



FINAL TERMS

1 March 2017

BBVA GLOBAL MARKETS B.V.

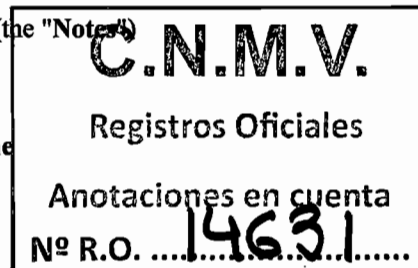
(a private company with limited liability (besloten vennootschap met beperkte aansprakelijkheid) incorporated under Dutch law with its seat in Amsterdam, the Netherlands but its tax residency in Spain)
(as "Issuer")

Issue of EUR 66,000,000 Index Linked Notes due 2018 (the "Notes")

under the €2,000,000,000
Structured Medium Term Note Programme

guarantee by

BANCO BILBAO VIZCAYA ARGENTARIA, S.A.
(incorporated with limited liability in Spain)
(as "Guarantor")



Mr. Christian Mortensen, acting on behalf of BBVA Global Markets B.V., (the Issuer) with registered office at Calle Saucedá, 28, 28050 Madrid, Spain in his capacity as director of the Issuer and according to the resolution of the general shareholders and board of directors meeting of 29 March 2016 agrees, under the terms and conditions of the €2,000,000,000 Structured Medium Term Note Programme Base Prospectus dated 31 March 2016 and the supplements to the Base Prospectus dated 12 May 2016, 10 August 2016 and 15 November 2016 which together constitute a base prospectus for the purposes of the Prospectus Directive (Directive 2003/71/EC) (the **Prospectus Directive**) (the **Base Prospectus**) registered and approved by the Comisión Nacional del Mercado de Valores on 31 March 2016, to fix the following terms and conditions of issuance of Notes described herein and declares that the information contained in these Final Terms is, to the best of his knowledge, in accordance with the facts and contains no omission likely to affect its import.

In relation to the guarantee granted by Banco Bilbao Vizcaya Argentaria, S.A. (the Guarantor) in respect of the Notes, Mr. Christian Mortensen, acting on behalf of the Guarantor according to the resolution of the Board of Directors of the Guarantor dated 24 February 2016, with the signature of this document hereby accepts the Guarantor responsibility as guarantor of the Notes for the information contained in this document. Mr. Christian Mortensen, declares that the information regarding the Guarantee and the Guarantor contained in these Final Terms is, to the best of his knowledge, in accordance with the facts and contains no omission likely to affect its import.

These Notes are not intended for, and are not to be offered to, the public in any jurisdiction of the EEA.

Any person making or intending to make an offer of the Notes may only do so in circumstances in which no obligation arises for the Issuer or the Dealer to publish a prospectus pursuant to Article 3 of the Prospectus Directive or to supplement a prospectus pursuant to Article 16 of the Prospectus Directive, in each case, in relation to such offer.

Neither the Issuer nor the Dealer has authorised, nor do they authorise, the making of any offer of Notes in any other circumstances.

PART A – CONTRACTUAL TERMS

Terms used herein shall be deemed to be defined as such for the purposes of the General Conditions of the Notes (and, together with the applicable Annex(es), the "Conditions") set forth in the Base Prospectus dated 31 March 2016 and the supplements to it dated 12 May 2016, 10 August 2016 and 15 November 2016 which together constitute a base prospectus for the purposes of the Prospectus Directive (the "Base Prospectus"). This document constitutes the Final Terms of the Notes described herein for the purposes of Article 5.4 of the Prospectus Directive and must be read in conjunction with the Base Prospectus. Full information on the Issuer, the Guarantor and the offer of the Notes is only available on the basis of the

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combination of these Final Terms and the Base Prospectus. The Base Prospectus has been published on the website of CNMV (www.cnmv.es) and on the Guarantor's website (www.bbva.com).

