

Corporate Citizenship

Social Investment Priorities

Quality of Education

Priority 1 - Corporate citizenship and
philanthropic activities



To SURA, Quality of Education is a shared purpose

Why Believe in Quality of Education - Corporate Social Responsibility

Indeed, SURA firmly believes that Education drives development, which in turn promotes growth, overcomes social gaps and ensures equal opportunities.

Education is the first step towards fairness.

By having access to quality education, persons are empowered to grow, undertake and innovate.

Investing in quality of education for all, means that we contribute to a region that is increasingly fair and less unequal.

- Educating gives way to reach better levels of wellbeing, to close social gaps, instill citizenship and multiply opportunities for children and young adults.
- This is why at SURA we help improve the quality of education in Latin America, creating meaningful lessons in which **knowledge acts as an enabler to build equality and autonomy**, by engaging cognitive, social, and emotional factors.

“Building awareness over the environment is to gain deeper knowledge, answering why, what for, and what lies behind it; it is going beyond the visible when we read the signals sent by societies, communities, and individuals. This knowledge must be part of our actions and decisions to make them consistent with the environment”. (Gonzalo Pérez Rojas, President, Grupo SURA)

Narrative on Sustainability SURA Business Group

Paths or Definitions

We contribute to social development beyond the business' call

“Our investments and social management focus on development projects, cultural initiatives and inter-institution alliances that create capabilities and improve the living conditions of persons.

We focus on quality of education, providing educational strategies that enhance skills to be and to do, and lead to greater opportunities based on the dynamics and challenges of each society. In addition, we acknowledge that culture and art is pivotal for social transformation.”

Social Investment Framework Policy SURA Business Group



Focus on Social Investment

- Quality of Education:

“Quality of Education refers to investments made in processes that promote the development of educational agents, enhancing their personal skills, knowledge and activities – to facilitate professional and employment opportunities depending on the dynamics and challenges of each region.

Indeed, the SURA Business Group is convinced that Education drives development given its capacity to promote growth, overcome social gaps and ensure more equal opportunities.

By Access to education and quality of education, persons are empowered to grow, undertake and innovate. Investing in education of quality to all is contributing to a region increasingly fair and less unequal; this investment should be effective, transparent and based on facts as well.”

Sustainable Development Goals and Education

SDGs prioritized by the SURA Business Group:

In a world of on-going changes, businesses face challenges when they adopt strategies for increased sustainability. Not only do these strategies represent a benefit to them, but contribute to meet the SDGs.

The SURA Business Group joins this regional commitment signed by countries to the Agenda 2030, giving priority to 2 of the strategies and to several of the goals.



8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-and medium-sized enterprises, including through access to financial services



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

4.3 To ensure equal access for all women and men to quality technical, vocational and tertiary education.

4.4 To substantially increase the number of youth and adults who have relevant skills for employment, decent jobs and entrepreneurship

4.5 To eliminate gender disparities in education and ensure equal access to vulnerable persons.

4.7 To ensure that all theory and hands-on knowledge and skills needed to promote sustainable development, including, among sustainable lifestyles, human rights, financial education, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Investment in Quality of Education in 2020



Total Investment:

USD 2,551,599

9,423,975,501 COP

Investment per Company:

Suramericana	USD 90,822
Fundación SURA Colombia	USD 1,796,190
SURA Asset Management	USD 144,957
Fundación SURA México	USD 208,196
Fundación SURA Chile	USD 311,434



51

initiatives supported



2.354

organizations supported



29.585

individuals benefitted



Benefits for the Business

KPI: Quality for Education

Indicator: Influence of Senior Management

» Number of directories, boards, or committees of the education sector and/or think tanks where SURA senior management participates



22 senior managers from the Company hold seats in boards of directors, directories, and committees of 16 institutions of the education sector and think tanks since 2005. Four began participating in 2020.

Think Tanks

1 The CEO participates in the Higher Council of Ideas for Peace in Colombia (Consejo Superior de Ideas para la Paz en Colombia)

2 Vice Presidents participate in the Superior Councils of Corporation for Excellence in Justice (Corporación Excelencia en la Justicia) and ProBarranquilla in Colombia

1 Company President holds a seat in the Board of Directors of ProAntioquia in Colombia

1 Company President holds a seat in the Board of Directors of the Private Council for Competitiveness (Consejo Privado de Competitividad) in Colombia

Institutions in the Education Sector

1 Company President holds a seat in the Board of Directors of Fundación Empresarios por la Educación en Colombia

1 Company President holds a seat in the Board of Directors of All Hands and Hearts in Mexico

1 Company President holds a seat in the Board of Directors of Belén Educa in Chile

2 Company Vice Presidents hold a seat in the Board of Directors of United Way Colombia and Comité Regional de Antioquia

11 Managers are part of Board of Directors and committees of institutions in the education section.

Indicator: Training SURA Leaders

- » **Number of SURA leaders trained on issues related to relevant and effective education for the citizens, through mentorships**



**9 SURA leaders
trained as mentors
during 2020**

- » This represented over 540 hours of work assisting education entities to contribute to their transformation into Smart School Organizations by:
- Designing the institutional BEG or Shared Vision
 - Building the organization is an open system
 - Managers as leaders for education management
 - Using collective intelligence based on testimonials and life experiences

Indicator: Financial Education

- » Number of young men and women trained, and schools impacted by the pilot project on social and financial education



**153 students from
ninth, tenth, and
eleventh grade**



**4 education
institutions**

Financial education consists of developing social emotional, cognitive, and financial competencies to make timely and conscientious decisions about personal finances/financial health.

