PRICING SUPPLEMENT

NO PROSPECTUS IS REQUIRED IN ACCORDANCE WITH REGULATION (EU) 2017/1129 FOR THE ISSUE OF THE NOTES DESCRIBED BELOW

30 April 2024

BBVA GLOBAL SECURITIES, 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")

Legal Entity Identifier ("LEI"): 7245002K0ECNIA1YTU43

Issue of Series 1411 USD [TBD] Combination Linked Notes due 2027 (the "Notes")

under the €10,000,000,000 Structured Medium Term Securities Programme

3(a)(2) Notes

guaranteed by

BANCO BILBAO VIZCAYA ARGENTARIA, S.A., NEW YORK BRANCH

(incorporated with limited liability in Spain)
(as "Guarantor")

EUROPEAN ECONOMIC AREA AND UNITED KINGDOM

The Notes are not intended to be offered, distributed or sold to any investor in the European Economic Area ("EEA") or the United Kingdom ("UK"), and no person may offer, sell or otherwise make available any Notes which are the subject of the offering contemplated by the Base Listing Particulars as completed by this Pricing Supplement to any investor in the EEA or the UK.

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

PROHIBITION OF SALES TO EEA RETAIL INVESTORS AND UK RETAIL INVESTORS

Consistent with the foregoing paragraph, the Notes are not intended to be offered, sold or otherwise made available to any EEA retail investor in the EEA or any UK retail investor in the UK. Consequently, no key information document required by Regulation (EU) No 1286/2014 (as amended, the "PRIIP's Regulation") for offering or selling the Notes or otherwise making them available to retail investors in the EEA has been prepared and therefore offering or selling the Notes or otherwise making them available to any EEA retail investor may be unlawful under the PRIIP's Regulation. In addition, no key information document required by Regulation (EU) No 1286/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 (the "EUWA") (as amended, the "UK PRIIP's Regulation") for offering or selling the Notes or otherwise making them available to retail investors in the UK has been prepared and therefore offering or selling the Notes or otherwise making them available to any UK retail investor may be unlawful under the UK PRIIP's Regulation. For the purposes of this provision, an EEA retail investor means a person who is one (or more) of: (i) a "retail client" as defined in point (11) of Article 4(1) of Directive 2014/65/EU (as amended, "MiFID II"); (ii) a customer within the meaning of Directive 2016/97/EU (as amended or superseded, the "Insurance Distribution Directive"); or (iii) not a qualified investor as

defined in Regulation (EU) 2017/1129, as amended (the "**Prospectus Regulation**"). In addition, a UK retail investor means a person who is one (or more) of: (i) a "retail client" as defined in point (8) of Article 2 of Regulation (EU) No 2017/565 as it forms part of domestic law by virtue of the EUWA; (ii) a customer within the meaning of the provisions of the Financial Services and Markets Act 2000 (as amended, the "**FSMA**") and any rules or regulations made under the FSMA to implement Directive (EU) 2016/97, where that customer would not qualify as a professional client, as defined in point (8) of Article 2(1) of Regulation (EU) No 600/2014 as it forms part of domestic law by virtue of the EUWA; or (iii) not a qualified investor as defined in Article 2 of Regulation (EU) 2017/1129 as it forms part of domestic law by virtue of the EUWA.

SWITZERLAND

Neither this Pricing Supplement nor any offering materials relating to the Notes constitute a Prospectus and/or key investor document (Basisinformationsblatt) within the meaning of FinSA.

UNITED STATES OF AMERICA

The Notes and the guarantee thereof are offered pursuant to an exemption from registration under the U.S. Securities Act of 1933, as amended (the "Securities Act"), provided by Section 3(a)(2) of the Securities Act. The Notes are not deposits or savings accounts and are not insured by the Federal Deposit Insurance Corporation or any other governmental agency of the United States or any other jurisdiction. Neither the Securities and Exchange Commission (the "SEC") nor any state securities commission has approved or disapproved of the Notes or determined that this Pricing Supplement is truthful or complete. Any representation to the contrary is a criminal offense. Under no circumstances shall this Pricing Supplement constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these Notes, in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to qualification under the securities laws of any such jurisdiction.