1. (i) Issuer: BBVA Global Markets B.V.
NIF: N0035575J
- (ii) Guarantor: Banco Bilbao Vizcaya Argentaria, S.A.
NIF: A48265169
2. (i) Series Number: 72
- (ii) Tranche Number: 1
- (iii) Date on which the Notes will be consolidated and form a single Series: Not applicable
- (iv) Applicable Annex(es): Annex 1: Payout Conditions
Annex 2: Index Linked Conditions
3. Specified Notes Currency : Euro ("EUR")
4. Aggregate Nominal Amount:
 - (i) Series: EUR 66,000,000
 - (ii) Tranche: EUR 66,000,000
5. Issue Price: 99.15 per cent. of the Aggregate Nominal Amount
6. Specified Denomination: EUR 100,000
 - (i) Minimum Tradable Amount: Not applicable
 - (ii) Calculation Amount: EUR 100,000
 - (iii) Number of Notes issued: 660
7. (i) Issue Date: 1 March 2017
- (ii) Interest Commencement Date: Issue Date
8. Maturity Date: 1 March 2018 or if that is not a Business Day the immediately succeeding Business Day
9. Interest Basis: Not applicable
10. Redemption/Payment Basis: Index Linked Redemption
11. Reference Item(s): The following Reference Item will apply for Interest and Redemption determination purposes:
Eurostoxx 50 Index (see paragraph 31 below)
12. Put/Call Options: Not applicable
13. Knock-in Event: Applicable: Knock-in Value is less than the Knock-in

	Level
(i) Knock-in Value:	RI Value Where, "Initial Closing Price" means the RI Closing Value of the Reference Item on the Strike Date "RI Value" means in respect of the Reference Item and the Knock-in Determination Day, (i) the RI Closing Value for the Reference Item in respect of such Knock-in Determination Day, divided by (ii) the Initial Closing Price
(ii) Knock-in Level:	68 per cent
(iii) Knock-in Range:	Not applicable
(iv) Knock-in Determination Day(s):	Each Scheduled Trading Day in the Knock-in Determination Period
(v) Knock-in Determination Period:	Each Scheduled Trading Day from (and including) the Strike Date to (and including) the Redemption Valuation Date
(vi) Knock-in Period Beginning Date:	The Strike Date (see paragraph 31 (vi) below)
(vii) Knock-in Period Beginning Date Scheduled Trading Day Convention:	Applicable
(viii) Knock-in Period Ending Date:	The Redemption Valuation Date (see paragraph 31 (ix) below)
(ix) Knock-in Period Ending Date Scheduled Trading Day Convention:	Applicable
(x) Knock-in Valuation Time:	Any Time on a Knock-in Determination Day
14. Knock-out Event:	Not applicable

PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE

15. Interest:	Not applicable
16. Fixed Rate Note Provisions:	Not applicable
17. Floating Rate Note Provisions:	Not applicable
18. Zero Coupon Note Provisions:	Not applicable
19. Index Linked Interest Provisions:	Not applicable
20. Equity Linked Interest Provisions:	Not applicable
21. Inflation Linked Interest Provisions:	Not applicable
22. Fund Linked Interest Provisions:	Not applicable

23. **Foreign Exchange (FX) Rate Linked** Not applicable
Interest Provisions:

24. **Reference Rate Linked** Not applicable
Interest/Redemption:

25. **Combination Note Interest:** Not applicable

PROVISIONS RELATING TO REDEMPTION

26. **Final Redemption Amount:** Calculation Amount * Final Payout

27. **Final Payout:**
Redemption (xi) – Knock-in Standard

(A) If the Final Redemption Condition is satisfied in respect of the Redemption Valuation Date:

100%+ 9%; or

(B) If the Final Redemption Condition is not satisfied in respect of the Redemption Valuation Date and no Knock-in Event has occurred:

Max [102.75%; FR Value]; or

(C) If the Final Redemption Condition is not satisfied in respect of the Redemption Valuation Date and a Knock-in Event has occurred:

FR Value

Where;

"**Final Redemption Condition**" means, in respect of the Redemption Valuation Date, that the RI Value on such Redemption Valuation Date, as determined by the Calculation Agent is equal to or greater than 109%.

