PRESS RELEASE

LÍNEA DIRECTA ASEGURADORA JOINS THE UNITED NATIONS GLOBAL COMPACT AND UNDERSCORES ITS COMMITMENT TO SUSTAINABILITY

- **Línea Directa Aseguradora has been integrating the United Nations ten universal principles in the areas of human rights, labour, the environment and anti-corruption into its strategy and operations for years.**

- **Joining the world's largest corporate sustainability initiative underscores the company's firm commitment to sustainability and is an assurance for all its stakeholders.**

- **Línea Directa's long-term sustainability strategy is embodied in its Sustainability Plan, which is embedded in the corporate strategy and guides all the company's actions with regard to the business and its customers, employees, shareholders and society in general.**

Madrid, 27 December 2021. Línea Directa Aseguradora has joined the United Nations Global Compact, the world's largest corporate sustainability initiative. This commitment as a member company implies the adoption of the UN's universal principles related to human rights, labour, the environment and anti-corruption, which the company has been integrating into its strategy and operations and promoting in its areas of activity and influence for years.

With this decision, Línea Directa Aseguradora underscores its firm commitment to sustainability, which the company makes a reality in its **Three-year Sustainability Plan,** which includes 71 specific initiatives in 15 areas of action for the 2020-2022 period, and which **is embedded in its corporate strategy and incorporates Sustainable Development Goals (SDGs).**

The pillars of the group's Sustainability Plan are founded on **caring for business, caring for the organisation and caring for society.** In terms of business, Línea Directa seeks to ensure that its activities and products are socially and environmentally responsible. From an organisational point of view, the company's activities are focused on caring for its employees, providers and shareholders. And in the social sphere, Línea Directa Aseguradora promotes road safety, an area in which it is a national benchmark through the Línea Directa Foundation. The company also encourages a safe home environment as well as healthy lifestyle habits and well-being.

The United Nations Global Compact currently has the support of more than 19,000 entities from 162 countries. In Spain there are more than 2,000 companies, foundations and other participating and member entities. Participating companies commit to operating in accordance with, at a minimum, the ten principles of the Global Compact, which are derived from the Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development and the United Nations Convention against Corruption.

In the words of **Mar Garre, Director of People, Communication and Sustainability**, "Línea Directa Aseguradora has been carrying out, for many years, a determined and constant work in terms of sustainability in its three ESG dimensions (Environment, Social and Governance), which are fully integrated into our corporate strategy. Joining the United Nations Global Compact reflects our commitment to long-term sustainability and represents the company's commitment to its customers, employees, suppliers, shareholders, investors and other stakeholders."

About Línea Directa Aseguradora

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa ranks among the 100 Spanish companies with the best reputation, according to the MERCO Companies ranking. In 2017, it joined the health insurance sector with a new brand built on digitisation and rewards for policyholders.

For **more information**: https://lineadirectaaseguradora.com

Santiago Velázquez – 682 196 953
santiago.velazquez@lineadirecta.es

Moncho Veloso – 660 124 101
moncho.veloso@lineadirecta.es

Follow us on: