



Niño observando Madrid desde la cuenca alta del Manzanares.

**Cuenca Alta del río Manzanares (Madrid).** En el Parque Regional de la Cuenca Alta del Manzanares, el pequeño río de la capital cuenta con la Pedriza como su principal atractivo. Un mundo de berrocales enormes donde medra la gran fauna de nuestras montañas con una destacada población de cabra montés, reintroducida recientemente, pero que se ha reproducido hasta rozar el exceso. El cercano embalse de Santillana adquiere especial relevancia para las aves. Toda la zona, por su cercanía a Madrid...

Child observing Madrid from the upper basin of the Manzanares.

The Regional Park of the Cuenca Alta del Manzanares, the... A world of enormous weathered rock formations where... population of mountain goats, recently reintroduced but which... Santillana reservoir is particularly important for birds. The whole area, ... an incessant and massive nature tourism that is being regulated.



fundación AXA

# Protecting the future

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## Introduction

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The 2018 AXA Spain Corporate Social Responsibility Report is an exercise in transparency and account reporting as regards its economic, social and environmental performance as well as its commitment to sustainability.

It was prepared pursuant to the most recent version of the GRI (Global Reporting Initiative) in accordance with the core criteria.

Moreover, it reflects the company's contributions to the achievement of the United Nations Sustainable Development Goals (SDG).

**Cover:** *Miguel Looking at his Photo*, a photograph by Javier Sánchez Martínez which is part of the "Biosphere Reserves" exhibit co-sponsored by the AXA Foundation and the publisher Lunwerg.



## Olga Sánchez

### CEO of AXA Spain

It is highly satisfying for me to present the 2018 AXA Spain Corporate Responsibility Report, a document with which we wish to reflect our work as an economically, socially and environmentally responsible company through a series of key initiatives.

On the economic front, we have ended 2018 with a record 7% growth, which is quite above the market average. This came with major progress in our strategic business divisions of Life (+19%), Health (+7%) and

Enterprise Business (+6%). On the other hand, our underlying earnings increased 16.5% to 186 million euros which reinforces the solidity of our business.

In 2018, we provided services to more than three million customers who have trusted in AXA as a partner in protecting their health and property or to increase their savings and prepare for retirement.

To this end and in an ever more digital and hyperconnected world, we must transform our

business model if we wish to continue enhancing the customer experience and become a partner with which they can live a better life. In order to do so, we are going to redouble our investment efforts in transformation with more than 100 million euros in the next four years focusing on three areas: agility, innovation and simplification.

**In 2018, we provided services to more than three million customers**

The launch of health video consultations and the VidAhorro app, which allows people to buy and save for retirement, are only two examples of this transformation we're carrying out at AXA Spain.

## The investment in transformation will be more than 100 million euros

From a social perspective, job transformation will no doubt be the major challenge companies will face. According to the most recent World Economic Forum jobs report, more than 50% of all workers will have to improve their skills to adapt to the new needs related to technological progress by 2022. It is believed that many jobs will disappear yet other new ones will arise. In this context, holding the AXA Learning Games all over the world to encourage people to learn the critical skills for the future shows the importance of continuing education to our company. This job transformation is related to

new ways of working which are opening up within the company as well.

As an insurance company, our business is inevitably linked to risk prevention. Thus, it is hardly odd that the fundamental heart of the AXA Foundation is precisely prevention and protection where we work hand-in-hand with strategic partners like Atresmedia with whom we renewed collaboration agreements in 2018 for the *Ponle Freno* and *Constantes y Vitales* programs. These platforms allow us to focus a good portion of our resources and knowledge on saving lives through road safety and medical prevention and research.

Climate change is likely the greatest challenge facing the planet. Aware that we are responsible for any possible improvement in the environment in which we do business, we must set clear and unwavering goals. At AXA, we're working intensely on the environment in three ways: as an investor, as an insurance company and as a responsible company. As concerns the latter, we made great achievements in 2018 such as making it so

the electricity we use at our worksites comes 100% from renewable sources.

Furthermore, at the end of last year, we launched an environmental plan aimed at 2020 with the dual objective of continuing to improve our carbon footprint indicators and spreading awareness throughout the organization, making it possible for our employees to be essential role-players in the fight against climate change.