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 Listing Particulars dated 23 June 2023 as so supplemented (the "Base Listing Particulars"). This document constitutes the Pricing Supplement for the Notes and must be read in conjunction with the Base Listing Particulars. Full information on the Issuer, the Guarantor and the offer of the Notes is only available on the basis of the combination of this Pricing Supplement and the Base Listing Particulars. Copies of the Base Listing Particulars have been published on the website of the Guarantor (https://shareholdersandinvestors.bbva.com/debt-investors/programas/structured-medium-term-note/#2023_International_Program) and the exchange where the Notes are admitted to listing and trading. All references in the Base Listing Particulars and the General Conditions to the Securities shall mean the Notes.

1. (i) Issuer BBVA Global Securities, B.V.(NIF: N0074943B)

(ii) Guarantor: Banco Bilbao Vizcaya Argentaria, S.A.(NIF:

A48265169), acting through its New York Branch

(iii) Principal Paying Agent: Deutsche Bank AG, London Branch

(iv) Registrar: The Bank of New York Mellon

(v) Transfer Agent: The Bank of New York Mellon

(vi) Calculation Agent: Banco Bilbao Vizcaya Argentaria, S.A.

2.	(i)	Series Number:	1411		
	(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		
			Annex 4: ETF Linked Conditions		
3.	Specified Currency or Currencies:		US Dollar ("USD")		
4.	Aggre	Aggregate Nominal Amount:			
	(i)	Series:	[TBD]		
	(ii)	Tranche:	[TBD]		
5.	Issue 1	Price:	100 per cent. of the Aggregate Nominal Amount		
6.	(i)	Specified Denomination(s):	USD 1,000		
	(ii)	Minimum Tradable Amount:	Not applicable		
	(iii)	Calculation Amount:	USD 1,000		
7.	(i)	Issue Date:	30 April 2024		
	(ii)	Interest Commencement Date:	Not applicable		
	(iii)	Trade Date:	26 April 2024		
8.	Matur	rity Date:	29 April 2027 or if that is not a Business Day the immediately succeeding Business Day unless it would thereby fall into the next calendar month, in which event it will be brought forward to the immediately preceding Business Day		
9.	Intere	st Basis:	Not applicable		
10.	Reder	mption Basis:	Combination Linked Redemption		
			(see paragraph 30, 36 and 38 below)		
11.	Refere	ence Item(s):	See paragraph 36(i) Basket of Indices and 37(i) ETF below		
12.	Put/Ca	all Options:	No		
13.	Settle	ment Exchange Rate Provisions:	Not applicable		
14.	Knock	k-in Event:	Applicable: Knock-in Value is less than the Knock-in Barrier		

(i) Knock-in Value: Worst Value

Where:

"Worst Value" means, in respect of a Knock-in Determination Day, the RI Value for the Reference Item(s) with the lowest or equal lowest RI Value for any Reference Item in the Basket in respect of such Knock-in Determination Day

"RI Value" means, in respect of a Reference Item and a Knock-in Determination Day, (i) the RI Closing Value for such Reference Item in respect of such Knock-in Determination Day, divided by (ii) the relevant RI Initial Value

"RI Closing Value" means, in respect of a Reference Item and a ST Valuation Date, if the relevant Reference Item is an Index, the Settlement Level (as defined in the Index Linked Conditions), and if the relevant Reference Item is an Exchange Traded Fund, the Settlement Price of the ETF Share (as defined in the ETF Linked Conditions) on such ST Valuation Date

"RI Initial Value" means, in respect of a Reference Item, Initial Closing Price

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

"ST Valuation Date" means each of the Strike Date and Knock-in Determination Day

(ii) Knock-in Barrier: 70.00 per cent

(iii) Knock-in Range: Not applicable

(iv) Knock-in Determination Day(s): Redemption Valuation Date (see paragraph 36 (vii)

below)

