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Press pack 2023



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Línea Directa
Aseguradora



A success story

Línea Directa Aseguradora was established in 1995. It provides car, home and health insurance and has 2,500 employees. At the end of 2022, the company ranked 5th in the car sector, 13th in the home sector and 13th in non-life, by turnover volume. It has around 3.45 million customers and turnover from premiums of more than 946 million euros.

Línea Directa's story is a history of success. It revolutionised the sector in 1995 by selling insurance over the phone, and reported its first profitable financial year only four years after its creation. In 2004 it reached its one-millionth customer, something unheard-of in the Spanish insurance market. Línea Directa is characterised by its highly technological, direct business model. This has transformed how insurance works in Spain.

It is one the most respected companies in Spain, occupying 48th place in the MERCO Companies ranking; 43th in the MERCO Talent ranking and 60th in the MERCO CSR ranking. In addition, as part of its sustainability strategy, the company has signed up to the UN Global Compact, the Task Force on Climate-related Financial Disclosure (TCFD) and the Principles for Sustainability in Insurance (PSI).

The **third revolution** took place in 2019, when it made the most decisive commitment of any insurance company to the **digital transformation**. Thus, 85% of the company's customers are already digital and do their business through the company's Apps and website.

MAIN FIGURES

	2022	2021	Var. 22/21
Gross written premiums € million	946.7	907.1	+4.4%
Profit/(loss) before tax € million	78.8	145.2	-45.8%
Profit/(loss) after tax € million	59.5	110.1	-46.0%
Loss ratio	75.7%	67.7%	+8.0 p.p.
Expense ratio	20.6%	20.5%	+0.1 p.p.
Combined ratio	96.3%	88.3%	+8.0 p.p.
Ratio de solvencia	188.4%	186%	+2.4 p.p.
ROE	17.8%	30.4%	-12.6 p.p.
Clients million policies	3.46	3.34	+3.4%
Employees	2,500	2,576	-2.9%



La Junta de Accionistas de Bankinter aprobó en 2020 sacar a Bolsa la compañía, entregando el 82,6% del capital a sus accionistas. The National Securities Market Commission (CNMV) approved and registered the Admission Prospectus for Línea Directa Aseguradora on March 15, 2021. The company's shares, valued at 1,434 million euros, began trading on the Spanish Stock Exchanges on March 29 April 2021 with a reference price of 1.3175 euros.

Línea Directa offers a range of **innovative and personalised products and services** at very competitive prices. Its car, motorcycle, business and self-employed, home and health insurance have the common denominators of excellent service and putting technology at the service of customers, to **make everything easier and their experience more enriching**.

It also offers Línea Directa Asistencia, a verification, expert assessment and travel assistance company, and operates the **Advanced Repair Centres (CAR)**, flagship workshops in Madrid and Barcelona.



Línea Directa offers innovative and personalized products and services at highly competitive prices.

Exclusive services for Línea Directa customers

- **Comprehensive Mobility Plan:** a fleet of more than 1,000 Audi A1 Sportbacks, which it makes available to its customers, completely free of charge, in the event of a claim.
- **"Add online" programme:** an exclusive loyalty programme enabling policyholders to save money when renewing their insurance.
- **Línea Directa app:** with time savings for customer of up to 50% when managing their insurance.
- **WhatsApp Companies:** a WhatsApp service for customers to make all their arrangements with the garage.
- **Young-persons night time assistance:** free transport for people under the age of 26 named in policies who have been drinking or do not feel fit to drive.



The keys to success

Línea Directa is unprecedented in the Spanish insurance sector. It has successfully adapted to the changes and demands of the environment, through its **simple structure**, its **direct business model** and its **commitment to technology**.

As a result, it has achieved **organic, profitable and sustainable growth** throughout its 28 years existence. It has achieved this policy by policy, without mergers or acquisitions, and always focussing on its priority: the customer.



- **Direct contact with customers.** It offers speed, personalised service and excellence in every aspect of the service.
- **The best prices with the best cover.** Línea Directa can offer highly competitive prices and the highest quality of cover, thanks to its direct business model, the efficiency of its processes and its commitment to technology.
- **Multi-brand and multi-sector.** A strategic vision of the business, offering tailored products, adapted to the needs of each customer.
- **Technology at the service of our customers.** Línea Directa is leading the digital transformation of the sector. It is committed to digitisation that is useful for customers and makes things easier for them.
- **Risk selection.** Excellent risk selection and a marketing strategy that attracts good drivers, i.e. those with low accident rates.

A company with value

Línea Directa became the third Spanish insurance company listed on the Stock Exchange on April 29, 2021. Bankinter, until that date the sole shareholder of the company, approved on March 19, 2020 to take the company public by distributing the issue premium of 1,184 million euros among its shareholders.

The bank's shareholders received 82.6% of the insurer's capital, at the rate of one Bankinter share for each one they held, through the "listing" formula. The bank holds the remaining 17.4%. The valuation of the insurer reached 1,434 million.

The conversion of Línea Directa Aseguradora into a listed company is a natural step given the maturity and profitability that the company has achieved.

On March 15, 2021, the National Securities Market Commission (CNMV) approved and registered the Admission Prospectus for the insurer's shares, which debuted on the Spanish Stock Exchanges on the 29th of that same month at a reference price of 1.3175 euros under the ticker LDA.

In September 2021, Línea Directa Aseguradora was included in the Ibex Medium Cap, giving the stock greater visibility.





The **spin-off** of Bankinter and Línea Directa has meant completely separating the banking business from the insurer and allows both companies to draw up their respective strategies **more independently** and operate with a capital structure and a dividend policy in accordance with their particular needs and regulations.

The spin off of Línea Directa Aseguradora is an opportunity for everyone, as it allows the company to have **greater autonomy and access new avenues of growth**. The group's 2,500 employees benefit from being part of a **continuously expanding project** that offers new professional challenges, and policyholders take advantage of Línea Directa's **greater notoriety and dimension**.

