

COMMITMENT TO EQUALITY



AGEING PROJECT

ROAD TO RETIREMENT 71%

EMPLOYEE SATISFACTION INDEX

45%

OF SPANISH
WORKFORCE ARE
SHAREHOLDERS

CORPORATE VOLUNTEERING

7,859 people who take care of people (+28%)

153,744 BENEFICIARIES

+20%

+18,000 PARTICIPATIONS



MAPFRE IS AN ECONOMIC CATALYST

87,000 INTERMEDIARIES

135,000 PROVIDERS



€9,150m in annual billings

CUSTOMER FOCUSED

5.8% GROWTH

in digital business

Platform ecosystem (REEF) designed to achieve DIGITAL EFFICIENCY

CYBER RESILIENCE PLAN

to reinforce protection

DORA regulation Fully adopted







+4.4

MILLION CUSTOMERS HAVE BENEFITTED FROM INNOVATION SOLUTIONS

150

STARTUPS AND ONGOING PROJECTS IN MORE THAN 30 COUNTRIES/UNITS

© CESVIMAP

RECOGNITION FOR MAPFRE'S MOBILITY LAB

NEW AI CENTER

AI CENTER

A strategic asset to coordinate Al-related initiatives within the Group

STRATEGY AND ORGANIZATION

EXECUTION OF USE CASES

115 CASES UNDERWAY

ESTABLISHING
FOUNDATIONS AND
GUIDELINES

PEOPLE AND CULTURE

MAPFRE'S ARTIFICIAL INTELLIGENCE MANIFESTO

HUMANIST, ETHICAL, AND RESPONSIBLE AI

Hybrid Al model, to serve as a complement for people

Responsible use and principles of good governance

Information protection and promotion of ethical AI

A future of continuous progress for people

Al development aligned with sustainability

COMMITMENT TO SUSTAINABILITY

100%

Achievement of the targets set

+13,400

providers evaluated in sustainability

25%

reduction in global carbon footprint

Financial education and insurance culture

135

million people impacted

10 countries

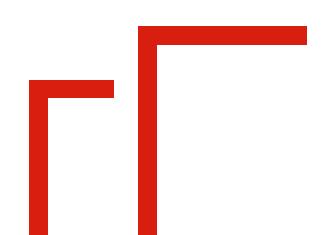
Carbon neutral

+90%

of investment portfolio rated in line with ESG criteria







VÍDEO







CHANGING OF THE GUARD AT FUNDACIÓN MAPFRE



THANK YOU

JULIO

DOMINGO