(v) Knock-in Determination Period: Not applicable

(vi) Knock-in Period Beginning Date: Not applicable

(vii) Knock-in Period Beginning Date Not applicable Scheduled Trading Day Convention:

(viii) Knock-in Period Ending Date: Not applicable

(ix) Knock-in Period Ending Date Not applicable Scheduled Trading Day Convention:

(x) Knock-in Valuation Time: Scheduled Closing Time

15. Knock-out Event: Not applicable PROVISIONS RELATING TO INTEREST (IF ANY) PAYABLE 16. **Interest:** Not applicable 17. **Fixed Rate Notes Provisions:** Not applicable 18. **Floating Rate Notes Provisions:** Not applicable 19. Specified Interest Amount Note Provisions: Not applicable 20. **Zero Coupon Security Provisions:** Not applicable 21. **Index Linked Interest Provisions:** Not applicable 22. **Equity Linked Interest Provisions:** Not applicable 23. **ETF Linked Interest Provisions:** Not applicable 24. **Fund Linked Interest Provisions:** Not applicable 25. **Inflation Linked Interest Provisions:** Not applicable **26.** Foreign Exchange (FX) Rate Linked Not applicable **Interest Provisions:** 27. **Reference Item Rate Linked Interest:** Not applicable 28 **EUA Contract Linked Interest Provisions:** Not applicable 29. **Combination Note Interest:** Not applicable PROVISIONS RELATING TO REDEMPTION **30. Final Redemption Amount:** Calculation Amount * Final Payout 31. **Final Payout:** Applicable Redemption (xi)-Barrier and Knock-in

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

136 per cent.; or

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

100 per cent.; 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 Final Redemption Value on such Redemption Valuation Date, as determined by the Calculation Agent is equal to or greater than the Final Redemption Condition Level

"Final Redemption Value" means in respect of the Redemption Valuation Date, Worst Value.

"Final Redemption Condition Level" means 100 per cent

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

"Worst Value" means, in respect of the Redemption Valuation Date, the RI Value for the Reference Item(s) with the lowest or equal lowest RI Value for any Reference Item in the Basket in respect of such Redemption Valuation Date

"RI Value" means, in respect of a 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 relevant RI Initial Value

"RI Closing Value" means, in respect of a Reference Item and a ST Valuation Date, if the relevant Reference Item is an Index, the Settlement Level (as defined in the Index Linked Conditions), and if the relevant Reference Item is an Exchange Traded Fund, the Settlement Price of the ETF Share (as defined in the ETF Linked Conditions) on such ST Valuation Date

"RI Initial Value" means, in respect of a Reference Item, Initial Closing Price

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

"ST Valuation Date" means each of the Strike Date and Redemption Valuation Date

32. Automatic Early Redemption:

Applicable

ST Automatic Early Redemption

(i) Automatic Early Redemption Event:

In respect of any Automatic Early Redemption Valuation Date, the AER Value is: greater than or equal to the Automatic Early Redemption Trigger

(ii) AER Value:

Highest RI Value

"Highest RI Value" means in respect of a Reference Item and the Automatic Early Redemption Valuation Period, the highest or equal highest RI Value for such Reference Item

on any Automatic Early Redemption Valuation Date from and including the start of such Automatic Early Redemption Valuation Period up to and including such Automatic Early Redemption Valuation Date.