"**FR Value**" means, in respect of the Redemption Valuation Date, the RI Value

"**Initial Closing Price**" means the RI Closing Value of the Reference Item on the Strike Date

"**RI Value**" means in respect of the Reference Item and the Redemption Valuation Date, (i) the RI Closing Value for such Reference Item in respect of such Redemption Valuation Date, divided by (ii) the Initial Closing Price

28. **Automatic Early Redemption:** Not applicable

29. **Issuer Call Option:** Not applicable

30. **Noteholder Put:** Not applicable

31. Index Linked Redemption:	Applicable
(i) Index/Basket of Indices:	Eurostoxx 50 Index Composite
(ii) Index Currency:	EUR
(iii) Exchange(s) and Index Sponsor:	(a) the relevant Exchanges are the stock exchanges on which securities comprising the Index are principally traded, as determined by the Calculation Agent; and (b) the relevant Sponsor is Stoxx Limited
(iv) Related Exchange:	All Exchanges
(v) Screen Page:	Bloomberg Code: [SX5E] <Index>
(vi) Strike Date:	22 February 2017
(vii) Strike Period:	Not applicable
(viii) Averaging:	Averaging does not apply to the Notes.
(ix) Redemption Valuation Date(s):	22 February 2018
(x) Redemption Valuation Time:	Not applicable
(xi) Observation Date(s):	Not applicable
(xii) Observation Period:	Not applicable
(xiii) Exchange Business Day:	(Single Index Basis)
(xiv) Scheduled Trading Day:	(Single Index Basis)
(xv) Index Correction Period:	As set out in the Index Linked Conditions
(xvi) Disrupted Day:	As set out in the Index Linked Conditions
(xvii) Index Adjustment Event:	As set out in the Index Linked Conditions Delayed Redemption on Occurrence of Index Adjustment Event: Not applicable
(xviii) Additional Disruption Events:	The following Additional Disruption Events apply to the Notes: Change in Law The Trade Date is 23 November 2016 Delayed Redemption on Occurrence of Additional Disruption Event: Not applicable
(xix) Market Disruption:	Specified Maximum Days of Disruption will be equal to three
32. Equity Linked Redemption:	Not applicable
33. Inflation Linked Redemption:	Not applicable

34. Fund Linked Redemption:	Not applicable
35. Credit Linked Redemption:	Not applicable
36. Foreign Exchange (FX) Rate Linked Redemption:	Not applicable
37. Combination Note Redemption:	Not applicable
38. Provisions applicable to Instalment Notes:	Not applicable
39. Provisions applicable to Physical Delivery:	Not applicable
40. Provisions applicable to Partly Paid Notes: amount of each payment comprising the Issue Price and date on which each payment is to be made and consequences of failure to pay, including any right of the Issuer to forfeit the Notes and interest due on late payment:	Not applicable
41. Variation of Settlement:	The Issuer does not have the option to vary settlement in respect of the Notes as set out in General Condition 5(b)(ii)

GENERAL PROVISIONS APPLICABLE TO THE NOTES

42. Form of Notes:	Book-Entry Notes: Uncertificated, dematerialised book-entry form notes (<i>anotaciones en cuenta</i>) registered with Iberclear as managing entity of the Central Registry.
New Global Note (NGN):	No
43. (i) Financial Centre(s)	Not applicable
(ii) Additional Business Centre(s)	Not applicable
44. Talons for future Coupons or Receipts to be attached to Definitive Bearer Notes (and dates on which such Talons mature):	No
45. Redenomination, renominalisation and reconventioning provisions:	Not applicable
46. Agents:	Banco Bilbao Vizcaya Argentaria, S.A. to act as Principal Paying Agent and Calculation Agent through its specified office at Calle Saucedo 28, 28050 Madrid, Spain
47. Additional selling restrictions:	Not applicable

Signed on behalf of the Issuer:

By:

Duly authorised

Signed on behalf of the Guarantor:

By

Duly authorised



PART B –OTHER INFORMATION

1. Listing and Admission to trading

Application has been made for the Notes to be admitted to trading on AIAF

2. Ratings

Ratings: The Notes have not been rated

3. Interests of Natural and Legal Persons Involved in the Issue

Save for any fees payable to the Dealer, so far as the Issuer is aware, no person involved in the offer of the Notes has an interest material to the offer.