Before signing off so you can read this report, I'd like to thank the nearly 2,000 AXA de Todo Corazón volunteers for their work organizing more than 200 activities in 2018, dedicating more than 20,000 hours of their time to others. Their commitment has made it possible to support a number of social and environmental causes to build a better society.

And, of course, I'd like to finish off by thanking my predecessor, Jean-Paul Rignault. Thanks to your leadership, AXA Spain is now a bigger, more profitable, more modern and more responsible company – a world reference within AXA Group in terms of sustainability.

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**Olga Sánchez**  
CEO of AXA Spain

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# Corporate Governance

## BOARD OF DIRECTORS

The AXA Seguros Generales, AXA Aurora Vida, AXA Pensiones and AXA Global Direct board of directors has eight members:

**Antimo Perretta**, Chairman  
**Olga Sánchez**, CEO and Vice-Chairman  
**Matthieu André**, Director  
**Sara Bieger**, Independent Director

**Daniel de Busturia**, Independent Director  
**Claude Cargou**, Independent Director  
**María Cordón**, Independent Director  
**Mónica Deza**, Independent Director

## EXECUTIVE COMMITTEE





**Rodrigo Figueroa**  
Chief Customers Officer



**Olga Sánchez**  
CEO



**Nuria Fernández**  
Chief Retail Customers Offer Officer



**Luis Sáez de Jáuregui**  
Chief Distribution Officer



**Jesús Carmona**  
Chief Commercial Lines & Professionals Customers Offer Officer



**Josep Alfonso**  
Head of Communication and Corporate Responsibility, Institutional Relationship and AXA Foundation



**Kristof Vanooteghem**  
Chief Customer Operations Officer



**Carmen Polo**  
Chief People, Organization & Culture Officer



**Christophe Avenel**  
Chief Financial Officer



**Jorge Alba**  
Chief Transformation and Technology Officer



**Rodrigo Fuentes**  
General Secretary

# milestones

## 2018

### FEBRUARY

**The 5<sup>th</sup> AXA Spanish fraud map was presented.** The report analyses more than 56,000 claims suspected of fraud in the Auto, Multirisik and Miscellaneous divisions. Along with Melilla, Murcia, Andalusia and Canary Islands are the autonomous regions with more insurance fraud – a practice that has a negative impact on all customers.



**AXA renewed its commitment as a sponsor of the Spanish Paralympic team** until the 2020 Tokyo Games. Eleven years after entering the ADOP Plan, the insurance company's contributions continue helping athletes get the resources to obtain grants and assistance, keeping Spain among the elites in sports for the disabled.

The insurance company began giving away **fruit** to employees. As part of its **PlanWellness**, the company offers a wide range of seasonal fruit for free in all the buildings in the territory the second Tuesday of each month.



### MARCH

**AXA Group announced the acquisition of XL.** The transaction, which was valued at more than 12 billion euros, makes AXA the largest commercial lines insurance company in the world.

### APRIL

**Spain added responsible investment criteria to the employee pension fund.** The AXA employee pension plan includes socially responsible investment (SRI) criteria. Likewise, the pension plan applies the AXA Group exclusions policy through which there has been divestment from the tobacco, controversial weapons, palm oil, coal and tar sand petroleum industries.

### JULY

**The company launched a broker services chatbot for Auto claims processing.** By doing so, AXA expects to be able to process up to 500 queries a day: request accident reports, assign expert appraisers at AXA Quality shops, attach documentation or request the Call Me Back option.

## AUGUST

**The 5<sup>th</sup> AXA report on home thefts was published.** Toledo, Alicante, Tarragona and Castellón are again the provinces with the most home thefts per inhabitant for the second year in a row. This study is just one more example of AXA's commitment to taking advantage of data for society's wellbeing.



## SEPTEMBER

**AXA Foundation and Atresmedia renewed their collaboration commitment.** Thus, both institutions will continue working together for road safety and health prevention and research through *Ponle Freno* and *Constantes y Vitales*. The alliance was extended to 2023.