This Project has been a learning platform that made it possible to strengthen applied self-knowledge, build strategic alliances, and having a way for active social listening.

Indicator: Alliances of Multiple Sectors

- » **Number of alliances where SURA's intellectual capital is reinforced and the better responsible business practices are achieved**



52 alliances that strengthen intellectual capital and intended to improve better business practices

Start of the second research “Map of Evidence Gaps” (Mapa de Brechas de Evidencia), carried out through an alliance with the Latin American network of civil society organizations for education (Red Latinoamericana de Organizaciones de la Sociedad Civil por la Educación - REDUCA).

General Objective: Create technical knowledge that leads to recommendations about policy decisions to improve investment in education in Latin America.
Selected topic: Teacher Education

An Alliance with over 49 universities and higher education institutions to work on 4 fronts: attract, train, research, enterprise, and innovate, focused on the employability of young talent

An Alliance with the University of Antioquia to develop a diploma course “Cuidarte”, intended to strengthen skills that have to do with caring for the elderly

An Alliance with Businessmen for Education (Empresarios por la Educación) in Peru

Indicator: Positioning the Brand

» The SURA is the result of identity built up over the years, a Brand that is responsible towards its environment, close to its stakeholders, and sensitive to social issues involving education and culture, among others.

» **Number of education entities that receive support from SURA and that reinforce the brand's positioning**



2,354 organizations in 2020

941 organizations in 2018

1,437 organizations in 2019

» **Number of publications aligned with the education topics promoted by the Company**

65 education publications over the past two years, in the papers, on the web, and through the radio, using domestic, local, and specialized media



In 2020: 7 publications, all with positive ratings

In 2019: 58 publications:

- 57 with positive ratings
- 1 with a neutral rating

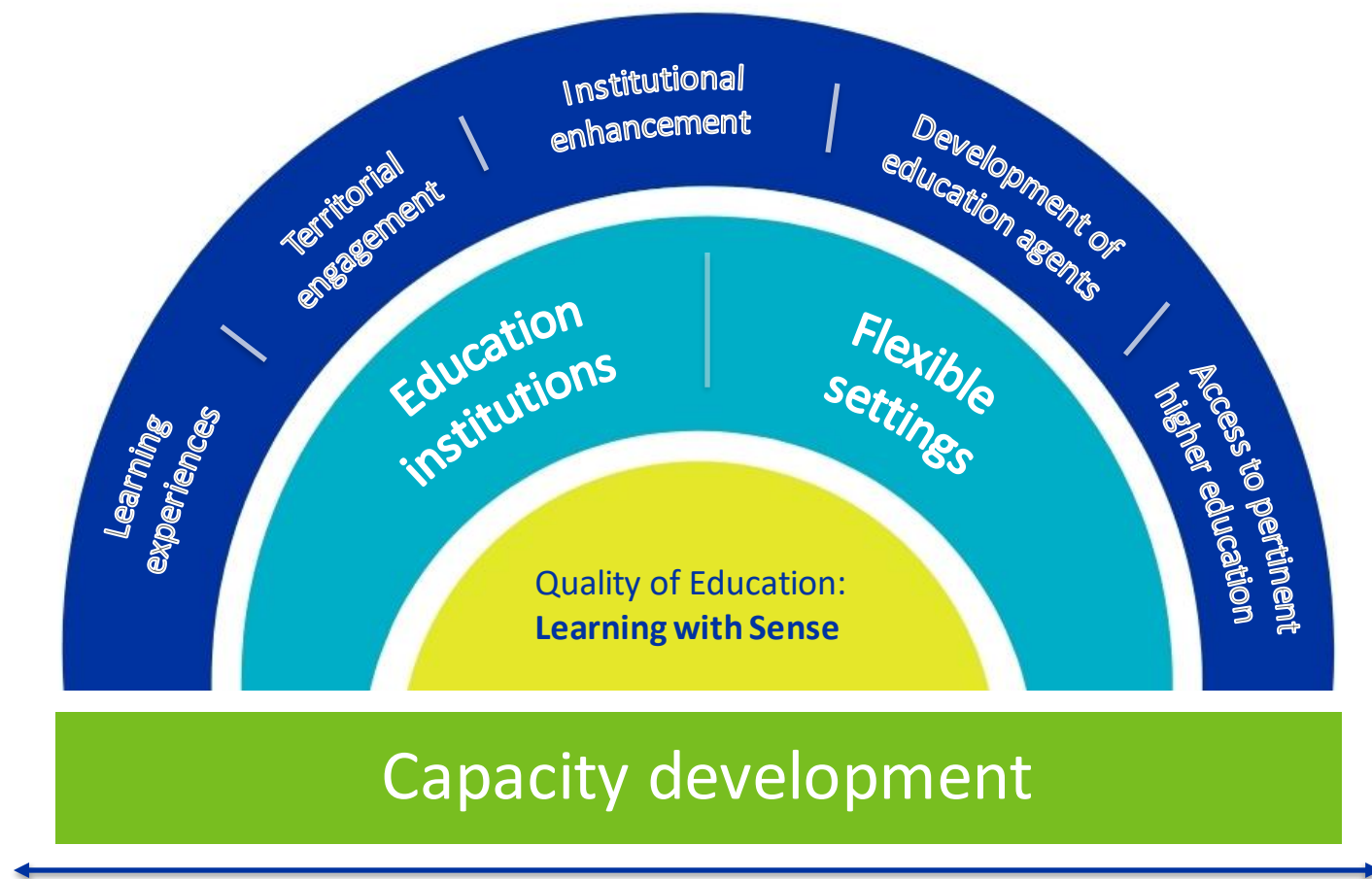
Social / Environmental Benefits KPI: Quality of Education

