

# Description of **material issues**

## **Climate change and natural disasters**

Climate change is already taking place and natural disasters are on the rise, constituting a threat to global economic development. In this context, the mitigation of climate risks and adaptation strategies are key factors at global level for strengthening the resilience of communities.

## **Demographic and social change**

Migration, new family structures, new coming generations and the aging of the population due to the fall in the birth rate and the increase in average life expectancy have relevant impact on public finances (in the management of both pensions and health care) and the attitude of citizens towards saving.

## **Data and Cyber Security**

The quantity and quality of personal data now available is such that they must be managed carefully and professionally to ensure their confidentiality. The risks arising from the computerised management of acquired data and the vulnerability of systems to external or internal attacks require appropriate prevention and protection systems that ensure the protection of all stakeholders and business continuity.

## **Attracting talent and development of human capital**

In an increasingly competitive and selective market, it is important to be able to count on well-prepared and motivated resources that are able to rise to the challenges of the sector.

## **Business innovation for the digital customer**

The spread of the internet and mobile technology continues to grow and is changing consumer habits. Changes in customer behaviour before, during and after the purchase of policies require companies to adopt a multi-channel communication strategy, to implement technological systems capable of meeting needs and to ensure security when managing purchase data.

## **Diversity, inclusion and equal opportunities**

Enhancing diversity, promoting inclusion and contrasting any kind of discrimination allow us to create the best possible conditions in our relationships with stakeholders and to promote targeted behaviour to prevent inequalities.

## **Employee engagement and promotion of a common culture**

Strengthening the motivation and commitment of employees to meeting our goals is important for maintaining a single, shared company vision. Dialogue and listening activities and the sharing of information are key aspects for the involvement of employees.

## **Engagement and development of communities**

The development of the communities in which we operate is linked with our activities but also the relations with businesses, associations and other organizations in the area.

## **Excellence in the management of claims**

The relationship established with an insurance company for the claims settlement is a key aspect of the contract: it represents the phase when the client can assess information received during the initial consulting, the quality of the service and the scope of the insurance coverage.

## **Financial inclusion and education**

The increase in regulations, the demographic change, the peculiarity of insurance products and the uncertainty that characterises the dynamics of the markets require the spread of training/information programmes to raise the awareness of stakeholder and to favour virtuous purchasing choices.

## **Insurance solutions promoting sustainable and responsible behaviour**

The initiatives of the private sector supplement and promote public policies to support a healthier and more sustainable lifestyle. Raising awareness and promoting the adoption of behaviour that prevents risks or reduces the extent of damage produce shared value for all stakeholders involved.

### **Prevention of corruption**

In a sector based on trust, such as that of insurance, the promotion of business ethics and the prevention of corruption have a key role in protecting the company's reputation and credibility, the efficiency of the business and fair competition.

### **Product and service development**

The requirements of customers constantly change and evolve in response to the changing scenarios, mega trends and technological innovations. Companies must be able to identify needs and to update their offers with a practical approach that is in keeping with expectations and with the constantly changing regulatory framework.

### **Quality of the customer experience**

In the relations with clients it is essential to be able to guarantee a unique and distinctive experience, maintaining and strengthening the loyalty on which the phases of the customer experience are based.

### **Relations with contractual partners**

In a context in which customers are always more informed and connected, and often seek direct contact with the insurer, the relations we hold with our contractual partners, who work alongside us to supply our services, are essential to ensure a quality relationship and customer satisfaction.

### **Relations with distributors**

Distributors play a key role in the promotion and distribution of products and are able to provide important feedback for the development of products and improvement of services. Developing our relationship with the sales networks through dialogue, training and involvement in business strategies increases their satisfaction and loyalty.

### **Responsible business management**

In a context in which it is increasingly easy to access information, which continues to spread at a quicker rate, the transparency of business management, the recurring disclosure and the constant dialogue with stakeholders are crucial for developing long-term trusting relationships.

### **Responsible investments and underwriting**

In the context of sustainable development the environmental, social and governance (ESG) aspects of investments and underwriting are becoming increasingly important for the market.

### **Responsible management of reorganisations**

Company reorganisations and especially the manner in which they are performed are key aspects for individuals' adaptability to changing contexts and for the economic stability of the areas in which these impacts occur.

### **Responsible remuneration and incentives**

A remuneration system based on internal equity, competitiveness, consistency and merit through a direct relationship between commitment and the recognition of merit makes it possible to create long-term value at all levels of the organisation.