The Bankinter shareholders who have held the shares of Línea Directa are also shareholders of a company with great investor appeal: the **higher-than-average profitability** of the sector that it has been registering on a recurring basis over the years and its high **dividend policy** make Línea Directa, currently the third Spanish insurance company listed on the Stock Exchange, a unique investment proposal in the national insurance sector.





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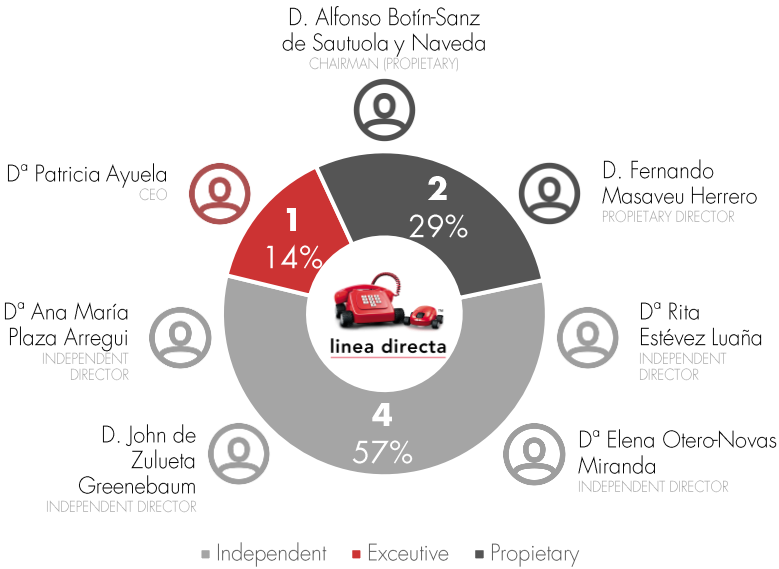
Corporate
governance

A balanced and independent Board of Directors

The Board of Directors of Línea Directa Aseguradora is currently made up of **seven Directors**, of whom **four are independent**, **two proprietary directors** and **one executive**.

The composition of the management body demonstrates the commitment of Línea Directa Aseguradora to comply with the recommendations of the code of good governance of listed companies published by the National Securities Market Commission (CNMV), as well as with the best international practices in this stuff. On the one hand, in relation to diversity, both in terms of training and experience and gender, with **female directors representing 57% of the total number of Board members**. In terms of independence, **independent members are also 57% of the total members**.

Likewise, all the advisory committees of the Board are chaired and composed mainly of independent directors.



57%
INDEPENDENT
DIRECTORS

57%
WOMEN IN THE
BOARD

AUDIT AND COMPLIANCE COMMITTEE	
Chairman	D ^a Ana María Plaza Arregui
Member	D ^a Elena Otero-Novas Miranda
Member	D. Alfonso Botín-Sanz de Sautuola y Naveda
Secretary	D. Pablo González-Schwitters Grimaldo

APPOINTMENTS, REMUNERATION AND CORPORATE GOVERNANCE COMMITTEE	
Chairman	D. John de Zulueta Greenebaum
Member	D ^a Rita Estévez Luaña
Member	D. Alfonso Botín-Sanz de Sautuola y Naveda
Secretary	D. Pablo González-Schwitters Grimaldo



CEO



Patricia Ayuela is the CEO of Línea Directa Aseguradora since February 17, 2022, thus becoming the fourth CEO in the company's history and one of the few women at the helm of listed companies in Spain. With her appointment, the Board of Directors of Línea Directa now has 57% women.

Patricia Ayuela has developed her professional career in the insurance and financial sector, and has been part of Línea Directa since 2003 and of its Management Team since 2008.

In these 15 years on the Management Team of Línea Directa, she has directed different areas of the company: from 2008 to 2009 she was the **Director of Quality**, in 2009 she went on to **lead the Home business**, consolidating and promoting the growth of this branch until the year 2015. Since 2016 he has **headed the Motor Branch**, the company's core that represents almost 83% of

the Group's turnover, and a year later he also assumed the **Digital Transformation Department**, a strategic project that has led Línea Directa to be at the forefront of digitization in the sector.

During his management at the head of Motor and Digital Transformation, Línea Directa has grown by more than 500,000 clients in this branch, which includes Auto, Business, Motorcycle and International line insurance. It has also been responsible for launching such innovative products on the market as the Respira Policy, the first insurance for electric cars with a flat rate that was launched in 2016, or Llámalo X, the first insurance on the market that includes a car.

As for digitization, under his leadership, it has already achieved that **85% of Línea Directa clients interact with the company through digital channels**, that 52% of requests for travel assistance are through the app or that 50% of Motor claims are through digital channels. Currently, almost 650,000 company customers have downloaded the Línea Directa app and are active users.

Previously, Patricia Ayuela **directed the Customer Loyalty projects** and was in charge of the **Corporate Management of Projects and Strategy**.

She has been a **Non-Executive Director of Bankinter Consumer Finance**, Bankinter's company specializing in credit cards and consumer loans, for six years, from 2015 to 2021.

Previously, from 1998 to 2003, he managed some Internet banking projects at Argentaria, BBVA and Santander Central Hispano.

Born in Oviedo, married and with three children, Patricia Ayuela is an **industrial engineer** from the **Universidad Pontificia Comillas ICAHCADE**, EMBA from IESE and has also studied at Harvard Business School, the University of Michigan and the **Wharton Business School** of the University of Pennsylvania. He is bilingual Spanish-English, and speaks German and French.



A Management Committee with extensive experience

The 12 members of the management team of Línea Directa Aseguradora have an average of 17 years of experience in the company and a successful and proven track record from the point of view of results and the ability to generate value for shareholders.