» Quality of Education from the SURA Foundation

- The SURA Foundation promotes and leads learning processes that make sense. The purpose is to develop attitudes and fundamental skills for every person's ongoing growth, which are boosted for the rest of their life.
- Our commitment is to empower each human being comprehensively, and to seek possibilities to underscore what they learn and do.
- We understand that education is a process involving discussions based on trust in which everybody contributes, based on relations of equality.
- We value those initiatives that promote this type of learning, aware of the surrounds and capabilities to make decisions with sound criteria – depending on the dynamics of each region. Hence, we seek to provide opportunities for the persons' development, that is, students, teachers or directors, from elementary school to settings for higher education.



This is our understanding of quality in education at the SURA Foundation



Indicator: SURA Fellows

- » The Scholarship Fund fosters life projects that help change peoples' life, enhancing the capacities of future professionals that contribute to the build competitive settings for the country.

The educational opportunities we provide are for the technical, technological, professional and masters levels. Priority is given to young adults with good grades who have difficulties to access higher education institutions due to their socio-economic conditions.

- » **Number of vulnerable young adults enrolled in undergraduate and/or postgraduate studies through the SURA Foundation Scholarships Fund**



Total in the last tree years:
500 fellowss SURA

- **Year 2018:** 125 individuals benefitted
- **Year 2019:** 173 individuals benefitted
- **Year 2020:** 202 individuals benefitted

Indicator: Rural Education

» Number of teachers and students in rural areas trained on building social networks



Total over the past three years: **31,691 students**

Year 2018: 7,675 students
Year 2019: 13,748 students
Year **2020: 10,268 students**



Total over the past three years: **2,051 teachers**

Year 2018: 357 teachers
Year 2019: 744 teachers
Year **2020: 950 teachers**

- **Alliance for Rural Education in Antioquia (or ERA):** Flexible educational models for every grade (elementary + high school + University in the Country + Entrepreneurship and connection for employment
- **La Sandalia Rural Innovation Center:** A training program on *Technical Studies on Agricultural Production* developed for young adults that dropped out of school.
- **“Utopía” – Universidad de La Salle:** A program to teach *Agronomic Engineering* to low-income young adults in rural sectors that have been afflicted by violence.

In addition, each program provides assistance to families and to the students to continue their education process, and supports the entrepreneurships stemming from productive projects thereof.

Indicator: Significant Experiences

» Number of significant experiences designed and strengthened according to the new education dynamics demanded by virtuality during the pandemic



508
Significant
experiences

We recognize innovative actions, activities, and practices that respond to the needs of the context, to share them and produce changes in the everyday pedagogical education activities, promoting the protection of rights and the development of life skills in boys and girls.

Year 2020: 508

- **36** significant experiences identified, all design and strengthen through the Félix y Susana Program in Colombia, El Salvador and the Dominican Republic, prepared by educators and adapted to the reality of virtual life
- **60** significant experiences: 36 designed and 24 reinforced through the United Way's Living Laboratory (Laboratorio Vivo)
- **12** significant experiences identified in EAFIT Social's Youth Leadership Network (Red de Liderazgo Juvenil)
- **400** significant experiences identified and nominated for educational recognition for their quality, Ciudad de Medellín - Ser Mejor, in alliance with ProAntioquia

*Since 2017, more than **1,893** have been assisted, taking into consideration the criteria of innovation, and educational pedagogy.*

Indicator: Education Materials

- » Number of education tools created and implemented by Fundación SURA to reinforce alternatives for well-being and peaceful coexistence during the corporate crisis



Year 2020:

463 Education Tools

CoronaVida strategy

In three countries: Colombia, El Salvador and Dominican Republic

Tools created

8 teaching tools: Tools to support the work of teachers when assisting children and families: **45** resources.

Tools implemented

455 sessions of social emotional assistance for educators. Reinforce alternatives for emotional well-being and management: **3.645** educators

Engagement with over ten allies

- ✓ Secretaría de Educación de Cauca
- ✓ IE Vallejuelos
- ✓ United Way
- ✓ Voluntariado Tiempo para Estudiar

<http://www.educa.org.do/guia-s-de-uso-pedagogico-felix-y-susana/>

Indicator: Knowledge Enhancement



» Number of initiatives implementing research, evaluation, and qualification actions to enhance capabilities



6 initiatives

Own initiatives

SURA Foundation's team

- Promoting the qualification of the teams based on different perspectives which are transformed from being to reinforce knowing and doing
- Approving the policy to prevent violence and sexual abuse against boys, girls, and adolescents
- Participating in OFFER (Outcome Fund for Education Results) led by the Canadian government

Félix y Susana program

Started as a research program “Teachers’ subjectivity, and approach to an integrated sex education (ISE)”, intended to understand the teachers’ subjectivities and how they impact the approach to ISE in elementary schools in Bogotá D.C.

