



**CORPORATE COMMUNICATION POLICY**

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### 1 Introduction

The Board of Directors of Mapfre, S.A. (the “**Company**”) is the competent body for defining the general strategy and establishing the basis for appropriate and efficient coordination between the Company and the other companies within the corporate group of which Mapfre, S.A. is the controlling company within the meaning of Article 42 of the *Spanish Commercial Code* (the “**Group**” or the “**Mapfre Group**”).

In exercising these responsibilities, the Board of Directors approves and updates the corporate policies that govern the Company’s activities; that establish the guidelines and fundamental principles that inspire and orient the mandatory rules that the Group’s other companies approve within the scope of their own decision- making capacity and responsibility; and that form the basis for mandatory compliance with those rules.

The Board of Directors of the Company has approved this *Corporate Communication Policy* (the “**Policy**”) with the aim of ensuring internal and external consistency in the Mapfre Group’s communication strategy, guaranteeing that the Company is perceived by all its stakeholders in line with its corporate objectives.

This *Policy* is part of the Company’s corporate governance system, and it has been developed based on the *Mapfre Group Institutional and Business Principles* and the Company’s Purpose, Vision, and Values as defined by its Board of Directors.

### 2 Classification

This standard is a corporate-level policy in accordance with the classification set out in the *Policy on the Development and Organization of the Rules that Comprise the Mapfre Group’s Corporate Governance System*.

### 3 Purpose

This *Policy* defines and regulates the guidelines and principles governing the Mapfre Group’s communication strategy with each and every one of its stakeholders, in all countries and business units. Its objective is to ensure that corporate communication reflects the commitments assumed in the Group’s Purpose, Vision, and Values, projecting the global dimension, strength, and diversity of its business.

#### 4 Scope of application

This *Policy* applies to all companies forming part of the Mapfre Group, as well as to the directors, officers, executives, and any other professionals of any Mapfre Group company, all of whom are required to be familiar with and to comply with this *Policy*.

It is also applicable, as appropriate and in accordance with the relevant shareholder agreements, to the various partnerships and joint ventures in which companies of the Group participate.

The guidelines and principles set out in this *Policy* govern the Mapfre Group's communication across all channels, including, without limitation:

- a) Corporate and/or local websites for markets and business units.
- b) The spaces and channels specifically intended for information and communication with shareholders and investors, as set out in the *Shareholder Engagement Policy*.
- c) Corporate and business profiles on the main social media platforms (Instagram, TikTok, LinkedIn, YouTube, X, and Facebook).
- d) Email inboxes.
- e) The global intranet (KORA), with specific local deployment.
- f) Internal communication tools and/or communities (e.g., Viva Engage, the Mapfre social network).
- g) Internal or external publications and newsletters.
- h) Participation in forums and institutional meetings in which any Mapfre Group company is represented.

#### 5 Basic principles of conduct

The Mapfre Group's communication with its stakeholders is governed by the following basic principles of conduct:

- a) **Transparency:** The Mapfre Group assumes the responsible commitment to convey to society the reality of its business activity and the decisions adopted, so that stakeholders have the information necessary to make decisions related to the Group.

Transparency is an essential lever for generating trust and public credibility. Being transparent in communication entails providing sufficient, truthful, and timely information on the Group's situation and plans.

The media are key channels for conveying to society the Mapfre Group's Purpose, Vision, and Values, the reality of the Group, its objectives, its projects, and its decisions. In this regard, the commitment to sufficient and truthful information is the central pillar of the Group's relationship with society, ensuring appropriate attention to the information needs of the media and promoting awareness of initiatives that are relevant to the Group and its reputation.

To this end, the Mapfre Group fosters balanced and ongoing relationships with the media, based on an understanding of how they operate and of specialized interlocutors, and provides the Group's expert knowledge in each area of activity.

- b) **Respect:** The Mapfre Group establishes relationships based on knowledge of and recognition of the legitimacy of the rights of its stakeholders and acts accordingly.

Respect in communication with stakeholders is reflected in a willingness to engage in dialogue and in the acceptance of differing positions. In such cases, the Mapfre Group's communication will be oriented toward contributing to a better understanding of its decisions by its stakeholders.

With regard to the media, respect entails accepting each outlet's editorial criteria, even when they are not shared, while remaining compatible with defending the Mapfre Group's position where there are discrepancies or clarifying any errors that may arise due to a lack of information.

- c) **Dialogue:** This principle entails recognition of stakeholders' capacity to engage in dialogue with the Mapfre Group and of the importance of exchange as the basis of communication. Through this principle, awareness and understanding of the Group—its Purpose, Vision, and Values, its objectives, its projects, and its decisions—are fostered.

Dialogue also involves actively listening to stakeholders through all available mechanisms, in direct or indirect conversations, and through monitoring, follow-up, and the conduct of surveys aimed at strengthening this relationship.

Corporate communication on social media represents a specific form of direct dialogue between the Mapfre Group and society, acting as an amplifier for initiatives that are also disseminated through other communication channels. Communication on social media is governed by the principles set out in this *Policy* and by the manuals of use and rules approved by the Mapfre Group, with the aim of adapting conduct and content to the specific characteristics of these channels (participatory and direct channels with society).

- d) **Integrity:** Integrity—understood as ethics, respect for human rights, and honesty on the part of professionals in their relationships with stakeholders— is one of the Mapfre Group’s Values, as set out in its *Institutional and Business Principles*, and therefore governs the Mapfre Group’s communication with its stakeholders.

This principle is reflected in the commitment not to intentionally provide misleading information and in absolute respect for confidentiality, both with regard to the Group’s restricted information and to information obtained through its relationships with stakeholders.

Integrity also implies, in particular, the non-disclosure of third-party information (e.g., information relating to customers, competitors, or ongoing legal proceedings), even where this may make it more difficult to understand certain actions taken by the Group.

Likewise, this principle translates into non-discriminatory conduct in responding to the information needs of the various media with which the Group interacts, regardless of their relevance, and applies equally to internal and external relations with all stakeholders.

- e) **Neutrality:** In accordance with the Mapfre Group *Code of Ethics and Conduct*, the Group carries out its communication activities in full compliance with applicable regulations and with due respect for regulatory bodies and the authorities of the countries in which it operates, maintaining a neutral position with respect to different political and ideological options.

## 6 Oversight, dissemination, and monitoring of this Policy

The Corporate External Relations and Communication Area is the Promoter of this *Policy*, as defined in the *Policy on the Development and Organization of the Rules that Comprise the Mapfre Group’s Corporate Governance System*.

Notwithstanding the foregoing, the governing and management bodies of the Group companies—at the corporate, regional, and local levels—are responsible for disseminating and ensuring compliance with this *Policy* within their respective companies. To this end, they must take the necessary measures to do so, and, where applicable, report any areas of non-compliance or partial compliance through the established channels.

As part of the Company's commitment to its stakeholders, this *Policy* shall be published on the corporate website.

## **7 Approval and entry into force of this Policy**

This *Policy* was initially approved by the Company's Executive Committee on November 29, 2016, and was last amended on December 22, 2025, revoking and replacing the previous version.