## OCTOBER

**AXA Spain became the official sponsor of the clubs Deportivo Alavés and Saski Baskonia** for the 2018/2019 season, extendable to another two seasons. The news coincided with the announcement AXA Group is sponsoring Liverpool F.C.



## NOVEMBER

AXA Group announced that **Olga Sánchez** would be the **new CEO of AXA Spain** as of 1 April 2019, replacing Jean-Paul Rignault, who had held the office since 2013. Olga was also to become the Chairwoman of AXA Foundation and AXA de Todo Corazón.

**AXA joined the Alastria blockchain network.** Thus, it is now the first national multi-sector blockchain consortium with corporate support in Spain. By joining, AXA will foster developments and prototypes aimed at customers as well as distributors as part of a clear commitment to a usage model for this technology, offering agility, transparency and better traceability in the insurance sector.

# magnitudes

## AXA in the World



EMPLOYEES

**126,000**

REVENUE

**€ 102,900 M**

CUSTOMERS

**105 M**

NET INCOME

**€ 2,140 M**

UNDERLYING EARNINGS

**€ 6,182 M**

STOCKHOLDER'S EQUITY

**€ 62,400 M**

COUNTRIES

**61**

ASSETS UNDER MANAGEMENT

**€ 1.4 B**

SOLVENCY RATIO II

**193%**



**no1**

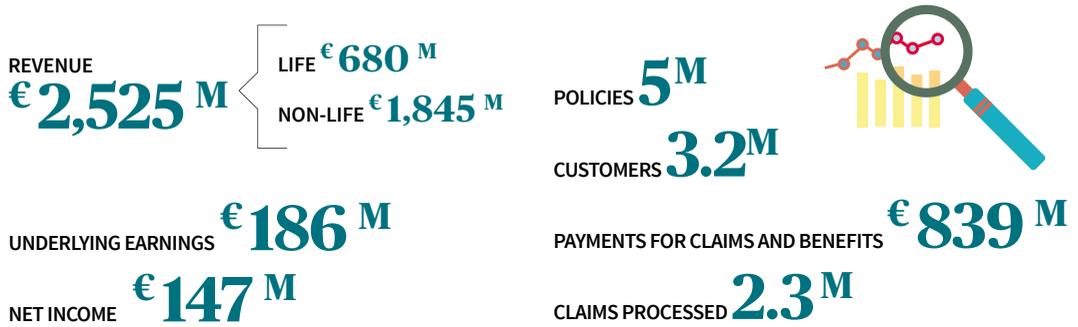
INSURANCE BRAND  
FOR THE TENTH  
YEAR IN A ROW

