

## KPI'S Corporate Citizenship

Priorities	Description	Business Benefit KPI	Social / Environmental Benefit KPI
<p>1</p> <p>To promote the development of society, through social investment in projects that contribute to improving the living conditions of vulnerable populations.</p> <p>Sustainable Development Goals [1] No poverty</p>	<p>This priority is aligned with Grupo SURAS'S strategic orientation "Commitment to Sustainable Development". It acknowledges the commitment of the company to the development of countries where it is present, understanding that the development and well-being of the surrounding communities is necessary for the growth and sustainability of the company.</p> <p>This priority is aligned with Goal 6 of SDG 1, which seeks to contribute to the resource allocation necessary to provide sufficient and predictable means for developing countries to implement programs and policies aimed at ending Poverty in all its dimensions.</p>	<p><b>Social investment</b></p> <p>It maintains and makes visible the company's commitment with the development and competitiveness processes of the countries through social investment in communities.</p> <p><b>INDICATORS:</b></p> <p>Number of countries where social investment is made in communities through the Foundation and subsidiaries.</p> <p>Social investment value during the last fiscal year in communities in the countries where the Business group has presence.</p> <p>Number of employees participating in voluntary activities with vulnerable communities.</p>	<p><b>Institutional strengthening</b></p> <p>It strengthens the social institutions that receive contributions for the development of social initiatives. It responds to the interest of qualifying the institutions' organizational management to have greater administrative efficiency and social impact.</p> <p><b>INDICATORS:</b></p> <p>Number of social institutions that receive economic contributions for the implementation of social initiatives within the guidelines defined by the Foundation.</p> <p>Number of social development initiatives supported by the SURAS Foundation or the Business Group companies.</p>

				Number of projects in the design or implementation stages, linked to the social innovation ecosystem.
2	<p>To improve the countries' competitiveness by developing financial services that allow access to new markets and clients, with a perspective of responsible inclusion and development of skills.</p> <p>Sustainable Development Goals [8] Decent work and economic Growth</p>	<p>This priority is aligned with the strategic orientation of Grupo SURA "Geographic expansion and market development". It gives account of the Company's interest to consolidate the comprehensive offer of financial services, seeking to ease access and improve coverage in insurance, voluntary savings and asset management solutions.</p> <p>This priority is aligned with Goal 63 of SDG 8, which seeks to promote initiatives that support productive activities, the creation of decent jobs, entrepreneurship, creativity and innovation through access to financial services.</p>	<p><b>Financial Solutions and Products with Inclusion Focus:</b></p> <p>Strengthening the financial inclusion management, seeking to facilitate access and to improve coverage in insurance solutions, based on the recognition of economic, social and environmental realities of the communities.</p> <p><b>INDICATORS:</b></p> <p>Number of financial solutions or products with an inclusion approach that have been developed for low / middle income populations with special conditions</p>	<p><b>People accessing financial solutions and products:</b></p> <p>It guarantees access opportunities for new consumers and customers, from a perspective of responsible supply and consumption of financial goods and services.</p> <p><b>INDICATORS:</b></p> <p>Number of middle / low income people who had access to insurance solutions during the last year.</p> <p>Number of people involved in financial education processes</p>
3	<p>To contribute to the people, groups, organizations and society's ability to respond to demands of the market, through training processes in the subjects</p>	<p>This priority is aligned with the strategic orientation of Grupo SURA "Commitment to Sustainable Development". It responds to the Company's interest in working for the strengthening of institutions and for a viable context in the countries in which it has presence, promoting the generation of</p>	<p><b>Organizational capacity development</b></p> <p>It promotes the development of skills in the Organization, through the Company's participation on the public dynamics, the articulation of</p>	<p><b>Skill development in people</b></p> <p>Improvement in people's responsible decision making on issues associated with risk management, financial education, education for healthy coexistence and other</p>

<p>associated with the business.</p> <p>Sustainable Development Goals [12] Responsible consumption and production</p>	<p>knowledge to respond to social challenges and problems, and influencing the construction of better alternative solutions.</p> <p>This priority is aligned with Goal 108 of SDG 12, which seeks by 2030, to ensure that people around the world have information and knowledge relevant to sustainable development and to living lifestyles in harmony with nature.</p>	<p>institutional networks in subjects of interest for the regional, national and local development, the generation of knowledge and the exchange of experiences and learning.</p> <p><b>INDICATORS:</b></p> <p>Number of interinstitutional spaces in which the company participates to strengthen and influence the public dynamics, such as interinstitutional working groups, social organizations and Public Private Partnerships boards.</p>	<p>issues that promote healthy, safe, responsible and sustainable living habits</p> <p><b>INDICATORS:</b></p> <p>Number of people trained in issues related to risk management, financial education, sexual education and other issues associated with life skills development.</p>
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