Patricia Ayuela
CEO



Diego Ferreiro
Commercial Managing
Director



Eva del Mazo
Managing Director of
Portfolio



Olga Moreno
Managing Director of
Health Insurance



Mar Garre
Managing Director of
HR, Communication and
Sustainability



Ana Sánchez
Managing Director of IT



Carlos Rodríguez Ugarte
Chief Financial Officer
(CFO)



Pablo González-Schwitters
General Counsel



Antonio Valor
Managing Director of
Marketing



Isabel Guzmán
Managing Director of Claims



Inmaculada Aldea
Managing Director of Risks



Juan José Álvarez
Managing Director of the
Technical Area





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Business lines

Cars

Línea Directa is the undisputed leader in the car insurance sector. Línea Directa's Cars division launched in Spain in 1995 with an innovative charging system that enabled the maximum degree of customisation of each premium, carefully studying the individual characteristics of each driver so that everyone pays according to their risk. The company offers a wide range of products in this segment so that each customer can choose the best options for their needs.



Línea Directa currently offers the following types of car insurance:

Third party insurance: Covers physical and bodily damage to third parties.

Third party plus windscreen insurance: extends the previous cover to include the vehicle's windows and windscreen.

Extended third party insurance: adds cover for theft and attempted theft, fire, lightning and vehicle explosion to the previous two products.

Comprehensive insurance: Covers all damage to third parties and to the vehicle itself.

Comprehensive insurance with excess: this enables customers to save on their premiums by paying some of the repair costs for their vehicle if they have an accident.

Línea Directa's car insurance policies include cover for legal defence and damage claims, occupant insurance, comprehensive medical treatment cover and night assistance for young people. Customers can customise their insurance even more by including cover for fine management, licence recovery courses and injury to animals.



Motorcycles

Línea Directa understood the great difficulties motorcyclists were having insuring their vehicles, revolutionising this market in 2003 with insurance specially designed for this segment. Thousands of customers now rely on the company to insure their motorbikes. Línea Directa offers a portfolio of products very different to those traditionally offered by the market, at the most competitive prices:

Seguro a terceros ampliado. Un producto muy equilibrado que cuenta con coberturas como la responsabilidad civil obligatoria, la responsabilidad civil voluntaria y la defensa jurídica.

Extended third party insurance: a balanced product including cover such as compulsory civil liability, voluntary civil liability and legal cover.

Third party fire and theft insurance: guarantees compensation for theft of the bike and for write-offs as a result of fire, explosion or lightning.

Comprehensive insurance: includes personal damage, ensuring total peace of mind.

Línea Directa also offers services specifically designed for its motorcycle customers and their vehicles, such as **night assistance**, including the possibility of free transport home for the rider and their motorcycle if they feel unfit.

Policyholders can also enjoy the **Más Moto Club** and benefit from our agreements with leading motorcycle shops, receiving the latest news about routes, trips, meetings and events, and many other advantages.



Companies and the self-employed

Línea Directa pioneered online sales of vehicle insurance for companies and the self-employed in Spain.

Its specialist team has been offering a **comprehensive service for arranging policies for SMEs**, the self-employed and large companies for many years, whatever their sector. This is particularly the case for lorries and agricultural, commercial, industrial and executive vehicles.

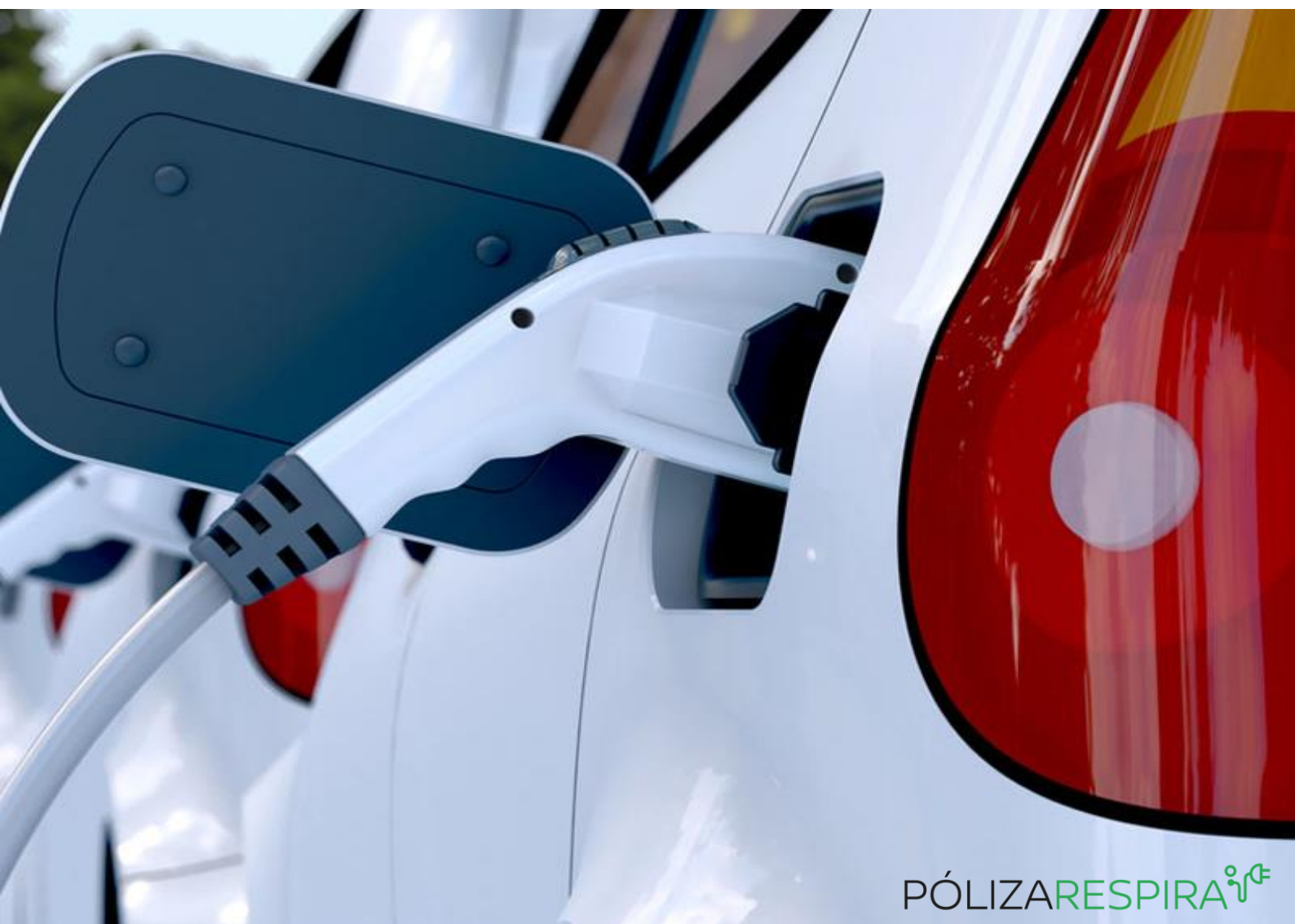
Policyholders in the companies and the self-employed business line can choose from a range of cover specifically designed for this particular market, depending on their needs. This includes travel assistance, management of fines, licence recovery courses and courtesy vehicles.