DIVIDEND

**€ 1.34**

# AXA Spain

## ECONOMIC DATA

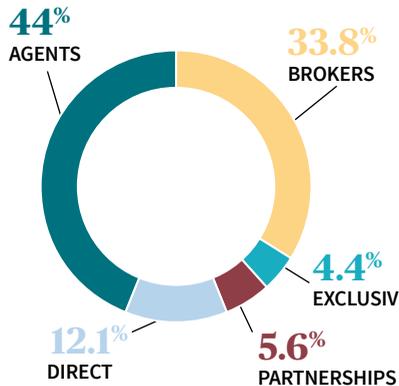


## WORKFORCE DATA

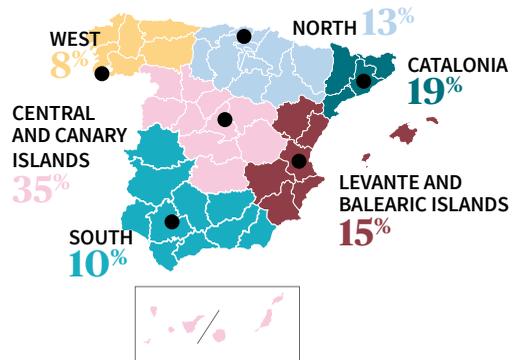


## BUSINESS DISTRIBUTION

### Omni-channelling

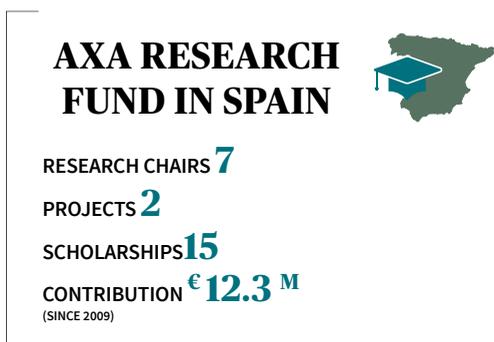
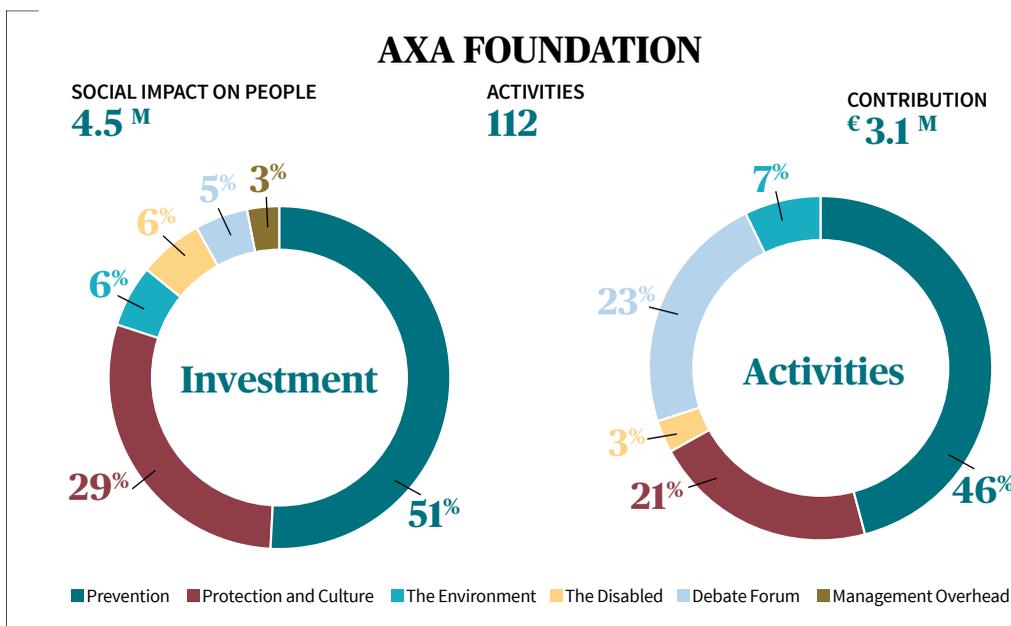


### Territoriality



# Contribution to the Community

As a responsible company, AXA makes an effort to assume a positive role in society based on research and risk prevention as well as assisting groups of people most in need. We do so with our social commitment through the AXA Foundation, the volunteer organization AXA de Todo Corazón and the AXA Research Fund.



# The Environment

As part of our Corporate Responsibility strategy, a concern for climate change and the environment is key. The environmental impacts deriving from the company's daily activities are measured in an annual report. Likewise, an annual action plan is established seeking to reduce our carbon footprint and achieve improvements for the following year.

## CO<sub>2</sub> EMISSIONS (TN)

	2018	VAR
ENERGY	<b>496</b>	<b>-23%</b>
TRAVEL (air and plane)	<b>1,079</b>	<b>-8%</b>
TRAVEL (company vehicles)	<b>896</b>	<b>0%</b>
PAPER	<b>241</b>	<b>-10%</b>
<b>TOTAL CO<sub>2</sub> EMISSIONS (TN/employee)</b>	<b>0,71%</b>	<b>-6,3%</b>

## RENEWABLE ELECTRICITY 100%



## PAPER CONSUMPTION

	2018	VAR
OFFICE RECYCLING	<b>91%</b>	<b>8,3%</b>
MARKETING-DISTRIBUTION RECYCLING	<b>100%</b>	<b>18%</b>

## DOUBLE LEED PLATINUM CERTIFICATION

MADRID HEADQUARTERS



## AXA Spain, Committed to the Environment

(2012-2018 Evolution)

**64%**  
CO<sub>2</sub> REDUCTION (TN/employee)

**41%**  
DROP IN ENERGY  
CONSUMPTION

This savings is the equivalent of the consumption in 1,283 households over a period of one year