Initiatives through alliances

Empresarios por la Educación Foundation

Consolidation of the process to escalate and transfer Transformation Leader Principals (TLP), two national policy programs such as the Todos a Aprender (PTA) program and the leadership school four education administrators of the Colombian Ministry Of Education (Escuela de Liderazgo de Directivos Docentes del Ministerio de Educación Nacional)

Corporación Futuro para la Niñez –La Sandalia scholarship program

Impact evaluation - economic – social well-being index - (Índice del Bienestar Económico-Social - IBES)

Objective: an impact evaluation using the Swissocial Economic-Social Wellbeing Index methodology

Indicator: Settings of Participation

- » Number of nonschool education scenarios where the Fundación participated, shared, or lead actions, resources or strategies having a collective impact as a response to the emergency



**10 non-school,
education settings**

Education That Unites Us: A multiplatform strategy that helps strengthen the education sector during the pandemic using education resources and contents. An alliance with eighty-eight organizations, four channels disclosing strategies, and the 24,000 individuals benefitted.

<https://laeducacionquenosune.co/>

Webinars, seminars, and virtual sessions:

- Acción Empresarial por la Educación –EDUCA- (Dominican Republic).
- Red La educación que nos une
- Fundación Otero Liévano
- EPS – IPS SURA
- ARL SURA
- Red de Liderazgo Juvenil EAFIT Social
- Alianza Soluciones
- Fundación Otero Liévano
- AFE

Art and Culture

Priority 2 - Corporate citizenship and philanthropic activities



SURA is Culture

Since its inception, SURA has had a keen interest in culture and participated in the promotion, investigation and enhancement of artistic, historical and anthropological initiatives aimed to transform society.

Indeed, SURA has witnessed the country's evolution and the artistic maturity of many talents. It has also opened its doors to exhibit modern art expressions and actively participated in the cultural dynamics of the areas where it operates, among other activities that underscore the significance of culture way beyond meeting the mission of the SURA businesses.

Why Believe in Art and Culture?

Corporate Cultural Responsibility

- Since the 70's, part of SURA's responsible management involved assisting the creative process of artists and cultural organizations highly committed to the conservation of cultural heritage – understanding that businesses should not be silos but instead, part of the development of the areas where they operate. Culture is part of this process. **Being part of the cultural setting means that you act according to the context and can find**, within the business, proper strategies targeting the Company's different stakeholders.
- As a Company, we begin by valuing the power of social transformation rising from art and culture, by understanding that culture per se is an act of coexistence, relations with others and with our surroundings. Art favors diversity, the preservation of the collective memories, creativity, innovation, the development of critical thought, the chance of sharing meanings and visions of the same reality.

Sustainable Development Goals and culture

Among the **SDGs prioritized** by the SURA Business Group, two target the enhancement of the cultural sector:



Goal

4.7 Ensure all learners acquire knowledge and skills needed to promote sustainable development, including among others through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development.



Goal

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage formalization and growth of micro-, small- and medium-sized enterprises including through access to financial services.

Among other **important SDGs** for the Business Group, one is directly related to Culture:



Goal

11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

Areas of SURA that support Art and Culture



Cultural Committee

The Cultural Committee of SURA was founded in 1985 comprised by members of the Companies and external experts of the country's artistic and educational sector. The Committee advises on supporting projects, art exhibitions, purchasing works of art; and since then, shares artistic experiences and cultural heritage with citizens.



Communications and Brand

This Area supports initiatives which favor exchanging knowledge from the cultural sector and enhancing cultural settings along with the promotion of spaces to project artists and the participation of audiences to different artistic expressions. Proposals are backed by showing the Company's brand.



SURA Foundation

The Foundation fosters the development of the capacities of cultural organizations and artists as well as the enhancement of the public cultural sector; it leads initiatives that foster the exchange of knowledge and processes in which education is at the core – understanding that education and culture reciprocate.

In addition, it triggers discussions and practices in which art and culture are the end as well as the means to be aware of our relations with others and with our surroundings.

SURA's Cultural Settings in Colombia

» SURA Theater and Square

The SURA Theater and Square host recitals made by educational institutions from the region and different musical events.

It has a cultural agenda to hold concerts and artistic proposals which are directly promoted by the organization to boost the country's musical and cultural heritage.

» Art Hall

For 30 years, the Company's headquarters has a hall where different temporary exhibitions are held. This in turn has led to conduct research and curatorial projects mostly to study the collection itself.

» SURA Library

The Company has its own library with books spanning different areas: literature, economics, business, history, social sciences, etc.

Employees can loan books and attend events such as the SURA Book Fair.

» Art Collection

The SURA Collection features more than 1,000 works from Colombian artists, such as Fernando Botero, Alejandro Obregón, Débora Arango, Luis Caballero, Santiago Cárdenas and Beatriz González; and Mexican artists such as Diego Rivera, Frida Kahlo, Rufino Tamayo, David Alfaro Siqueiros and Leonora Carrington, among many other Latin American artists.

Investment in Culture in 2020



Total Investment:

8,526,042,982 COP

USD 2,308,478

Investment by Company:

Suramericana	USD 662,801
Fundación SURA Colombia	USD 1,096,326
Grupo SURA	USD 469,671
SURA Asset Management	USD 79,681



309

cultural organizations
supported



241,918

individuals benefitted

Investment in Culture in 2020

Investment by Countries:



Chile:

USD 72,259

- Individuals benefitted: : 9,736
- Organizations benefitted: 96



Colombia:

USD 2,143,154

- Individuals benefitted: : 231,771
- Organizations benefitted: 161



El Salvador:

USD 15,000

- Organizations benefitted: 1



Mexico:

USD 33,403

- Individuals benefitted: : 411
- Organizations benefitted: 49



Peru:

USD 44,662

- Organizations benefitted: 2

Benefits for the Business **KPI: Art and Culture**

Indicator: Reputation and Stakeholder Trust

The SURA brand underscores an identity built for years, a brand responsible for its environment, close to its stakeholders, sensitive to social matters, such as education and culture, among others. Hence, the Company invests on cultural settings that reinforce SURA's identity.

