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Principal milestones and projects from last year



SegurCaixa Holding’s performance in the area of Corporate Responsibility



The corporate values at SegurCaixa Holding –Trust, Quality and Dynamism–, drive both the behaviour and decision-making process of each and every member of staff at the company and inspire development of an attitude focused on providing solutions to meet our employees, customers and shareholders’ needs, as well as those of society in general and the environment.

Over the previous years and in line with the Group’s performance, SegurCaixa Holding bol-

stered responsible performance and strengthened fresh initiatives throughout 2009 which added impulse to its corporate strategy and forged stronger bonds with its principal stakeholders.

Below are the main achievements in the area of corporate responsibility undertaken by SegurCaixa Holding during 2009. For a more in-depth description of these initiatives, please consult the Group’s 2009 Corporate Responsibility Report.

In 2009 the Corporate Responsibility Committee was set up, from which a further three Advisory Sub-Committees sprang –customers, employees and independent experts– which are responsible for managing dialogue with stakeholders

Composition of the Corporate Responsibility Committee

The decision to set up the Corporate Responsibility Committee in 2009 represented a significant boost to the company’s initiatives in the area of corporate responsibility, providing it with a more integrated focus within the Group’s corporate strategy. The Committee serves as a vehicle for information sharing and fostering initiatives aimed at improving the company’s performance in this area and its relationship with stakeholders.

There are three Sub-Committees which stem from the Corporate Responsibility Committee, –one representing customers, another for employees and one for independent experts– thereby representing the principal stakeholders in SegurCaixa Holding. These Sub-Committees are responsible for channelling dialogue with customers, employees and representatives from social and environmental organisations and act in an advisory capacity.



Drawing up and diffusing the SegurCaixa Holding Code of Ethics

The SegurCaixa Holding Code of Ethics stems from the Group's corporate values which outline the general behaviour, conduct, rights and responsibilities to stakeholders for each and every member within the Group. Several departments were involved in the design of the document, in cooperation with shareholders (Criteria and "la Caixa"), and which was subsequently approved and implemented by the Board of Directors of SegurCaixa Holding. The Code of Ethics is a public document and can be consulted at www.segurcaixaholding.com



The SegurCaixa Holding Code of Ethics outlines the conduct, rights and responsibilities of staff with regard to stakeholders

Adhesion to the United Nations Global Compact

The United Nations Global Compact was an initiative promoted by Kofi Annan in 1999 and which has subsequently become the most important social initiative in the corporate world, with more than 4,000 signatories in 116 countries. SegurCaixa Holding adopted the 10 Principles which constitute an undertaking with human rights, labour and environmental issues

as well as engaging in the fight against corruption in all its forms. By becoming a signatory to this initiative, the Group took an important step in improving responsible performance and falls within the framework of the range of initiatives undertaken by the organisation over the past years in the areas of corporate responsibility and corporate governance.



Adhesion to the United Nations Principles for Responsible Investment (PRI)

This decision meant that VidaCaixa became the first organisation from the life insurance and pension plan management sector in Spain to adopt the PRI. Even though VidaCaixa has been exercising sustainable criteria in investment management since 2001,

the adoption of these principles is yet another step and means that policyholders of savings insurance and individual and group pension schemes are ensured that their investments are managed in a sustainable and responsible manner.



By adopting the United Nations Global Compact and the Principles for Responsible Investment (PRI), SegurCaixa strengthens its performance in responsible and sustainable practices

Obtaining Certification as a Family Responsible Enterprise (efr)

This efr Certification represents a significant step forward in the commitment to striking a work/life balance at SegurCaixa Holding



In 2009, SegurCaixa Holding continued to make progress in the area of responsible management of human resources. The management model adopted by human resources

was awarded the Certification as a Family Responsible Enterprise by the Spanish Foundation Más Familia. This acknowledgement highlighted the already 40 measures in existence and implemented by SegurCaixa Holding and whose objective is to facilitate the striking of a work/family balance for its employees, diffuse these measures internally and put in place a plan of action for ongoing improvement including fresh measures and initiatives provided by employees through internal consultation processes and suggestions.



Collaboration with the GAVI Alliance and the Business Alliance for Childhood Vaccination

The GAVI Alliance is a global initiative dedicated to facilitating access to vaccination for children from low income countries. SegurCaixa Holding joined the initiative and also participates in the Business Alliance for Childhood Vaccination. The Group's contribution to the

cause was expressed through a donation of 30,000 Euros, which is the amount allocated each year for purchasing Christmas gifts. The company extends its collaboration to include employees of the Group and corporate customers of VidaCaixa Previsión Social.

Calculating the CO₂ footprint will enable the company to undertake future initiatives aimed at reducing the impact on the environment

Initial measuring and itemized CO₂ footprint

In 2009, the company initiated a process to measure the amount of CO₂ generated as a result of DIN A4 paper consumption, electricity consumed at Headquarters of SegurCaixa Holding and emissions stemming from employ-

ees commuting to and from the workplace. This process enabled the company to establish a starting point and will serve to kick-start initiatives designed to reduce the environmental impact of the organisation.