### PAPER CONSUMPTION

	2018	VAR
<b>778 TN</b>	<b>253 TN</b>	<b>-67%</b>

**26%**   
LESS CO<sub>2</sub> EMISSIONS FROM  
THE VEHICLE FLEET

**74%**   
LESS CO<sub>2</sub> EMISSIONS FROM  
AIR AND TRAIN TRAVEL

# Transparency

A commitment to quality is a constant and a strategic value within the company. In order to attain excellence, AXA periodically evaluates its stakeholders' satisfaction level. The main data from 2018 are:



## Customers

CXT (Customer Experience Tracking)

**82.6%**

EKOMI (online rating)

**4.3/5**



NPS (promoter score)

**8**

COMPLAINTS AND DISPUTES

**-15%**



## Employees

ENPS (employee promoter score)

**32** (2018) ↑  
**7** (2017)

DIVERSITY AND INCLUSION

**83%**



## Reputation

MERCO ENTERPRISES

**39**  
(2018)

MERCO TALENT

**38**  
(2019)

MERCO CORPORATE RESPONSIBILITY AND GOVERNANCE

**32**  
(2019)

## Intermediaries



AGENTES. DXT (Distributor Experience Tracking)

**3.6/5**

BROKERS. ICEA

**73.3%**

AGENCIES WITH AN AXA QUALITY SEAL

**553**

(43 new ones in 2018)

## Volunteers

AXA DE TODO CORAZÓN

**4.6/5**



# Materiality at AXA

AXA Group has a stakeholders consultation panel comprised of AXA Group executives and independent international experts. It meets twice a year for in-depth discussions of global trends, covering both business matters and sustainability. Considering these criteria, the AXA Corporate Responsibility strategy focuses on the following aspects:

✓ CLIMATE CHANGE AND THE ENVIRONMENT

✓ HEALTH RISKS AND DISEASE PREVENTION

✓ SOCIAL INEQUALITIES AND INCLUSION

## TOPICS OF INTEREST

Besides global aspects, AXA Spain maintains ongoing relations with its stakeholders, conducting various surveys to find out about their concerns and the role AXA must have as a responsible company.

### Dialogue with consumers

Spanish consumers place a lot of importance on a large number of aspects, especially trust.

THE IMPORTANCE OF RESPONSIBLE ACTIONS IN AN INSURANCE COMPANY					
	A company that...	Relativ. important	Very important	Important	The most important
Trust	Makes sure its products and services are easy for customers to understand	43%	50%	92%	21%
Society	Helps the underprivileged with a low-cost micro-insurance offer	51%	35%	87%	15%
The Environment	Takes measures to reduce its impact on the environment: saves energy, paper, etc.	46%	44%	90%	14%
Society	Provides financial support to projects that are useful to society	52%	36%	89%	14%
Prevention	Works to prevent risks for society in general in areas like health and safety	51%	36%	87%	14%
The Environment	Offers products and services that promote sustainable development	50%	36%	86%	14%
Other	Offers customers responsible savings options by investing in companies with best social and environmental practices	49%	22%	71%	6%

\*Survey conducted in 2017 with 1,029 people responding

## Dialogue with employees

In 2018, AXA Spain conducted a survey to find out the importance of Corporate Responsibility within the company and the issues it must focus on.

Overall rating **8,3/10**

Strategic weight **93%**

An important factor for work **84%**

An element of engagement **89%**



### Material aspects of CR issues

Caring for the environment **9.1**

Helping through prevention, culture... **9.1**

Communicating the responsible company's achievements **9**

Ensuring business sustainability **9**

Encouraging corporate volunteerism **9**

Guaranteeing supplier quality and ethics **8.9**

Being responsible with collaborators **8.6**

## Dialogue with civil society

AXA Spain conducted a survey in 2017 to get the opinions of civil society (NGOs, foundations, associations...).