» Number of cultural sponsorships made to favor the brand's projection.

In 2020:



Cultural Sponsorships:
20



5 Countries:
Chile, Colombia, El Salvador,
México, Perú



Investment:
USD 697,635



Major Initiatives:

- "Hay Festival" in Latin America
- Gabriel García Márquez Festival and Journalism award
- International Theater Festival "Zoomate al teatro"



Beneficiaries:
82,650 individuals
79 organizations

Indicator: Reputation and Stakeholder Trust

» Number of publications in the media aligned with the Company's cultural interests in the last 3 years



*The report includes publications paid by the Company as well as those for free as a result of the Company's building relations with the media.

**The news is rated by Prensanet, an entity in charge of monitoring the media, records, reports, and publication analysis

Indicator: Reputation and Stakeholder Trust



» Type of publications rated as positive

Critique of social reality using art

The Suramericana Art Hall opened the DOSADOS exhibition which suggests to the public an open dialog using five large-format works that represent different personal experiences, artistic techniques, and critical reflections.

Date: February 23, 2020

Medium: Telemedellín (Television)

Airing at: 19:53

Duration: 00:01:21

» Type of publications rated with neutral favorability

Fundación Sura contributes to the cultural sector due to the pandemic in the country

The 12:00 'clock news highlights the work made by some organizations, especially those that are making a contribution, like Fundación Sura, which increased its contributions to 27 cultural entities, to help the Sustainability during the pandemic. There was an interview with the Executive Director of Fundación Sura in Colombia, María Mercedes Barrera, who commented about these contributions in the country. The entities that have benefitted from these contributions include Parque Explora and the Pablo Tobón Uribe Theater.

Date: July 28, 2020

Medio: RCN Radio

Airing at: 13:26:00

Duration: 00:12:15

Indicator: Reputation and Stakeholder Trust



» Number of investigations and digital cultural contents published in past years by the Company.

Published over the past 10 years by the company.

3 cultural research

- *Masters of Colombian Popular Art* - 2010
- *Creative language in Colombia's Indigenous ethnic groups* – 2012
- *Chiribiquete - The cosmic maloka of the jaguar people* - 2019

1 publication

1 publication by artist **Camilo Restrepo**: “Alias” including his most representative works and texts by curators and art critics - 2019

3 digital contents

1 the art and culture website with cultural initiatives, the entire SURA art collection, research and editorial publications about indigenous and ancestral heritages, and Latin American Literature - 2020

1 podcast about Chiribiquete - 2020

1 interactive story about Chiribiquete - 2020

“When Suramericana decided to act and remain in the social and cultural setting through the dissemination, conservation and enjoyment of the artistic legacy, the community benefits the most: persons of every condition, without discrimination can recognize, appreciate, compare, and understand their own culture through various academic and cultural activities” (Villegas & Villegas, 2004, p. 96).

Indicator: Reputation and Trust Among Stakeholders

Cultural organizations connected to the Company through contributions to reinforce their activities, to implement cultural projects and to exchange knowledge

» Number of cultural organizations allied with the Company.

In 2020:



46 cultural organizations in Colombia and Peru



Some organizations:

- Museo de Arte Moderno de Medellín
- Museo de Antioquia
- Teatro Julio Mario Santo Domingo
- Museo de Arte de Lima
- Museo de Arte Moderno de Barranquilla
- Colegio del Cuerpo de Cartagena
- Orquesta Filarmónica de Medellín

Indicator: Cultural Incidents by Senior Management



» Number of SURA senior managers that participate in strategic settings of institutions in the cultural sector.



5 senior managers participate in strategic settings of cultural organizations

2 Company presidents and 2 vice presidents are members of the Boards of Directors of 2 cultural organizations in Colombia.

1 manager participated in the definition of the strategic plan for a cultural organization in Colombia.

Indicator: Employee Competency Enhancement

» Number of employees that contribute their knowledge to cultural organizations.

14 Company employees advised **27 cultural organizations** during **2020** on issues of strategy, transformation, Sustainability, and digital marketing.

The participation of our employees in forums to exchange knowledge with cultural organizations helps build relations between private enterprise and the cultural sector. Consequently, the Company becomes richer from the cultural context in which it grows and contributes to the Sustainability of cultural organizations.

Indicator: Human Talent Loyalty Programs

» Cultural offerings for employees during the pandemic.



- Movie forums
- Story Reading for employees' children
- Conversations and discussions with writers
- Concerts
- Workshops on the history of art

Indicator: Human Talent Loyalty Programs

» Number of agreements with cultural entities for discounts of cultural products and services.



**4 agreements
in Colombia**

Al Pie de la Letra bookstore

Benefit: 15% discount on cash purchases or through payroll deductions.

La Magia de tus Bailes (dance Academy)

Benefit : 6% business discount using cards, or 12% for cash payments.

Jazzdance (dance Academy)

Benefit : 50 % business discount on enrollment and 10% discount on monthly payments.

Arte Amarillo Música y Pintura (artistic Academy)

Benefit : 15% business discount

In addition to loans from the SURA library and other libraries in the alliance, and the possibility to participate in various related interest networks promoted by the Company (photography, film, dance, reading)

Social / Environmental Benefits KPI: Art and Culture

Cultural Promotion of SURA's Foundation

- » To promote opportunities which allow cultural organizations to find viable ways to manage their activities in a sustainable manner, by developing capacities and strengthening the institutions of the cultural sector.

