

PRESS RELEASE

LÍNEA DIRECTA ASEGURADORA RECOGNISED AS TOP EMPLOYER FOR FOURTH YEAR IN A ROW

- **Línea Directa Aseguradora has been accredited as a Top Employer 2023 in Spain by Top Employers Institute, an independent international evaluator that recognises the best companies as regards people management.**
- **The company has achieved an overall score of over 90% and has improved this score by 7% over the last four years, demonstrating its solid position as a Top Employer and firmly establishing the organisation as a company of excellence.**
- **Línea Directa achieves excellence and top marks (100%) in areas such as ethics and integrity, business strategy, employer branding and digitalisation of human resources. In this last aspect, it is 12% above the average, and in wellness strategy, the organisation's score is 15% higher than the average score of the 2,000 companies certified as Top Employers.**
- **In this year's edition, Línea Directa has improved its sustainability score by 8% compared to the previous year and has increased its score in diversity and equality by 9%. diversity and equality is an area in which the company has earned recognition and made commitments at a national and international level over the last year.**

Madrid, 17 January 2023. [Línea Directa Aseguradora](#) has been certified as a **Top Employer 2023** in Spain. This recognition, which the company has achieved for the fourth consecutive year, has been awarded by Top Employers Institute, a global authority that accredits the most outstanding organisations **in the field of people management.**

Following the organisation's assessment phase, **Línea Directa has obtained an overall score of over 90% and has improved this score by 7%** over the last four years, which firmly establishes the company **as a Top Employer** for the way the people in the organisation constitute one of the most important pillars of the company's strategy.

The score achieved in the certification is based on the findings of Top Employers Institute's *HR Best Practices Survey*, a survey that encompasses 6 areas of human resources made up of 20 different topics including people strategy, work

environment, talent attraction, learning, wellness and diversity and inclusion, among others.

Línea Directa excels in digitalisation and wellness strategy

The internal audit carried out by this leading international reviewer shows that Línea Directa Aseguradora has made progress in all initiatives aimed at improving the employee experience in the company and positioning the company as a good place to work. **Línea Directa has achieved excellence and top marks (100%)** in areas such as **ethics and integrity, business strategy, employer branding and digitalisation of human resources.**

When comparing the company with the entire universe of Top Employer companies, Línea Directa Aseguradora stands out in its **use of new technologies to streamline and improve the employee experience**, an area of the survey where the company **outperforms the average by 12%**, and in its **wellness strategy**, where it scores **15% above the average score of the 2,000 companies certified as a Top Employer.**

The company advances in sustainability and diversity

Línea Directa has made a firm commitment over the last year to sustainability and diversity, and this is reflected in the survey, as these are the two areas of greatest improvement compared to the previous year. In the last year, **the company achieved an 8% increase in its sustainability score.** In fact, according to the latest data published by Merco, **Línea Directa is number 55 in the global ranking of the most sustainable companies in Spain**, up 9 places from the previous year.

Línea Directa Aseguradora's employer brand has also been strengthened by national and international recognition in the area of **equality and diversity**, an area **which scored 9% higher in the Top Employers Institute survey than the previous year.** Among these recognitions received and commitments made in the last year in the area of equality is the **Women's Empowerment Principles (WEP)**, an initiative promoted by UN Women and the UN Global Compact to which the company has subscribed. The WEP encourage best business practices aimed at promoting gender equality and empowering women in the workplace, the market and society. The company has also joined the **IBEX Gender Equality Index**, an index promoted by Bolsas y Mercados Españoles (BME) that measures the presence of women in management positions and on the boards of directors of Spanish companies.

For **Mar Garre, Director of People, Communication and Sustainability**, "This recognition places us at the forefront of corporate people management practices in Spain. We are at an exciting time in the field of people management, where the focus must be on attracting, managing and developing talent, but also on how we build the future organisation, taking into account major present-day challenges such as sustainability and diversity."

David Plink, CEO of Top Employers Institute, states that "by adapting to the challenges and demands of this year which, as in the previous year, have impacted organisations around the world, Línea Directa Aseguradora has continued to demonstrate that it prioritises the implementation of excellent people practices in the workplace. Top Employer companies continue to face the challenges posed by an ever-changing world of work while working tirelessly to make a positive impact on the lives of their employees. We are delighted to celebrate and applaud the organisations that have been certified as Top Employers in their respective countries this year."

This initiative applies to the following **Sustainable Development Goals**:



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 is among the 100 Spanish companies with the best reputation, according to the MERCOSUR ranking. In 2017, it entered the Health insurance sector with a new brand focused on digitalisation and rewards for its policyholders.

To **learn more**: <https://lineadirectaaseguradora.com>

About Top Employers Institute

Top Employers Institute is the global authority on recognising the excellence in people practices. We help accelerate the impact of these practices to enrich the workplace environment. Top Employers Institute validates, certifies and recognises as leading employers organisations that exceed the exacting standards of its Certification Programme. For more than 30 years, Top Employers Institute has certified more than 2,052 organisations in 121 countries/regions. These certified Top Employers positively impact the lives of more than 9.5 million employees globally.

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