### How important do you believe AXA involvement in these issues is?

Climate change or the increasing exposure to natural risks **100%**

Changes in the job market **93%**

Demographic changes **100%**

Geopolitical imbalances, diplomatic tensions **82%**

Neurodegenerative diseases **100%**

# prevention



## More than a Million Euros for Road Safety



Nearly 200,000 runners have participated in at least one of the Ponle Freno races over the last 10 years. Thanks to their charitable efforts, more than a million and a half euros have been raised for victims of traffic accidents

Ever since they began, these races have always sought the same goal: to reduce the number of traffic accidents and the number of fatalities on the road through awareness and societal participation.

This year, again thanks to support from the AXA Foundation, the race (which again featured Martín Fiz and host Manu Sánchez as the ambassadors) was held in six cities (Las Palmas, Madrid, Málaga, Murcia, Pontevedra and Vitoria) and collected more than 180,000 euros for associations for victims of traffic accidents such as Aesleme, Spanish Red Cross, Aspaym and Dacemur, among others.

In commemoration of this anniversary (the first race was held in Madrid in 2008), the slogan #HuellaPonleFreno (PutABrakeOnItPrint) was created to represent not only the story of each of the thousands of participants in this event each year but also to remember the 10 years Ponle Freno has been working for road safety, more than half of them with support from AXA and its Foundation.

“ FERNANDO LEÓN, AXA employee



*I began running five years ago with my friends and family, which has always been connected to road safety education. In particular, it's been a way to remember my friend Sergio with whom I shared an unforgettable year as a student in Paris and who died in a traffic accident shortly after returning to Spain. Last year, I finished the 10K race along with my 12-year-old son Pablo. It's a way to spread awareness for the problem and be a part of the solution right now.*

*We're already thinking about running the 5K next year with the younger ones, Javier and Maria. Both the race and the hot chocolate offered afterwards are part of an important milestone for the AXA family which we share each year with colleagues and brokers.*

3 GOOD HEALTH AND WELL-BEING



17 PARTNERSHIPS FOR THE GOALS



# Teaching Values Today Will Save Lives on the Road Tomorrow

Was the recklessness committed by adults observed by them as kids? There is no doubt the example adults set for young people have an influence on their own behaviour. The same is true on the road.

Absolutely certain of this, Ponle Freno and the AXA Foundation carried out a new campaign to highlight the important role society has in reducing the number of victims of traffic accidents. Parents, teachers, family members, friends... The

citizen platform is convinced that society must be aware that children act and learn by the examples they're given by adults and, for this reason, it is of utmost importance to teach them that road safety must also be one of their values.

In order to disseminate the prevention campaign *Teaching Values Today Will Save Lives on the Road Tomorrow*, TV ads and radio spots began being broadcast in the month of May 2018 on Atresmedia channels and stations.



Children act and learn by the examples they're given by adults

## ► Intense Work for Road Safety

With this action, *Ponle Freno* and the AXA Foundation are continuing their work to highlight the importance of road safety education in reducing the number of victims of accidents. For years, they have been working to get road safety education included as a mandatory school subject. In 2015, they started a signature collection campaign to promote this initiative and that same year a motion was passed in Congress to do so. Meanwhile, in 2016, a project was promoted to include road safety education as regulated training at schools as drawn up by the Complutense Madrid university and backed by the Spanish Directorate General for Traffic.

Since its origins, the project was designed as a call for social action to not only generate awareness but also achieve tangible change and mobilize government authorities,



citizens and society at large. Society in general also participates in the *Citizens 2020 Zero Victims* platform which already includes 100,000 people committed to this cause.

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



17 PARTNERSHIPS FOR THE GOALS



# Ponle Freno - AXA Study Centre: Five Years of Tireless Work



Will it be possible to one day talk about the start and end of the holidays without victims on the road? The Ponle Freno - AXA Study Centre for road safety, which is dedicated to research and accident prevention, was founded with this very clear goal exactly five years ago now. Since that time, this initiative has fulfilled its objective by analysing and providing information on the causes of accidents as well as

offering recommendations to help reduce them.

The knowledge and experience provided by a leading company in Auto insurance, AXA, and the power of communication and dissemination of the media outlets comprising the Atresmedia audiovisual group have been essential to doing so. This perfect tandem has made it possible to get important results, always

aimed at a single cause: 2020 Zero Victims, an action that seeks to eliminate victims of traffic accidents.