The company also offers customers a **Fleet Manager service**, with a contact whose main role is to tailor the insurance to the characteristics of each company.

Lorries and agricultural machinery

In 2011, Línea Directa Aseguradora launched insurance for lorries and agricultural machinery, making it the first direct insurance company with a **comprehensive offering for the entire vehicle sector**. This new product was aimed at **category-two-vehicles**, including rigid lorries, tractor heads and trailers. The company also insures agro-industrial machinery, including tractors, trailers and forklifts.





Póliza Respira

Recognising environmental problems and increasing traffic restrictions in urban environments, Línea Directa revolutionised the insurance market again in 2016 by offering the unique Respira (Breathe) policy for **private electric cars**. During 2022, the company extended its Respira Policy to plug-in hybrid cars, and in 2023 to electric motorcycles.

With this revolutionary initiative, Línea Directa wants to **become the segment leader in the national market**. At the end of 2022, the Group has a market share of nearly 12% of the new electric vehicle and of 6% of plug-in hybrid cars.

This product includes cover for roadside assistance, without any mileage limitations, and theft of the charging cable, among many other things. The Respira policy covers comprehensive medical treatment, reducing inconvenient waiting times and speeding up medical recovery after an accident.





EL **SEGURO** QUE TE INCLUYE COCHE CON **TODO INCLUIDO**

**SEGURO A TODO RIESGO
CON FRANQUICIA DE 180 €**

MANTENIMIENTOS, REVISIONES Y RECAMBIOS INCLUIDOS

COCHE DE SUSTITUCIÓN

ASISTENCIA EN VIAJE

PRECIO FINAL, IMPUESTOS INCLUIDOS

CAMBIO DE NEUMÁTICOS

Y AL TERCER AÑO LO CAMBIAS

Llámallo X

The rise of shared vehicles and ownership formulas other than traditional acquisition, and the growing restrictions on the most polluting cars have caused a paradigm shift in the field of mobility and uncertainty among consumers. Aware of this reality, Línea Directa Aseguradora launched "Call it X" in 2020, a revolutionary product in the Spanish insurance market. Unlike other products that add insurance to the new car as an offer, the insurer began to market an innovative package with All Risk insurance that includes the car.

"Call it X" thus puts the focus on the value of the insurance. The **"Call it X" packaged policy**, which has the collaboration of ALD Automotive, a leading company in its sector, stands out for its **unique and unbeatable monthly price**. The new insurance has an All Risk coverage with a deductible of €180 with replacement car coverage and roadside assistance. Along with it, in the same pack, some of the **most demanded car models in Spain are included, including hybrid motorized vehicles**. The validity of the product is 3 years, which once elapsed, will give the possibility of renewing the policy and, if desired, changing the vehicle for another with similar characteristics.

In addition, "Call it X" allows the customer to ignore issues such as paying taxes and fees associated with the vehicle; the revisions, spare parts and maintenance of the automobile or the change of tires by use. Another novelty of the product is its digital nature, since the contracting of this all-inclusive insurance will be 100% online, adapted to the current pandemic situation, in an easy, agile and click-through process, which will be associated with telephone support by the company.