We lead initiatives that encourage the exchange of knowledge and processes in which training is a key driver - understanding that education and culture are complementary areas. **We promote discussions and practices in which art and culture are core ,but also the means to create an awareness of others and of the environment.**

This type of investment focuses on 3 aspects:

Cultural enterprises:

Support actions to encourage the sustainability of artistic practices and cultural organizations, qualifying both the creative process and the technical conditions, as well as companies in the sector to preserve artistic knowledge.

Cultural appropriation:

By promoting the exercises that take place in the community and arise voluntarily in cultural organizations. Initiatives connected to pedagogical and education processes which transform the vision of the territories and change the outlook of the entities that act as leaders.

Custodians of heritage:

We recognize the role of cultural organizations in the territories, as indicators of the relationship between art and the public, and the responsibility of ensuring their conservation. We strengthen the institution analogy and sustainability of the cultural sector by connecting related purposes, ideas, people, knowledge and companies.

Investment in the SURA Foundation during 2020



Indicator: Inclusion

- » Number of individuals of African descent that participate in reading & writing courses sponsored by the SURA Foundation.



**154 boys and girls
of African descent
in Colombia**

Participated during 2020 in the reading and writing program sponsored by the SURA Foundation, **through the Selva de Letras Project implemented in Quibdó**, in an alliance with Corporación Motete.

- » Number of African descent leaders who participated in education processes sponsored by the SURA Foundation in 2020.



**106 African descent
leaders in Colombia**

Participated in education processes at the Leadership School for the Development of the Pacific Region (Escuela de Liderazgo para el Desarrollo de la región Pacífico) of Corporación Manos Visibles - with the support of the SURA Foundation.

Indicator: Inclusion



- » **Number of disabled individuals who have access to education and culture programs supported by the SURA Foundation.**

388 individuals with visual impairment participated in 2020 in music training processes through the program Música para Ver from the Uno Más Uno Foundation - with the support of the SURA Foundation.

- » **Number of young men and women who have access to education and cultural programs supported by the SURA Foundation.**

Over 3,000 persons have access to education and culture programs with the Support of the SURA Foundation.

Artistic education in:

- Classical ballet
- Singing
- Music
- Dance
- Film appreciation
- Rapprochement to art and culture

Allies:

- Asociación Cultural Ballet Metropolitano de Medellín
- Fundación Sirenaica
- Batuta Caldas
- El Colegio del Cuerpo de Cartagena
- Museo La Tertulia
- Cinemateca del Caribe
- Orquesta Club de Niños de Nuevo León ABP
- Museo Nacional de Colombia

These culture programs also strengthen skills such as concentration, observation, listening, expression, communications and creativity.

Indicator: Assistance to Cultural Enterprises

» Number of cultural enterprises supported by the SURA Foundation to qualify and commercialize their services and products.

In 2020:



**171 enterprises and
765 cultural leaders**

36 cultural organizations and 366 people, through the Emprendimiento Cultural Project in Urabá, Colombia.

135 musical groups and 399 people through the Música Lab, Project Encuentro and Transformación Digital in Mexico, Chile and Colombia.

We train and assist Latin American artists to enhance their technical knowledge, and to adopt business knowledge and tools to improve their cultural management taking into consideration their current context.

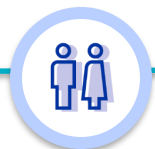
Indicator: Sustainability of Cultural Organizations

» Increase economic resources to cultural organizations during the pandemic.

In 2020:



More than COP 1,400 million in additional contributions aimed at the institutional enhancement of culture organizations during the pandemic.



COP 4,049 million contributed by the SURA Foundation to the cultural sector



39 cultural organizations received direct contributions from the SURA Foundation

In 2019:



COP 2,589 million contributed by the SURA Foundation to the cultural sector



34 cultural organizations received direct contributions from the SURA Foundation

Indicator: Enhancement of Cultural Organizations

» Number of cultural organizations that strengthen capabilities through strategies of the SURA Foundation.

Strategy: Peaceful coexistence in art and culture

Contribute to develop the cultural sector by reinforcing capabilities, knowledge generation, and engagement among various players.

This strategy by the SURA Foundation declares its responsibility towards art and culture and agrees to enrich art and culture through the various settings to encourage, ask questions and pose challenges



48 people from
**30 cultural
organizations**

Participated in the third meeting of Fundación SURA's cultural allies to reinforce their capabilities.



Well-being

**Priority 3 - Corporate citizenship
and philanthropic activities**

SURA is Social Wellbeing

At SURA we understand that the development of the company and society IS sustainable in the long term if we grow and produce profits but also if society as a whole and the stakeholders increase their well-being.

During 2020, contributing to social well-being by caring for people and organizations in the midst of the COVID-19 pandemic was key to facing the social and sanitary crisis.

Through our business capabilities, humanitarian aid, and corporate volunteer work, actions were implemented aimed at improving physical and mental health, food security, and information for care during the pandemic.

Why Well-being?

Mutual care and support for the harmonious development of society

As part of our strategic objective of sustainable profits, we understand that it is extremely important to maximize the well-being of society as a whole as well as each element or actor in that society – all in a balanced and equitable manner.

To us, humanitarian aid is an act of respect in which, caring for and aiding each other is paramount when the essential things in life become most important.