A commitment to a multi-channel approach

SegurCaixa Holding is well aware of the importance of IT and communication technologies in all processes regarding communication, relationship and commercial procedures involving its customers. For this reason, the Group made a commitment to facilitate contact between the organisation and its customers via a wide range of channels available which enhance service quality, customer satisfaction and easy access to services.

With regard to our group and individual customers, the company continued investing in the development of additional channels to

complement the existing channels through branch offices and sales advisors and mediators, such as Internet and telephone channels.

Moreover, the company strengthened the multi-channel service for our corporate customers segment by adapting the organisational structure to better meet the evolving needs and commercial trends of this sector, thereby making the relationship with those involved in the negotiating process more flexible and transmitting this capacity for change to the entire corporate business management team.

Línea Abierta Website

SegurCaixa Holding places great emphasis on the importance of this particular channel, given that it allows customers and the company to perform so many procedures and processes as well as providing support for commercial operations for the range of products which make up the voluntary benefit plans portfolio. Through Línea Abierta de "la Caixa", the on-line banking service of "la Caixa", customers of SegurCaixa Holding can access detailed information regarding the services available for insurance products and pension plans. The channel gives customers access to information regarding the overall situation of the vast majority of products contracted. The range of products available that can be directly contracted via Línea Abierta include the following: pension plans and group life insurance plans, savings insurance, children's savings, dental insurance, collective agreement cover, motor insurance, home and life insurance. At the same time, life insurance linked to mortgages

and loans can be requested through Línea Abierta, even though the contractual process itself must be completed at a branch office. Finally, in 2009 the company set up a new function called the Videoagente (Video-sales rep).

This system enables customers to contract home, life or health insurance policies while being able to have a visual of the telemarketing representative via their PC but not vice versa.



The Balanced Scorecard

For the past ten years, SegurCaixa Holding has been implementing the Balanced Scorecard system as a tool for monitoring strategy and objectives in four major areas: customers, processes, finance and people.

On a quarterly basis, more than 300 indicators are employed to monitor the results obtained

from each department and business area. Besides being used to chart progress, the system also serves as a communication tool between the organisation and its employees regarding results achieved and the challenges and goals to be faced in the future.

Launch of the new SegurCaixa Negocio and SegurCaixa Auto Negocio products

In 2009, SegurCaixa Holding strengthened its commitment to the SME and self-employed segment with the introduction of the new SegurCaixa Negocio and SegurCaixa Auto Negocio products

With the launch last year of the two new products, SegurCaixa Holding adds to its product range and strengthens its commitment to the SME and self-employed segment. The SegurCaixa Negocio is a multi-risk product that provides ample cover against

the risks that may affect the contents and premises of commercial premises, offices or company warehouses. Furthermore, the SegurCaixa Auto Negocio is a broad cover insurance product for commercial or private vans up to 3,500 kg.

Second edition of the Control Commissions Forum and launch of the VidaCaixa Previsión Social y Expansión blog

In 2009, the company continued investing in its commitment to improve and contribute to the dissemination of employee social welfare. In this regard, it is worth mentioning the Second Control Commissions Forum, the launch of the VidaCaixa Previsión Social, and the SegurCaixa Barometer regarding "The Importance of Private Healthcare Insurance"

VidaCaixa Previsión Social in collaboration with the Spanish business newspaper *Expansión*, undertook a new initiative last year by setting up the "Control Commissions Forum", with an excellent level of participation. The purpose of the forum is to provide a platform for communication to and dialogue with society in general and to the financial and corporate sector concerning employee pension schemes and funds, as well as the situation regarding voluntary employee welfare schemes in Spain. The forum was designed with three main areas of

debate in mind: Investment Management, Legislation and Adapting to the Environment. At the same time, VidaCaixa launched the company pension scheme blog called "Gana tu futuro" (Earn your future), whose objective is to promote the exchange and sharing of opinions regarding current issues and themes of interest for the sector. The blog can be accessed from the www.vidaicaixaprevisionsocial.com website and boasts the collaboration of renowned individuals and experts from the varying fields of voluntary employee benefit schemes.



VidaCaixa receives 3 of the 6 prizes for best pension fund management awarded by the *Expansión* business paper

In 2009, VidaCaixa was awarded by *Expansión*, the business newspaper, the Prize for Best Pension Plan Management in the categories of fixed and mixed income, in which 80% of Spanish participants can be found. In total, VidaCaixa obtained 3 of the 6 awards

for the best pension plans and pension plan management. The excellent performance of the company in investment management was evidenced by the fact that over 70% of the overall assets managed through individual plans were in the first or second profitability



Presentation of the SegurCaixa Barometer

The sixth SegurCaixa Barometer was presented last year under the title "The Importance of Private Healthcare Insurance", which analysed the principal benefits and values of this kind of insurance cover and the general public's perception of both public and private health-

care. The most noteworthy results of the study included the findings that healthcare cover is the employee benefit held in highest esteem by workers and that in times of economic crisis, policyholders prefer to conserve healthcare cover and sacrifice other expenses instead.

