



PRESS RELEASE

LÍNEA DIRECTA CLIMBS FOUR PLACES IN THE MERCO RESPONSIBILITY AND CORPORATE GOVERNANCE RANKING 2020

- **Línea Directa Aseguradora climbs four positions, up to 64th place, in the Merco Responsibility and Corporate Governance 2020 ranking, which recognises the most responsible companies with the best corporate governance in Spain every year.**
- **By sector, Línea Directa is consolidated as the fourth insurance company with the best corporate responsibility policy thanks to the continuity, maturity and scope of its actions.**
- **In a year marked by the COVID-19 pandemic and its consequences, Línea Directa Aseguradora has deployed a range of measures to protect employees, support customers and society at large and fight the virus.**
- **In 2020, the Línea Directa Aseguradora Management Committee approved and implemented the 4th Sustainability Management Plan, effective until 2022 and aligned with the United Nations Sustainable Development Goals (SDGs).**

Madrid, 12 January 2021.- [Línea Directa Aseguradora](#) has improved its position in the Merco Responsibility and Corporate Governance ranking, reaching position 64, with 4,406 points, among the 100 best Spanish companies in this area. In a year marked by the COVID-19 pandemic, which has highlighted business organisations' commitment to society, the company climbs four places and is consolidated as **one of the most responsible companies with the best corporate governance in Spain**. At sectoral level, the survey of the country's main business monitor places Línea Directa as the fourth insurance company with the best corporate responsibility policy nationwide.

This place is proof of Línea Directa Aseguradora's commitment to sustainability, as well as the continuity over time and maturity of the actions it carries out in this regard. In fact, the company's management committee approved and implemented in 2020 the **4th Sustainability Management Plan**, which will be in force until 2022 and is evolving by being integrated into the insurance company's corporate strategy, so that it guides the actions of the organisation, its employees and its supplier chain on a day-to-day basis. It also **incorporates the United Nations Sustainable Development Goals (SDGs)** that the group will focus on:

Línea Directa Aseguradora's Sustainability Plan, whose corporate purpose is to **'Innovate, Protect and Bring Together'**, includes 15 areas of action and 71 concrete actions from the perspectives of the business, the organisation and society with which the company seeks to work on environmental, social and good governance matters. Specifically, these measures include **developing committed products** that address the real needs of customers, promoting **sustainable mobility** and facilitating **the health and well-being** of its employees.

The company has also been drawing up its Corporate Report under the GRI transparency standards, and is accredited as a **Top Employer**, in addition to being **EFR certified**, as a family-responsible company, and also has the **Madrid Excelente** seal, which refers to the quality of its products and services, and more.

This recognition becomes more important in a year in which, in the **face of the COVID-19 pandemic** and its health, social and economic effects, Línea Directa Aseguradora has responded by deploying human, material and economic resources to protect its employees, support its customers and help the fight against the coronavirus. So, during 2020, the company guaranteed that its more than 2,400 jobs would be maintained and hired 360 people more, provided flexible premium payment options for its policyholders, contributed to the first collective life insurance for healthcare professionals created by the Spanish insurance sector, offered the public administration the collaboration of its employees in a healthcare hotline and its fleet of replacement vehicles, and financed the purchase of 17 PCR analysis robots for the country's main public hospitals.

According to **Mar Garre, Línea Directa Aseguradora's Director of People, Communication and Sustainability**, "This excellent result is undoubtedly acknowledgement of the commitment Línea Directa Aseguradora has always had to corporate responsibility and sustainability since it was created 25 years ago. As highlighted during the current health, social and economic crisis arising from COVID-19, we believe that business organisations must take responsibility for people. We must act by taking care of them and providing them with value."

The Merco Responsibility and Corporate Governance ranking considers feedback and assessments from experts in various fields, including managers, CSR experts, NGOs, union members, consumer associations, journalists, financial analysts and more

About Línea Directa Aseguradora

Línea Directa Aseguradora, a Bankinter Group company, is currently the 5th largest car insurer in Spain and specialises in the direct sale of car, motorbike, corporate, freelancer and home insurance. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. In 2017, it joined the health sector with a new brand built on digitisation and rewards for policyholders.

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