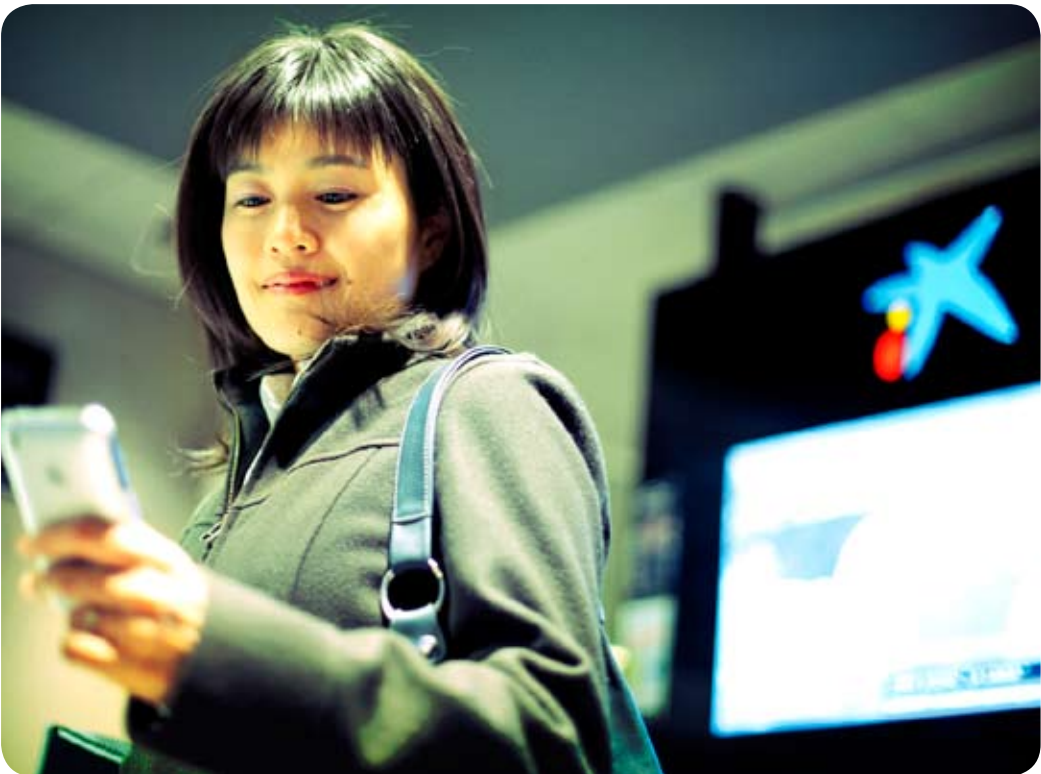
The integration of Adeslas into VidaCaixa Grupo strengthens the existing multi-channel business model and transforms the Group into a benchmark organisation within its sector with the amalgamation of its commercial potential and extensive product portfolio with its traditional customer-focused and service excellence approach.

During a period of economic instability such as the present, the solvency of a large Group becomes one of its principal assets when it comes to a customer deciding on whom to trust. As a result, VidaCaixa Grupo has access to the entire Spanish market with an offer that stands out for its quality.

In line with the multi-channel approach adopted by the company, it focused efforts on additional channels to supplement the agency and branch channels and throughout the reporting period, further investments were made in channels such as the Internet, where the Group currently provides service to more than 6.6 million customers of “la Caixa” and the telephone channel through which many thousands of customers discovered new ways of contacting the organisation and thereby improving services in areas such as self-service, consultations regarding contracts, etc.

The telephone also consolidated its position as an important channel for marketing the innovative new *SegurCaixa Accidentes* product, innovative in its simplicity when it comes to customers subscribing to the product.

The majority of products featured in our product portfolio are directly available from the “la Caixa” corporate website *Línea Abierta Web*.



Products available directly from the “la Caixa” website
Línea Abierta Web

- Pension plans and voluntary welfare schemes
- Savings insurance and children’s savings products
- Dental insurance
- Agreements insurance (designed for SMEs)
- Automobile insurance
- Motorcycle insurance
- Home insurance
- Life insurance
- Instant repayment loan-linked insurance is available from *Línea Abierta* and ATMs
- Accident insurance (new feature in 2010)
- Health insurance (the product can be subscribed via Internet and the contract may be terminated by telephone).

All product information is available from the *Línea Abierta* website and the following administrative tasks can be carried out from there: requesting copies of documents, consultations, requests for external transfers in pension plans, making additional payments into the product, making an insurance claim, booking check-ups, etc.

Several new features were introduced in 2010, among which were the following: the option to make payments into pension plans via the Internet website for mobile phone access, *Línea Abierta Móvil*, the option to subscribe to the *SegurCaixa Accidentes* product, registering a home insurance claim via Internet, the option to create a new specific pension plans tab within the *Línea Abierta* domain and providing customers with a new pension plan search engine.

The Adeslas agency network

The network agency, owned by Adeslas, is comprised of a total of 660 agents who in 2010 were devoted exclusively to handling healthcare insurance products. Through a combination of an intensive training programme and the latest commercial hardware, the Adeslas agency network can now extend its product portfolio to include automobile insurance, home insurance, accident insurance and pension plans.



3.5

AgenCaixa

315 AGENCAIXA insurance advisors make up a network of professionals who provide quality advice to all their customers

In 2010, the business model applied by the AGENCAIXA Insurance Brokers underwent a complete overhaul to adapt its focus, management and business consultancy to self-employed workers and SMEs, one of the most important markets in the Spanish economy and in the insurance sector and one in which VidaCaixa tapped into excellent potential for growth.

In order to meet the challenges of this growth opportunity, VidaCaixa Grupo designed a series of elements among which the most important are; a broad range of products tailored to the customers’ line of business and specific needs, service excellence, the confidence generated by a solvent brand and the network of Insurance Brokers.

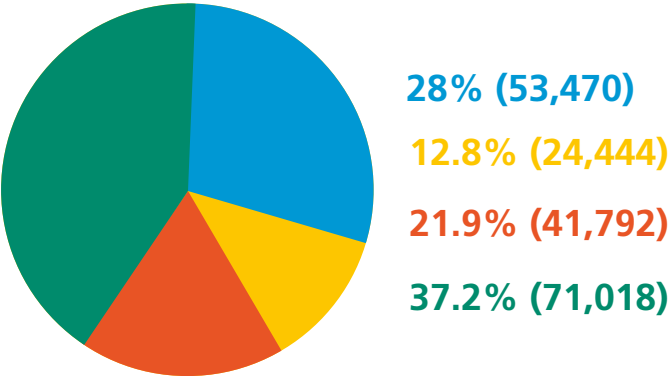
The 315 AGENCAIXA Insurance Brokers make up a team of first-rate professional staff who provide sound consultancy to customers focusing on self-employed workers and SMEs, as well as handle the individual business of directors and employees of these companies.

Several new AGENCAIXA Delegations and Branches were opened in 2010. Centres and Insurance Brokers were provided with the best available resources and hardware so that the network could conduct its business correctly: a centralized support system to provide back-office and product development, the launch of new products and the implementation of an ongoing training programme tailored to suit the needs of the sector and the potential it represents.

AgenciaCaixa is a strategic channel for the Group due primarily to the volume of business contributed by Insurance Brokers but also because of the information they transmit to the organisation regarding product position and catalogue, information that is of the utmost importance to continue progressing in search of new cover needs and to adapt existing products and services to meet customer expectations and preferences.

Average accumulated productivity per manager in 2010

Premiums



Transactions