"RI Value" means, in respect of a Reference Item and an Automatic Early Redemption Valuation Date, (i) the RI Closing Value for such Reference Item in respect of such Automatic Early Redemption Valuation Date, divided by (ii) the relevant RI Initial Value

"RI Closing Value" means, in respect of a Reference Item and a ST Valuation Date, if the relevant Reference Item is an Index, the Settlement Level (as defined in the Index Linked Conditions), and if the relevant Reference Item is an Exchange Traded Fund, the Settlement Price of the ETF Share (as defined in the ETF Linked Conditions) on such a ST Valuation Date

"RI Initial Value" means, in respect of a Reference Item, Initial Closing Price

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

"ST Valuation Date" means each of the Strike Date and Automatic Early Redemption Valuation Date

(iii) Automatic Early Redemption
Amount:

The Automatic Early Redemption Amount shall be determined in accordance with the following formula:

Calculation Amount * AER Percentage

(iv) Automatic Early Redemption Trigger:

See table below

j	Automatic Early	Automatic Early	Automatic Early	AER Percentage
	Redemption Valuation	Redemption Dates	Redemption Trigger(%)	
	Dates			
1	28 April 2025	1 May 2025	100	112
2	27 May 2025	30 May 2025	100	113
3	26 June 2025	1 July 2025	100	114
4	28 July 2025	31 July 2025	100	115
5	26 August 2025	29 August 2025	100	116
6	26 September 2025	1 October 2025	100	117
7	27 October 2025	30 October 2025	100	118
8	26 November 2025	2 December 2025	100	119

9	29 December 2025	2 January 2026	100	120
10	26 January 2026	29 January 2026	100	121
11	26 February 2026	3 March 2026	100	122
12	26 March 2026	31 March 2026	100	123
13	27 April 2026	30 April 2026	100	124
14	26 May 2026	29 May 2026	100	125
15	26 June 2026	1 July 2026	100	126
16	27 July 2026	30 July 2026	100	127
17	26 August 2026	31 August 2026	100	128
18	28 September 2026	1 October 2026	100	129
19	26 October 2026	29 October 2026	100	130
20	27 November 2026	2 December 2026	100	131
21	28 December 2026	31 December 2026	100	132
22	26 January 2027	29 January 2027	100	133
23	26 February 2027	3 March 2027	100	134
24	30 March 2027	2 April 2027	100	135
				1

(v) Automatic Early Redemption Range:

Not applicable

AER Percentage:

See table above

(vii) Automatic Early Redemption Date(s):

See table above

(viii) AER Additional Rate:

Not applicable

(ix) Automatic Early Redemption

Valuation Date(s):

See table above

(x) Automatic Early Redemption

Valuation Time:

Scheduled Closing Time

(xi) Averaging:

Not applicable

33. Issuer Call Option:

(vi)

Not applicable

34. Securityholder Put:

Not applicable

35. Early Redemption Amount payable in cases of a Redemption for tax reasons (General Condition 6(b), a Redemption for Illegality (General Condition 6(c) or, a redemption following an event of default (General Condition 9) or, following an early redemption in all other cases pursuant to the Conditions:

As set out in General Condition 6(f)

36. Index Linked Redemption: Applicable

(i) Basket of Indices: The following Reference Items from k=1 to k=2 will apply: See table below

k	Index	Screen Page (Bloomberg Code)	Relevant Sponsor
1	NASDAQ 100 Stock Index	[NDX] INDEX	Nasdaq Financial Products Services, Inc. ("NFPS")
2	Russell 2000 Index	[RTY] INDEX	FTSE Russell

(ii) Exchange(s) and Index Sponsor: (a) The relevant Exchange are: the principal stock

exchange on which the components comprising the Index are principally traded, as determined by the Calculation

Agent

(b) The relevant Index Sponsor are: See table above

(iii) Related Exchange: All Exchanges

(iv) Screen Page: See table above

(v) Strike Date: Trade Date

(vi) Averaging: Not applicable

(vii) Redemption Valuation Date(s): 26 April 2027

(viii) Valuation Time: Scheduled Closing Time

(ix) Observation Date(s): Not applicable

(x) Exchange Business Day: (Cross Asset Basis)

(xi) Scheduled Trading Day: (Cross Asset Basis)

(xii) Index Correction Period: As set out in Index Linked Condition 7

(xiii) Specified Maximum Days of Eight Scheduled Trading Days

Disruption:

(xiv) Additional Disruption Events: As per the Index Linked Conditions

37. Equity Linked Redemption: Not applicable

38. ETF Linked Redemption: Applicable

	、 /		of: Utilities Select Sector Spdr The NYSE Arca Fund is an Exchange Traded Fund	
			_	
			Weighting: Not applicable	
	(ii)	ETF Shares Currency:	USD	
	(iii)	ISIN of ETF Share (s):	US81369Y8865	
	(iv)	Screen Page:	XLU UP Equity	
	(v)	Exchange:	NYSE Arca	
	(vi)	Related Exchange:	All Exchanges	
	(vii)	Strike Date:	Trade Date	
	(viii)	Averaging:	Not applicable	
	(ix)	Redemption Valuation Date(s):	26 April 2027	
	(x)	Valuation Time:	Scheduled Closing Time	
	(xi)	Observation Date(s):	Not applicable	
	(xii)	Exchange Business Day:	(Cross Asset Basis)	
	(xiii)	Scheduled Trading Day:	(Cross Asset Basis)	
	(xiv)	ETF Share Correction Period:	As set out in ETF Linked Condition 6	
	(xv)	Specified Maximum Days of Disruption:	Eight Scheduled Trading Days	
	(xvi)	Extraordinary Events:	As set out in ETF Linked Condition 2(b)	
	(xvii)	Additional Extraordinary ETF Event:	As per the ETF Linked Conditions	
39.	Fund Li	nked Redemption:	Not applicable	
40.	Inflation Linked Redemption:		Not applicable	
41.	Credit Linked Interest/Redemption:		Not applicable	
42.	Foreign Exchange (FX) Rate Linked Redemption:		Not applicable	
43.	Referen Redemp	ce Item Rate Linked	Not applicable	
44	-	ontract Linked Redemption	Not applicable	
45.	Combin	ation Redemption:	Applicable	
46.	Provisio Notes:	ons applicable to Instalment	Not applicable	
47.	Provisio	ons applicable to Physical	Not applicable	
48.	Delivery Provisio Notes:	v: ons applicable to Partly Paid	Not applicable	

The following Reference Item k=3 will apply: Shares

(i)

ETF:

50.	Payment Disruption Event:	Not applicable
GENE	RAL PROVISIONS APPLICABLE TO THE	NOTES
51.	Form of Notes:	Registered Notes:
		3(a)(2) Global Note [TBD] registered in the name of a nominee for DTC
52.	New Global Note:	No
53.	(i) Additional Financial Centre(s):	Not applicable
	(ii) Additional Business Centre(s):	Not applicable
54.	Talons for future Coupons or Receipts to be attached to definitive Notes (and dates	Not applicable
55.	on which such Talons mature): Redenomination, renominalisation and reconventioning provisions:	Not applicable
56.	Prohibition of Sales to EEA Retail Investors:	Applicable
57.	Prohibition of Sales to UK Retail Investors:	Applicable
58.	Sales outside EEA and UK only:	Applicable
Signed on behalf of the Issuer:		Signed on behalf of the Guarantor:
By:		By:
Duly authorised		Duly authorised

Not applicable

49.

Variation of Settlement:

PART B-OTHER INFORMATION

1 Listing and Admission to Trading

Application has been made by the Issuer (or on its behalf) for the Notes to be listed on Vienna MTF of the Vienna Stock Exchange and admitted to trading on Vienna MTF of the Vienna Stock Exchange with effect from the Issue Date.

2 Ratings

Ratings: The Notes have not been rated.

