

GRUPO SEGUADOR



PRINCIPLES FOR SUSTAINABLE INSURANCE

2014

GRUPO SEGUADOR BANCO DO BRASIL E MAPFRE

The Sustainability Management Model for GRUPO SEGURADOR BANCO DO BRASIL E MAPFRE is focused on the development of an environmental culture that protects and, at the same time, creates value for the environment, for the Brazilian society and for business.

To ensure that its actions effectively add value to the business and society, the Company seeks to establish and follow a solid strategy, guided by internal policies built through sustainable concepts, to promote initiatives aligned with business goals and then measures and disseminates their results for all audiences, proving the value generated for all involved.

Policies, codes of conduct and ethics, corporate and institutional principles, mission, vision and values are guidelines that guide the activities of GRUPO BB E MAPFRE for the growth and perpetuation of business.

The adoption of a differentiated model of action and sustainability management contributed to the GRUPO BB E MAPFRE consolidate itself as one of the 61 most sustainable companies in the country, according to results of the Guia Exame de Sustentabilidade 2013.

Why the GRUPO is signatory?

The GRUPO SEGURADOR is aligned to these principles because of its belief on its relevance to the development of the segment.

What have we done?

Along with other national and international insurers, GRUPO BB E MAPFRE joined the event UNEP FI - Finance Week, in 2013, held in Beijing, China, bringing together the signatory companies of PSI, as well as governments, regulators, civil society, academy and the scientific community to encourage actions in sustainable insurance and finance.

In 2013, it held several initiatives that were already in force to disseminate sustainability management across the value chain with the principles of the UN PSI. Among them are:

1

DECISION MAKING

COMPANY STRATEGY

Strategic Planning

The annual strategic planning board meeting establishes ESG goals for sustainable results for each of the company's Business and Functional unities, maximizing executives and employees engagement within sustainability strategies.

Performance Measurement and Remuneration

The goals defined on strategic planning are monitored and managed into the company's results, influencing the annual PSP (Profit Sharing Plans) remunerations.

Internal Processes

The company manages ESG issues on internal operations, reducing costs and engaging employees through initiatives that minimizes printing, incentivizes recycling, and optimizes energy consumption.

RISK MANAGEMENT AND UNDERWRITING

Studies and researches

The company conducts sectorial studies to track the most relevant ESG challenges, opportunities, and risks within local markets, driving sustainability strategies and performance.

Inspection

Providing educational programs to inspectors that create awareness and broaden our outlook to ESG themes in the inspection process of risk that may influence your subscription.

Suppliers homologation

Employees and supply-chain programs to educate and discuss the main ESG impacts into business operations. The program aims to include ESG aspects for the supplier certification process based on collaborative relations.

PRODUCT AND SERVICE DEVELOPMENT

Financial Inclusion

Developing products and services for the most needed communities in Brazil to ensure financial inclusion and promote access to insurance services.

PASI - Immediate Social Support Plan

Pioneering with the first Brazilian insurance product developed specifically to low-income population through collective working conventions of all productive sectors.

Microinsurance

The first insurance company allowed by SUSEP (Superintendent of Private Insurance) to operate with micro insurance in Brazil.

Residence Insurance

Sustainable assistances that offers environmental consulting and intelligent disposal.

Insurance Forest ABC

Insurance with coverage for climate risks from forests. It has environmental impact because is derived from a line of credit from BB intended for low carbon agriculture. The contracts of this credit line for Low Carbon Agriculture Program (ABC) signed since the Agricultural and Livestock Plan 2010/2011 has driven the GRUPO forward to launch a specific insurance for the forestry sector, one of the most important of agribusiness chain to reduce carbon from atmosphere.

RC Environmental Damage

The product was developed to meet the demands of repairs from material and/or involuntary physical damages, resulting from contamination by sudden and accidental leakage of hazardous or contaminant substances, as a result of an accident with transporter vehicle occurred during the term of the insurance policy.

TOTAL OF PRODUCT POLICIES \ SPECIAL SERVICES: 3.5 MILLION

CLAIMS MANAGEMENT**SIM 24h**

Customer Services Centre that assists an average of 100.000 calls by month, structured for an efficient and fair responses.

Electrical Bicycles

Fast customers assistance for technical and mechanical support provided by electrical bicycles in Rio de Janeiro. The initiative aims to bring benefits for the local urban mobility, and to reduce CO2 emissions.

SALES AND MARKETING**Communication channels**

Magazines, online commercial websites, and internal marketing to disseminate and engage the company's main stakeholders, including employees, agents, business partners and customers.