4. Reasons for the Offer, Estimated Net Proceeds and Total Expenses

- | | |
|--------------------------------|--|
| (i) Reasons for the offer: | See " <i>Use of Proceeds</i> " wording in Base Prospectus |
| (i) Estimated net proceeds: | EUR 65,439,000 |
| (ii) Estimated total expenses: | The estimated total expenses that can be determined as of the issue date are up to EUR 3,500 consisting of listing fees, such expenses exclude certain out-of pocket expenses incurred or to be incurred by or on behalf of the issuer in connection with the admission to trading |

5. Performance of Index, Explanation of Effect on Value of Investment and Associated Risks and Other Information concerning the Underlying

The past and future performance, the volatility and background information about the Index can be obtained from the corresponding Bloomberg Screen Page as set out in paragraph 31(v) above

For a description of any adjustments and disruption events that may affect the Reference Item and any adjustment rules in relation to events concerning the Reference Item (if applicable) please see Annex 2 "Additional Terms and Conditions for Index Linked Notes" in the Issuer's Base Prospectus.

The Issuer does not intend to provide post-issuance information

6. Operational Information

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|---------------------|----------------|
| (i) ISIN Code: | ES0305067557 |
| (ii) Common Code: | Not applicable |
| (iii) CUSIP: | Not applicable |
| (iv) Other Code(s): | Not applicable |

- | | | |
|-------|--|--------------------------|
| (v) | Any clearing system(s) other than Iberclear, Euroclear Bank S.A./N.V, Clearstream Banking, société anonyme and the Depository Trust Company approved by the Issuer and the Principal Paying Agent and the relevant identification number(s): | Not applicable |
| (vi) | Delivery: | Delivery against payment |
| (vii) | Additional Paying Agent(s) (if any): | Not applicable |

7. DISTRIBUTION

- | | | |
|------|---|---|
| 7.1. | Method of distribution: | Non-syndicated |
| 7.2. | If syndicated, names of Managers: | Not applicable |
| 7.3. | If non-syndicated, name and address of relevant Dealer: | Banco Bilbao Vizcaya Argentaria, S.A.
C/ Saucedo, 28
28050 Madrid |
| 7.4. | Non-exempt Offer: | Not Applicable |

8. Index Disclaimer

Eurostoxx 50 Index

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- The merchantability and the fitness for a particular purpose or use of the EURO STOXX 50® and its data;

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The licensing agreement between the Issuer and STOXX is solely for their benefit and not for the benefit of the owners of the product or any other third parties.

The Issuer is only offering to and selling to the Dealer(s) pursuant to and in accordance with the terms of the Programme Agreement. All sales to persons other than the Dealer(s) will be made by the Dealer(s) or persons to whom they sell, and/or otherwise make arrangements with, including the Financial Intermediaries. The Issuer shall not be liable for any offers, sales or purchase of Notes by the Dealer(s) or Financial Intermediaries in accordance with the arrangements in place between any such Dealer or any such Financial Intermediary and its customers.

Comisión Nacional del Mercado de Valores
Mercados Primarios
División de Mercados e Inversores
Edison, 4
28006 Madrid

Madrid, 27 de Febrero de 2017

Muy Señores Nuestros:

Por la presente solicitamos la inscripción en sus Registros Oficiales de la Comisión Nacional del Mercado de Valores (“CNMV”) de la emisión de Notas Estructuradas Serie 72, por importe de 66,000,000 de euros de BBVA Global Markets, B.V., realizada al amparo del Programa de Emisión de Renta Fija y Notas Estructuradas de fecha 31 de marzo de 2016.

Para tal fin les adjunto el documento de Condiciones Finales de emisión.

Asimismo, les comunico que el firmante de este documento es Don Christian Mortensen y su firma legitimada está depositada en CNMV con ocasión de la inscripción en sus Registros Oficiales de Anotaciones en Cuenta de la verificación y registro del Folleto Base de BBVA Global Markets, B.V, “€ 2,000,000,000 Structured Medium Term Note Programme (Programa de Emisión de Renta Fija y Notas Estructuradas)” el día 17 de marzo de 2015. Los poderes del firmante de las condiciones finales y de la garantía siguen estando vigentes.

La persona de contacto en BBVA Global Markets B.V. es:

Pablo Escudero Navarrete
e-mail: mtn@bbva.com
Tfno: 91 5370703

Quedando a su disposición para cualquier aclaración que necesiten.

Atentamente

Christian Mortensen
BBVA Global Markets