Safe&Go

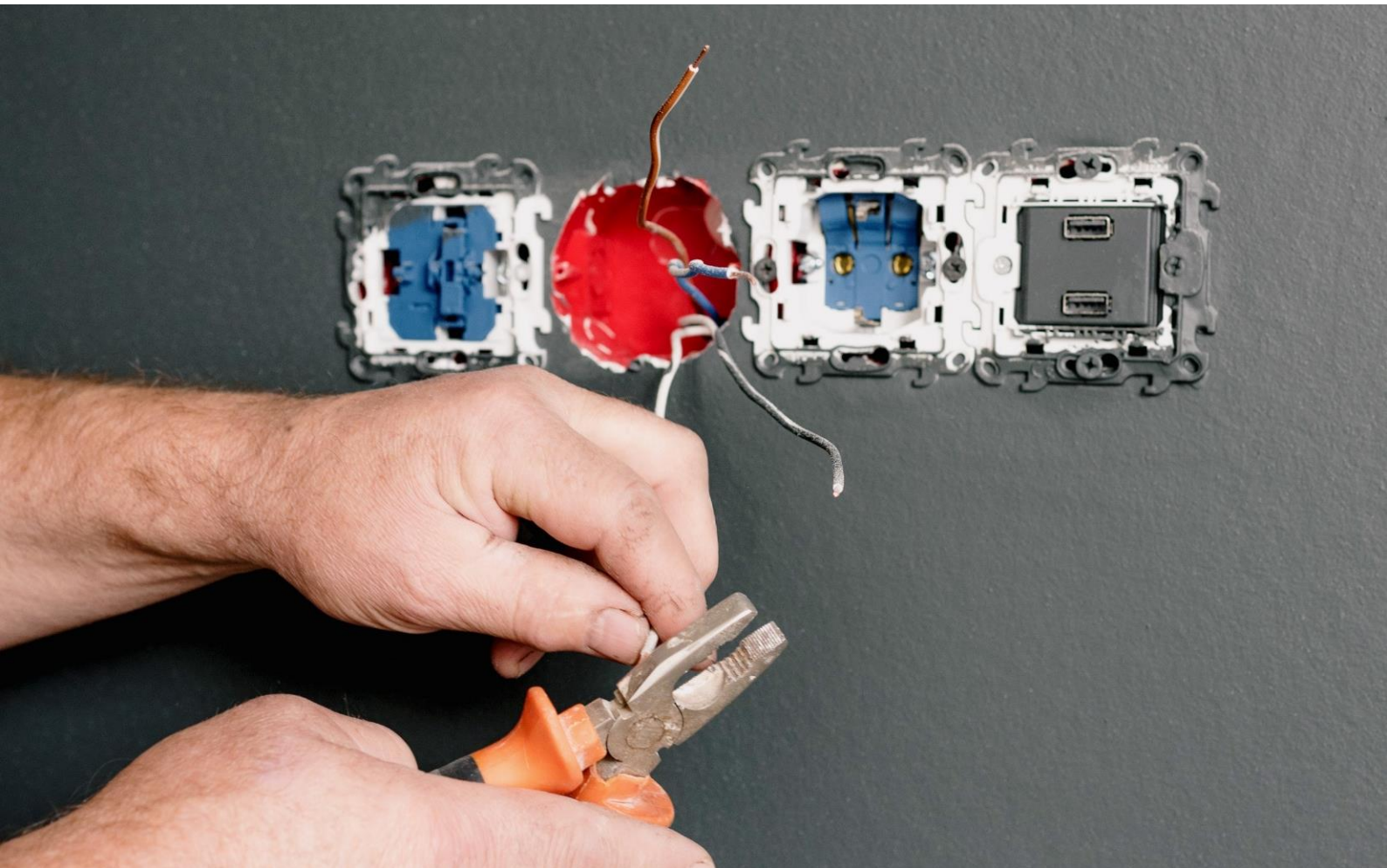
In recent years, new forms of mobility have emerged that have changed the way of moving around the city, giving way to **Personal Mobility Vehicles (VMP)**. Electric scooters, electric bicycles or segways allow greater agility and economy, as well as greater respect for the environment. Aware of the need to make the use of these vehicles also safe, Línea Directa Aseguradora launched Safe&Go in September 2021, **a new product that covers the person and their mobility** and can be hire on demand under the revolutionary concept of **"on/off insurance"** or payment for use: for seconds or journeys or for a whole year. Safe&Go includes coverage that is unique in its category, as it not only covers damage caused to third parties, but also physical damage suffered by the user, including legal defense. In addition, in the event of an accident, the insurance App geolocates the place, which can reduce the response times of the emergency services and quickly come to your aid.



Home

Línea Directa Aseguradora has offered a business line specialising in home insurance since 2007. This was the first time a comprehensive home product had been offered through the direct channel, with flexible insurance that enables customers to only pay for what they really need.

The Home sector has become a pillar of diversification and growth for the Group, contributing almost 15% of the company's total turnover.



Línea Directa offers its customers the following forms of home insurance: **flat insurance, house insurance, buildings insurance and content insurance.**

Insuring your home with Línea Directa is the easiest way to peace of mind: robbery, water, fire or anything else that could endanger your home. Policyholders also enjoy our legal defence service for damage claims in judicial, administrative, arbitration and other proceedings.

Our **commitment to digitisation** enables digital policy enquiries, updating the principal insured and mortgage details, filing accident claims and changing direct debits, and many other services.



Línea Directa Asistencia

Línea Directa Asistencia is a Línea Directa Group subsidiary specialising in **verification, expert assessment and travel assistance services**. Its team of experts and network of thousands of employees spread throughout Spain offers assistance for people and their vehicle **24 hours a day, 365 days a year**. One of the defining features of Línea Directa Asistencia from the outset has been its continuous commitment to offering cutting-edge mobility and roadside-assistance solutions.

- > **Digital towtruck service**, enabling customers to request a tow truck in less than 30 seconds from their mobile and then track its progress.
- > **Facetruck**, sending a photo of the tow-truck driver to the customer's mobile before the driver reaches the scene of the incident.
- > **Photo verification** for remote vehicle assessment without the customer having to go to a garage.
- > **GPS geolocation**, which has resolved vehicle location issues when requesting assistance.
- > **Mechanical assistance service**, a pioneering service offering customers professional advice on mechanical issues.
- > **On-site repairs**, sometimes putting the driver's vehicle back on the road in just 30 minutes.



Advanced Repair Centre (CAR)

Our Advanced Repair Centre, CAR, in Madrid is a 2,000 m² space dedicated to repairing vehicles. The CAR was initially developed as a commitment to technology and innovation, coupled with scrupulous respect for the environment.

This centre serves Línea Directa customers and private drivers. It has also been awarded the Madrid Excellent seal, certifying the excellence of its service, management and production and support processes.



The Barcelona Advanced Repair Centre, CAR, covers 7,000 m² and can handle a remarkable annual volume of vehicle repairs. It aims to set a benchmark at the European level, incorporating the latest technologies to reduce repair times and improve customer service.

The Barcelona CAR also reflects our commitment to electric mobility, being equipped with specialist machinery and having cutting-edge expertise in repairing electric vehicles.

Health

Línea Directa Aseguradora, S.A. marked a milestone in its history in 2017 by launching health insurance. This is a new business revolutionising the insurance sector with a product built around innovation, simplicity and excellent value for money. Línea Directa has now sold **110,000 health policies**.

The Group wants to facilitate access to private health for the general public, with a product up to 400 euros cheaper per family than the market average that offers the most complete cover. Línea Directa offers three types of policies, designed to meet different needs: **Specialist, Complete and Dental**.