INVESTMENT OF MANAGEMENT**Management Model**

The Sustainability Management Model is focused on the developing of a socioenvironmental culture that protects, and at the same time, creates value for the environment, for the Brazilian society and for business. To ensure that their actions effectively add value to the business and society, the Company seeks to establish and follow a solid strategy, guided by internal policies built through sustainable concepts, to promote initiatives aligned with business goals and then measures and disseminates their results for all audiences, proving the value generated for all involved.

CLIENTS AND SUPPLIERS

Supply-Chain Strategic Management

The company has implemented a Supply-chain Sustainable Relations Policy and developed a program to measure, assess, and monitor the supplier's sustainable activities level.

Sustainability Academy

Investing on supplier's capacitation and engagement with sustainable issues, in 2013, 400 business partners have benefited from the Sustainability Academy.

Handbook for Sustainable Procurements

During the year, the Company participated in the creation of the Handbook for Sustainable Procurements, developed by the Purchase Working Group of CEBDS (Brazilian Business Council on Sustainable Development). Elaborated in the second semester of 2013, this material was created with the purpose of offering a practical and complementary tool for decision making to procurement professionals, with the differential of incorporating sustainability criteria when selecting suppliers.

INSURERS, REINSURERS
AND INTERMEDIARIES**Sustainability Academy**

Benefiting more than 1.8 thousand people since it was created, the Academy are encounters to capacity and disseminate sustainability issues, discussing challenges and opportunities in the insurance industry and increasing awareness for potential ESG impacts and its risk management.

Workshop for Inspection Agents

Providing educational programs to insurers, agents, and inspectors that create awareness and broaden our outlook to ESG themes in the process of subscription.

Executives coaching

Coaching and capacitation of the company's high level Business Unities executives to assimilate the most relevant ESG impacts and potential risks, as well as to explore business opportunities for developing innovative solutions.

GOVERNMENT,
REGULATORS
AND POLICY MAKERS**CNSEG**

Integrating CNSEG (**National Insurance Companies Confederation**) and member of its Sustainability Commission to promote and enrich debates for including ESG themes into insurance business market.

FUNENSEG

Partnering with the **School of Insurance National Foundation** to develop programs and seminars that spread ESG themes for all the industry value chain.

ITSEMAP

The **Technological Services Institution** develops customer advising services to identify, analyze, and assess their activities operational risks.

CESVI

Created in 1996, the **Road-Safety and Experimentation Center** was the first institution dedicated to researches and studies for road safety. The center has high experience with the end-of-life vehicles waste management.

OTHER KEY
STAKEHOLDERS**CEBDS**

Integrating and actively participating of several Thematic working groups within the **Brazilian Business Council for Sustainable Development** (local WBCSD branch), the company presides the Urban Mobility Thematic Working Group.

We continue working with governments, regulators and policymakers to ensure the proactive positioning of the company towards the theme.

- ✓ Member of Rede Brasileira do **Pacto Global**
- ✓ Member of the group of companies for the **Reporte Integrado**.
- ✓ Preside the Comissão de Sustentabilidade of **Câmara Oficial Espanhola de Comércio**.

Sustainability Reporting

Since 2007, elaborating the Sustainability Reporting according to GRI guidelines.

IIRC

Member of the International Integrated Reporting Council Pilot Program.

Management of Materiality

The GRUPO has been developing its materiality through a set of initiatives that promote dialogue with several stakeholders, and seek to condense discussions regarding tangible, socioenvironmental issues that are still in the shadow of business and that may give important input to the review of process, performance, products, assistances, as well as in dialogue with the society.

Guia Exame

Recognized in 2013 by a national magazine specialized in sustainability management as one of the most sustainable companies in Brazil.

Which are our purposes?

- ✓ Discuss the development of new products and services that introduce the vision of the UN PSI in its several areas.
- ✓ Increase the dissemination of PSI for UN employees and business partners.
- ✓ Continue to develop initiatives to disseminate the principles, achieving results and communicating them to the public.
- ✓ In addition to incorporating sustainability into our strategic decisions, we will maintain active participation in associations and national and international organizations which work to promote sustainability and environmental responsibility, participating and contributing actively to the formulation of public policies.
- ✓ We also will follow principles and international agreements to which we are signatories, the Pacto Global , an initiative developed by the UN to mobilize companies to adopt related to values ten principles in their practices; and the Objetivos do

Milênio, the eight major world problems, to be worked and achieved by all countries by 2015.