Healthy lifestyles become opportunities to improve people's quality of life. This is why we promote activities to reinforce them through financial, physical, and mental health, the culture of self-care, and sports practices.

In addition, the corporate volunteer work program carries out activities intended to improve the communities' well-being and enrich the environment through social lessons for the volunteers, the company, and society.

“Grupo SURA and the companies in the portfolio have a long-term vision which starts by not only looking for economic value but also by recognizing the contributions that companies can make to improve the lives of people and society. Thus, sustainable profitability is a global need when we see ourselves in the triple status as individuals-societies-species, as suggested by Edgar Morin in his complex thinking. This idea implies a broad and integrated view of society, to enrich those decisions and actions that turn the economic, the social, and the environmental into a unique whole”.

(Gonzalo Pérez – President of Grupo SURA).

Strategic Objective

Grupo SURA

Definitions

“Grupo SURA understands that the development of the company and the society in which it operates, is only sustainable in the long term if it is harmonious. That is to say, it allows the company to grow in being profitable but also allows society as a whole and its individual parts to increase their well-being”.

Framework Policy for Social Investment

Grupo SURA

Social investment focus

- Well-being, promotion of healthy lifestyles:

“Initiatives intended to impact people’s behaviors and practices to improve their quality of life.

In greater detail, the companies may focus their investments on strategies related to the promotion of healthy lifestyles, such as financial, physical and mental health, the culture of aging and/or the elderly, safe and sustainable mobility, sports practices, and physical self-care, among others.

This is a strategic topic for the companies since it is directly related to the organization’s interest in promoting capabilities that DO enable people to meet their needs, have greater freedom for making decisions, and engage actions to impact their well-being in a sustainable manner”.

Sustainable Development Goals and Wellbeing

Among the **SDGs prioritized** by Grupo SURA, three are aligned with the overall objective of Wellbeing:



Goal

Under the COVID-19 pandemic, to protect the life as well as the physical and mental well-being of persons and organizations is a priority.

3.8 Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.



Goal

11.1 By 2030, ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums.

11.6 By 2030, reduce the adverse per capital environmental impact of cities, including by paying special attention to air quality, municipal and other waste management.



Goal

10.2 By 2030, empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Investment in Well-being in 2020



Total Investment:

34,165,677,933 COP

USD 9,250,566

Includes investments in humanitarian relief, well-being, and healthy life styles, as well as corporate volunteers.

Investment by Company:

Suramericana	USD 3,396,400
Fundación SURA Colombia	USD 3,706,656
Fundación SURA – Affiliates	USD 422,774
SURA Asset Management	USD 1,461,851
Fundación SURA Mexico	USD 139,925
Fundación SURA Chile	USD 122,960



148

Well-being initiatives



113,506

Organizations benefitted



4,008,886

Persons benefitted

Benefits for the Business

KPI: Well-being

1. Indicator: Corporate Incidence on Well-being



Number of Initiatives that Care for Persons and Organizations

148

- 72 initiatives of humanitarian relief to face COVID-19
- 5 initiatives to serve climate or humanitarian emergencies
- 62 initiatives to promote well-being and healthy lifestyles
- 9 Initiatives of Corporate Volunteers to support physical and mental well-being



To take care and support individuals and organizations is Paramount to our corporate management. Hence, during the pandemic, our activities were coherent with the needs and challenges of society alongside our capabilities and social investment focuses

2. Participation of Employees

» Number of volunteers



- ✓ 6,021 employees participated in the activities of Corporate Volunteers*

» Number of volunteers per country in 2020

Country	Employees
Chile	145
Colombia	5,511
Mexico	192
Panama	115
Perú	55
Uruguay	3
Total	6,021



19% of SURA employees are volunteers

In 2020, we developed on-line volunteer initiatives focused on maintaining the physical and mental health of communities throughout Latin America during COVID-19.

2. Participation of Employees

Number of hours of volunteer work (working and non-working hours)

Country	Working Hours	Non-working Hours	Total Hours
Chile	383	0	383
Colombia	1,477	2,317	3,794
Mexico	386	0	386
Peru	270	0	270
Uruguay	0	12	12
Total general	2,516	2,329	4,845

100% of the hours were donated by the employees (4,845)

2. Participation of Employees

Monetization of working hours assigned by the Company for the participation of its employees in corporate volunteer activities

Company	Number of volunteers	Number of working hours	Amount in local currency	Exchange rate	Total in USD
Fundación SURA COL	74	930	51,796,361	3,693.36087	USD 14,024
Fundación SURA MX	106	334	50,548	21.49122	USD 2,352
Fundación SURA MX	27	52	1,422,305	3,693.36087	USD 385
Fundación SURA CH	78	209	103,653,680	791.59184	USD 130,943
SURA Asset Management CH	96	174	140,348,684	791.59184	USD 177,299
Sura Asset Management COL	55	547	12,266,497	3,693.36087	USD 3,321
SURA Asset Management PER	47	270	7,806	3.61850	USD 2,157
					USD 330,482

- The quantification of activities made by the SURA Foundation and Seguros SURA is a real amount; calculation was made by the áreas of Human Talent of each Company based on the amount per hour of each volunteer.
- Other figures are approximate calculations made based on the amount per hour of the minimum monthly wage in force in 2020 in each country.

3. Alignment with Human Talent Development

» Skills enhanced among employees by participating and experiencing Corporate Volunteer tasks



Team Skills

Collaborative Work

The team acknowledges the value of the contributions made by persons and engages the knowledge and capabilities that lead to create new lessons.