The company's medical resources include **more than 50,000 professionals and more than 1,000 health centers**, offering a wide range of services and features.

Línea Directa health insurance is a **digital native**, enabling its customers to manage their entire policy through the Línea Directa app. This app offers functionality such as digital health cards, searches for specialists by symptom using geolocation, consultations with doctors 24 hours a day by chat and video call, information on what other patients think about a specialist and online bill payment.

The Group also aims to take care of everyone's health, supported by new technologies. It offers the free Vivaz Activity App, which is available to both customers and non-customers. The app rewards users who do 10,000 steps in a day and sleep a minimum of 7 hours, with direct discounts on health insurance and other gifts. This makes Línea Directa the first health insurance on the market to reward living a healthier life, promoting physical activity, rest and healthy eating.



Other brands of the Group Línea Directa



Penélope Seguros

Línea Directa introduced Penelope Seguros, an innovative insurance concept designed to meet the specific needs of female drivers, in 2012.

Penelope Seguros offers customers a wide range of features, such as roadside assistance for pregnant women, cover for handbag theft and scheduling of servicing.



Aprecio

The Aprecio brand was launched in 2015 as part of Línea Directa's specialisation strategy.

Aprecio offers motorcycle insurance through online channels, with **extremely competitive prices** and the **best cover**, backed by the prestige of the Línea Directa Group.



4



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Digital
transformation



linea directa

More digital, more useful

Digital transformation

Línea Directa is leading the digital transformation in the insurance sector, under the slogan "**More digital, more useful**". The direct business model represents a competitive advantage over the traditional insurance marketing model, facilitating the digital transformation for Línea Directa thanks to its ease of alignment and technological approach.

The company is committed to customer-centric digitisation, offering an easy, useful, user-friendly experience.

Currently, more than **86%** of customers relate to the company through digital channels, such as the group's Apps and the web, and the digital interactions of the insured are 60% higher than the telephone ones, so that they can save up to 50% of time in the management and procedures related to their Auto, Home and Health insurance.



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Bienvenido



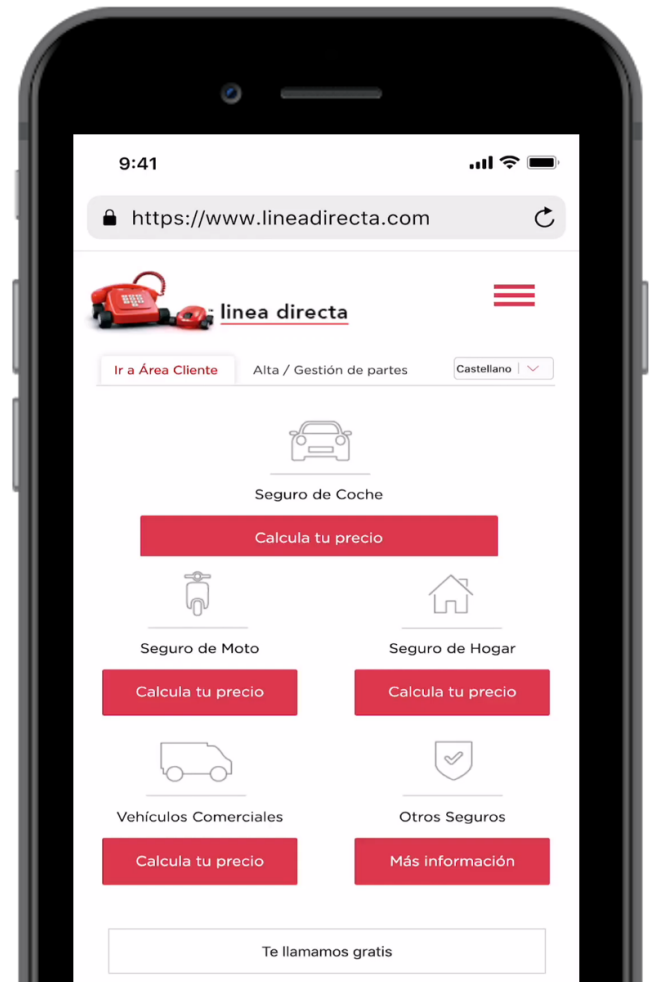
More digital, more useful

Digital transformation

The company will achieve this through its commitment to an omnichannel approach and technology in its customer relationships, expanding its telephone model with a wide range of mobile services based on artificial intelligence, virtual assistants and big data.

The new services in Línea Directa's digital transformation strategy include: getting an insurance quote with just two photos; receiving home insurance compensation from a video of the damage or a real-time valuation and compensation for car accidents; making appointments using a voice assistant; and receiving discounts on policy renewals by participating in an innovative form of Pay as You Drive through the app.

This commitment to technology sets Línea Directa's customer journey apart, putting the customer and their needs at the heart of all its business decisions, while offering solutions based on state-of-the-art technology, such as wearables, IoT and mobile applications.



