



 **MAPFRE**

 **ANNUAL GENERAL
MEETING 2025**

JOSÉ MANUEL INCHAUSTI

FIRST VICE CHAIRMAN OF MAPFRE

THE ENGINE OF MAPFRE

+30,000
EMPLOYEES

DIVERSITY

+80

NATIONALITIES

+4%

PEOPLE WITH
DISABILITIES

34.5%

WOMEN
MANAGERS

MAPFRE *Where your time is meaningful*

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



MAPFRE

MAWDY



savia

verti

INNOVATION AS A LEVER



+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 AI-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 AI 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

AI development aligned with sustainability

COMMITMENT TO SUSTAINABILITY

100%

Achievement
of the targets set

25%

reduction in global
carbon footprint

10 countries

Carbon neutral

+13,400

providers evaluated
in sustainability

Financial education and
insurance culture

135

million people impacted

+90%

of investment portfolio rated
in line with ESG criteria

A COMPANY WITH A SOLID REPUTATION

Brand Finance[®]

10th most
valuable brand in Spain
and **6th** strongest

Brand Finance[®]

TOP 100
Insurers


merco

5th in ranking of
companies with the best
reputation in Spain



50 years building a
more humane future

50^{Años} Fundación
MAPFRE



VÍDEO



50 Años Fundación MAPFRE



€1.14BN

invested in helping

179

million people



CHANGING OF THE GUARD AT FUNDACIÓN MAPFRE



THANK
YOU

JULIO

DOMINGO



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