Continuous Learning

The team makes an on-going search of new knowledge and incorporates new capabilities to improve and grow.

Trust

The team believes in the principles, knowledge and skills of its co-workers, derived from coherent actions.

-
- The skills and their definitions correspond to the Human Talent development model established by Grupo SURA, in coherence with its corporate principles: Fairness, Responsibility, Respect and Transparency.
 - Information based on the Corporate Volunteer programs managed by the SURA Foundation and the Company's affiliates in Latin America.

3. Alignment with Human Talent Development

» Skills enhanced among employees by participating and experience Corporate Volunteer tasks



Individual Skills

Self-knowledge

Capability to identify strengths and opportunities for development as well as its impact in the job and interaction with the setting.

Emotional Comprehension

Acknowledging and managing our own emotions, and their impact on our relations with others and with the setting.

Listening

Active will to understand others and our settings – including the way they express and behave.

Flexibility

Adaptation and response to the setting and its changes, managing uncertainty and ambiguity.

Creativity

Initiative to create and implement new ideas, proposals and solutions on a daily basis, exceeding expectations.

Conversation

Promotion and participation in settings of interaction and relations to acknowledge others in their context and individuality, favoring horizontal relations, and listening to co-create and build trust.

- The skills and their definitions correspond to the Human Talent development model established by Grupo SURA, in coherence with its corporate principles: Fairness, Responsibility, Respect and Transparency.
- Information based on the Corporate Volunteer programs managed by the SURA Foundation and the Company's affiliates in Latin America

3. Alignment with Human Talent Development

» Skills enhanced among employees by participating and experiencing Corporate Volunteer tasks



Competencias individuales

Influence

Guidance and expansion of thoughts and actions of persons by building knowledge, credibility and trust.

Prospective Vision

Acknowledgment, comprehension and management of variables of a setting to anticipate future scenarios.

Process Development

Assistance for learning and growth processes of persons rising from identifying their potential and generating conversations.

Investigation

Motivation and capability to seek, transform and appropriate knowledge that is applicable and provides wealth to the Company's criteria, to qualify their postures and decisions.

Complex Thinking

An approximation to situations, persons and settings by understanding, inter-relating and integrating realities; considering the context and the multiple dimensions thereof, involving human beings and society.

-
- The skills and their definitions correspond to the Human Talent development model established by Grupo SURA, in coherence with its corporate principles: Fairness, Responsibility, Respect and Transparency.
 - Information based on the Corporate Volunteer programs managed by the SURA Foundation and the Company's affiliates in Latin America

4. Reputation and Brand

Percentage of countries where the SURA brand is present and carry out Well-being activities through humanitarian relief, Initiatives to promote healthy life styles, and corporate volunteers.

100%

of the countries where the SURA Brand is present - Argentina, Brazil, Chile, Colombia, El Salvador, Mexico, Panama, Peru, Dominican Republic and Uruguay – develop well-being initiatives.

100% of the countries develop humanitarian relief actions

100% of the countries develop healthy life style promotions

60% of the countries develop corporate volunteer activities



Social / Environmental Benefits

KPI: Well-being

1. Social Well-being

Number of persons and organizations benefitted by humanitarian relief actions, healthy lifestyles, and corporate volunteers.

	PERSONS	ORGANIZATIONS
HUMANITARIAN RELIEF	1,552,673	112,677
HEALTHY LIFE STYLES	2,451,462	691
CORPORATE VOLUNTEERS	4,751	138
TOTAL	4,008,886	113,506

93% of total beneficiaries of GRUPO SURA's social investments in 2020

Beneficiaries are found in 10 countries where the Company's affiliates are present: Argentina, Brazil, Chile, Colombia, El Salvador, Mexico, Panama, Peru, Dominican Republic, and Uruguay

Information based on the Corporate Volunteer programs managed by the SURA Foundation and the Company's affiliates in Latin America



2. Capabilities for Sustainability Enhancement

Sharing what we are through our being and knowledge

Number of social projects and entrepreneurship enhanced by the mentorship programs of the Corporate Volunteers

- Volunteers transferred their business knowledge to **97 education and cultural organization in Colombia**



3. Economic Contribution

Total investment in communities through Well-being initiatives, from humanitarian relief to healthy lifestyles, to corporate volunteers.

AFFILIATE	INVESTMENT IN USD
Fundación SURA Colombia	1,191,415
Fundación SURA – Filiales	77,999
Fundación SURA Chile	32,720
Fundación SURA México	57,319
SURA AM	173,310
SURAMERICANA	3,537
TOTAL	1,536,300

Information based on the Corporate Volunteer programs managed by the SURA Foundation and the Company's affiliates in Latin America.

3. Economic Contribution

Percentage of growth in social investment for well-being initiatives

Social investment grew

234%

with initiatives focused on Well-being, involving humanitarian relief, healthy life styles and corporate volunteers

Investment in 2020: 9,250,566 USD

Investment in 2019: 2,770,035 USD

3. Economic Contribution

Total economic contributions made by employees for the development of social initiatives

Through initiatives of our own and with allies, Solidarity Funds are created to promote economic contributions among our employees to develop social initiatives focused on education, housing and humanitarian relief.

Contributions of employees to Solidarity Funds in 2020	(USD)	PAÍS
	USD 259,534	Colombia
	USD 16,095	Chile
	USD 4,327	México
	USD 3,241	Panamá
	USD 3,229	Perú
TOTAL	USD 286,427	



Corporate Citizenship

Social Investment Priorities