HIRING

Quoter
Digital signature



CUSTOMER PROCEDURES

Línea Directa App
Smart watch
Lively Activity Spp
Speech recognition



CLAIMS

Motor part opening
Home Damage Assessment
Company whatsapp
Digital tow



RENEWAL

Digital renewal
Suma en Línea
UBI



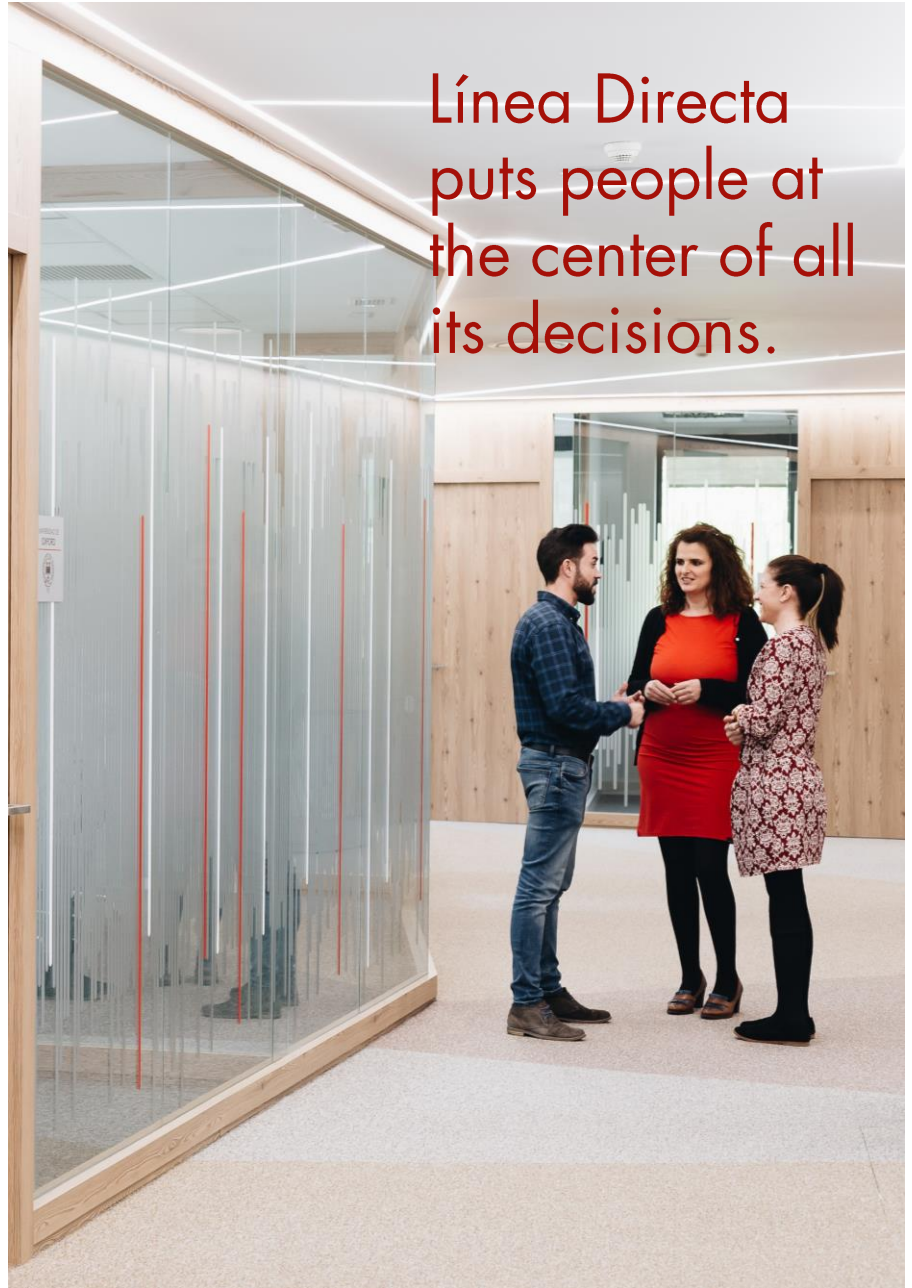
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#LíneaDirectaDNA

Different, Nurturing of people, Agile.

Línea Directa is aware that people must take centre stage at this time of change, as their talent and commitment are what make the difference. The company, therefore, has an ambitious strategy for **attracting and retaining** talent, based around **agility, differentiation** and focussing on people.

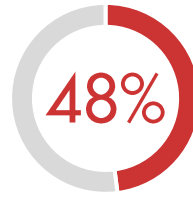
Línea Directa's initiatives as an employer include application of new technologies and **agile methodologies** (scrum, design thinking, kanban, etc.), workspaces that promote collaboration, flexibility and creativity, and flat and flexible structures that facilitate decision-making.



PERMANENT
CONTRACTS

24

NATIONALITIES



MANAGEMENT
POSITIONS HELD BY
WOMEN



PAY GAP



We are also promoting smart working, offering our employees flexibility in terms of location and time, and facilitating work-life balance through initiatives such as leave to accompany elderly adults and family members for chemotherapy. Línea Directa has been certified as a **Family Responsible Company (FRC)** by the MásFamilia Foundation and as **Top Employers 2022** by the Top Employers Institute, for organisations with the best conditions for their employees. It has also signed up to the MásHumano network, which advocates more human-scale management in companies. Other recognition includes the Telefónica Ability Awards, Eje&Con, the Integra Foundation and the Randstad Foundation's Social Action Award. Línea Directa. Línea Directa is ranked at number **43 in MERCO Talent's ranking** of the best companies to work for in Spain.

Línea Directa offers a comprehensive training plan, preparing people to do things better and tackle new projects. **More than 92% of the workforce receive training annually.** The company promotes collaborative environments in which learning flows, making available technological tools such as the "HELP!" platform for analysts to share information, methodologies and best practices.

Línea Directa is committed to more personalised selection processes, tailored for each of its key groups. It runs **Big Ideas**, a hackathon for university students focussing on STEM profiles, and **Experience Days**, for Call Centre candidates with inspirational talks involving Línea Directa employees and managers.

Other initiatives enable people to address a range of concerns, making Línea Directa much **more than just a place to work.** Highlights include our Sports Club, a volunteering network and our family engagement programme, providing training talks in a range of areas.





Sustainability

The value of responsibility

Línea Directa is aware of its responsibility as an organisation and performs multiple actions to benefit its customers, employees, **The company's purpose is to innovate, protect and bring people together** and suppliers, and society as a whole. Its Sustainability Plan is a way of continuing to add value for the organisation and its main stakeholders.

Sustainability Plan 2023-2025

Línea Directa Aseguradora has been integrating sustainability into its operations and culture for over a decade with the aim of generating value for the organisation, its employees, customers, suppliers, shareholders and society in general.

The vision of the 2023-2025 Plan is to lead the Group towards sustainable growth, promoting the ESG dimensions from within the company and positioning its direct model as the best asset for stakeholders. This three-year plan is Línea Directa's roadmap in environmental, social and governance matters.