3 Interests of Natural and Legal Persons Involved in the Issue

- (i) Save for any fee paid to the Dealer (if applicable, such fee shall be as set out in the paragraph below) and/or any fee or other inducement paid to the distributor (if any), so far as the Issuer is aware no person involved in the offer of the Notes has an interest material to the offer. For specific and detailed information on the nature and quantity of the fee or inducement paid to the distributor (if any) the investor should contact the distributor.
- (ii) Dealer commission: 3.25 per cent (fee paid to a distributor)

4 Estimated Net Proceeds and Total Expenses

(i) Estimated net proceeds: USD [TBD]

5 Operational Information

(i) ISIN Code: US05554TCR41

(ii) Common Code: Not applicable

(iii) CUSIP: 05554TCR4

(iv) Other Code(s): Not applicable

(v) Any clearing system(s) other Not applicable

than Euroclear, Clearstream Luxembourg and the DTC approved by the Issuer and the Principal Paying Agent

and the relevant

identification number(s):

(vi) Delivery: Delivery free of payment

(vii) Additional Paying Agent(s) The Bank of New York Mellon

(if any):

(viii) Intended to be held in a No

manner which would allow

Eurosystem eligibility

6 Distribution

6.1 Method of distribution: Non-syndicated

6.2 If non-syndicated, name and address of relevant BBVA Securities Inc.

Dealer: 1345 Avenue of the Americas, 44th Floor

New York, NY 10105

United States

U.S. Selling Restrictions: The Notes and the guarantee thereof will be offered pursuant

to exemption from registration provided by Section 3(a)(2) of the Securities Act. The Notes and the guarantee thereof are not required to be, and have not been, registered under

the Securities Act or with any governmental authority.

6.3 U.S. "Original Issue Discount" Legend: Not applicable

7 Index Disclaimer(s)

NASDAQ 100 Stock Index and Russell 2000 Index

The Notes are not sponsored, recommended, endorsed, sold or promoted by the Index or the Index Sponsor. The Index Sponsor does not make any representations, whether express or implied, regarding the results to be obtained from using their Index or the level at which an Index may stand at any particular time or any particular date or otherwise, nor its suitability. Further, the Index Sponsor will not have any liability (whether in negligence or otherwise) for any inaccuracy in the data on which the Index is based, for any mistakes, errors, or omissions in the calculation and/or dissemination of the Index, or for the manner in which it is applied in the Notes or the offering thereof. The Issuer shall not have any liability for any act of failure to act by the Index Sponsor in connection with the calculation adjustment or maintenance of the Index. None of the Issuer or its affiliates has any affiliation with or control over the Index or Index Sponsor or any control over the computation, composition or dissemination of the Index. Although the Calculation Agent will obtain information concerning the Index from publicly available sources it believes reliable, it will not independently verify this information. Accordingly, no representation, warranty or undertaking (express or implied) is made and no responsibility is accepted by the Issuer, its affiliates or the Calculation Agent as to the accuracy, completeness and timeliness of information concerning the Index.

U.S. Taxation

We intend to treat the Notes as open transactions for U.S. federal income tax purposes. For a discussion of certain U.S. federal income tax consequences of holding and disposing of the Notes, a U.S. investor should review carefully the sections entitled "Taxation—United States Federal Taxation—Tax Consequences to U.S. Holders—Securities Treated as Open Transactions" and "Taxation—United States Federal Taxation—Tax Consequences to U.S. Holders—General Considerations for U.S. Holders" in the Base Prospectus. A non-U.S. investor should review carefully the section entitled "Taxation—United States Federal Taxation—Tax Consequences to Non-U.S. Holders" in the Base Prospectus.

We have not obtained any tax opinion regarding the treatment of the Notes for U.S. federal income tax purposes and there can be no assurance that the Internal Revenue Service or a court will agree with our intended treatment. References in "Taxation—United States Federal Taxation" regarding how the Notes "should" be treated assume that our intended treatment is respected, and should not be read to imply a particular level of comfort regarding the intended tax treatment. U.S. and non-U.S. investors should consult their tax advisers regarding all aspects of the U.S. federal, state, local and non-U.S. tax consequences of an investment in the Notes (including possible alternative treatments).

The Issuer is only offering to and selling to the Dealer pursuant to and in accordance with the terms of the Programme Agreement. All sales to persons other than the Dealer will be made by the Dealer 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 or Financial Intermediaries in accordance with the arrangements in place between any such Dealer or any such Financial Intermediary and its customers.