Through the initiatives it envisages from the point of view of these three dimensions, the company aims, among other objectives, to integrate sustainability into product and service innovation, respond to the requirements of analysts and investors and anticipate and comply with European Union regulations on sustainability.

The Group's 2023-2025 Sustainability Plan has been aligned with the sustainable development strategy promoted by the United Nations through the SDGs and the 2030 Agenda, with the novelty of incorporating 4 more goals, to reach the 12 SDGs.

Línea Directa has signed up the the UN Global Compact as a signatory entity and has assumed the Women's Empowerment Principles (WEP), an initiative of UN Women and the United Nations Global Compact. In addition, it adheres to the Task Force on Climate-related Financial Disclosure (TCFD) and UNEP FI's Principles for Sustainability in Insurance (PSI).





Environmental

Línea Directa Aseguradora's direct business model, without office networks and with all its operations centralised in a single headquarters, naturally provides the company with greater environmental efficiency compared to its peers.

The Group operates in a **key sector in the transition to a low-carbon economy**, both in terms of investment and the development of insurance solutions that respond to society's new needs in this area, such as green mobility, accompanying people on their own journey towards a low carbon economy.

Línea Directa aims to answer its stakeholders through the responsible management of its consumption, innovation in products and services, the responsible management of its value chain and the inclusion of ESG criteria in its investment portfolio.

Sustainable business generation

Design and development of products and services aimed at promoting sustainable mobility practices, improving the habitability and energy efficiency of homes and enhancing people's well-being and health.

Eco-efficient management and circular economy

Línea Directa promotes the efficient management of resources by reducing consumption, self-generation of renewable energy and systematisation of waste treatment. With all this, the Group contributes to the progress of the economy towards zero waste.

Climate change roadmap

The company has a climate strategy that follows the recommendations of the TCFD and has defined a roadmap for decarbonisation.



Society

The Group promotes a fair society, responds to the values of Equality, Diversity, Safety and Disability and incorporates Human Rights in its activity and its relationship with its stakeholders.

One of the main contributions of the company in social matters is channelled through the Línea Directa Foundation and its actions to promote road safety. In addition, the company promotes the social commitment of its employees through corporate volunteering in collaboration with various foundations, associations and NGOs.

Promoting the social strategy

The company promotes its social strategy through strategic alliances, internal programmes and the Línea Directa Foundation, focusing on Road Safety, social exclusion and the diffusion of healthy lifestyle habits.

Talent development

Línea Directa implements best practices in terms of attraction, loyalty, wellbeing, diversity, safety and health in the workplace.

Digitalisation and innovation

The company promotes digitalisation and product innovation as a way of responding to the specific needs of groups of people.



Good governance

Corporate governance is a material issue of the first order for Línea Directa Group. The company adopts the recommendations of good governance in terms of the composition and operation of its corporate bodies, has a complete and effective corporate governance system and continuously and progressively incorporates the best practices identified in the market.

Ethics, corporate governance and values are an essential part of the culture of Línea Directa Group and are applied in all its business activity and processes, such as the transparency of information reporting, the marketing of its products and the provision of services, the management of its financial investments and the management of its supply chain.

Quality and responsible sales

The company promotes responsible and accessible marketing of products and services, as well as customer service under the highest quality standards.

Corporate governance, ethics, compliance and risk management

Línea Directa reinforces its Corporate Governance model, develops an ESG risk map and has an ethics channel and a Human Rights Due Diligence procedure.

Sustainable investment and underwriting

The company's investment strategy is aligned with ESG best practices and reinforces its sustainable underwriting position.

Responsible supply chain

The company integrates ESG supply chain management into its operations.





línea directa

Línea Directa
Foundation

The value of responsibility

The Línea Directa Foundation was set up in 2014, representing one of Línea Directa Aseguradora's major corporate responsibility milestones. Under the slogan "**Road safety. here and now**", the Foundation's main mission is to reduce the number of victims on Spain's roads through four areas of action: awareness raising, research, training and social action. All of these have the common objectives of seeking to reduce the number of victims in traffic accidents to zero and promoting responsible habits behind the wheel.

In 2021, The Línea Directa Foundation has been recognised by the Ministry of the Interior and the Director General of Traffic with the **Silver Cross of the Order of Merit of the Civil Guard** for its activity in favour of road safety and its firm commitment to the fight against road fatalities.



**The Fundación Línea Directa is today
one of the national benchmarks in
terms of Road Safety**





Awareness-raising

The Línea Directa Foundation believes that the media have a crucial role to play in promoting responsible driving. Among its other actions throughout the year, the Foundation's Road Safety Journalism Award plays a leading role because of the social and media interest it attracts. This award recognises journalistic work that contributes to the fight against traffic accidents.



Research

Research is one of the cornerstones of the Línea Directa Foundation's activity. The Foundation publishes important **road safety reports** throughout the year, in collaboration with prestigious Spanish institutions such as the Valencia Traffic and Road Safety Institute (INTRAS), the Spanish Road Safety Foundation (FESVIAL) and the Zaragoza Centre.





Training

The Línea Directa Foundation carries out initiatives to improve the training and skills of Spaniards when they are behind the wheel to reduce traffic accidents. These include regular talks to various groups, driving skills courses and online micro-content.

Social action

Social action is one of the areas of work through which the Línea Directa Foundation is seeking to achieve its goal of zero victims on the road. The Foundation has created the Road Safety Entrepreneurs Award, to support road safety projects, and launched the "No child without a child-seat" charitable initiative, to ensure the safety of children in cars. Here are some more details about the two projects.



Institutional support

Since it was created, the Línea Directa Foundation has had significant support from a range of institutions, including the royal family. In March 2016, **Her Majesty Queen Letizia** received the Foundation's Board of Trustees and the Jury of the 14th Road Safety Journalism Prize at the Zarzuela Palace. During this audience, Her Majesty found out about the Foundation's work to combat traffic accidents and the initiatives in which it is involved.



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