It is under this idea that some twenty reports of different types have been produced over these five years analysing cyclist and motor vehicle accidents rates, roundabout traffic, animal-related accidents and Spanish driving habits, for example.

## ► Knowledge and Perception of Road Safety

One out of every three drivers believes that drinking alcohol within the limits does not affect driving. Even 4% of them believe it can be positive in small quantities because it activates the nervous system. These are some of the conclusions from the report on *Knowledge and Perception of Road Safety* produced in 2018 in collaboration with Kantar TNS through 3,000 surveys. Moreover, the study found that half of young people aged 18-24 think running a yellow light is a behaviour that is hardly or not at all dangerous. Speeding and passing on the right are also not considered very dangerous by drivers.

The Ponle Freno - AXA Study Centre took advantage of the relevance of the data obtained to focus on these results at its 2018 3.0 Conference which featured the participation of the Spanish Directorate



General for Traffic (DGT), the Spanish Foundation for Road Safety (FESVIAL) and Lucas Cruz, Carlos Sáinz's co-driver, among others.

In 2018, the accident rate of quads and the long-term damage caused by traffic accidents as well as the number of accidents associated with w on the road were also analysed.



# A Decade Recognizing Society's Work



In April 2018, Atresmedia held the 10th Ponle Freno Awards in collaboration with its strategic partner, the AXA Foundation. These awards are meant to recognize people, institutions and initiatives that promote road safety and help reduce accidents on the road.

Ponle Freno, the biggest and longest-running road safety initiative, took

advantage of the event to celebrate a decade of work with the same objective each year as when it began: reducing the number of victims on the road to zero.

Representing society, the Senate was once again a witness of this anniversary during an event again led by news anchor Matías Prats with a number of authorities in attendance.

## 2018 PONLE FRENO AWARDS

- 🏆 Innovation and Development: The Euraslog child restraint system for buses.
- 🏆 Best Workplace Road Safety Initiative: Cepsa's "A Safe Attitude, A Cepsa Attitude".
- 🏆 Best Road Safety Action: Trapfol's "You Decide" Road Show (police for road safety).
- 🏆 Career: Enrique Casquero de la Cruz.
- 🏆 Ponle Freno Junior: "Together, We Can Prevent".
- 🏆 Ponle Freno Citizen: Mateo Lafragua.

### “ PERE NAVARRO, Spanish Director General of Traffic



*From the very beginning in 2008, Ponle Freno understood that road safety was not a government-exclusive issue but rather that all other role-players in civil society also had to get involved. Since that time, the platform has only gotten bigger, not only as far as the support from thousands of companies and anonymous citizens who have become implicated in reducing traffic accident rates but also as concerns its achievements, initiatives and prevention measures such as its popular charity races, the Study Centre and the Ponle Freno awards.*

*I can only congratulate Ponle Freno and the AXA Foundation and thank them for all the actions they have carried out to help save lives. We're trying to change habits and behaviours to make them safer, but you are essential to getting the message out to citizens so that all of us together may enjoy safe, clean and connected mobility.*



# Prevention to Improve Health

Constantes y Vitales, the laSexta and AXA Foundation Corporate Responsibility campaign,

continues supporting quality medical research and health prevention with awareness

initiatives that emphasize the role of researchers and are used by society as prevention tools.

## ► 4th Constantes y Vitales Awards



constantes y vitales

Of the initiatives carried out, the fourth Constantes y Vitales Awards were held this year to support the work of scientists and the entities that work for progress in research.

This event, which was hosted by journalist Mamen Mendizábal, beat all participation records to become a reference in the scientific world.

Pedro Duque, Spanish Minister of Science, Innovation and Universities, Ángela Heras, Secretary of State for Universities, Research and R+D+I, among other figures and members of the Constantes y Vitales Committee of Experts, were in attendance.

### 2018 AWARD WINNERS

🏆 Best prevention dissemination campaign: "A Hundred Thousand Weighty Reasons Narón".

🏆 Best biomedical publication of the year: Research on the pancreas by Francisco Real, Head of the CNIO and CIBEROBN group.

🏆 Young talent in biomedical research: Rubén Nogueiras, who received a grant in the amount of 100,000 euros.

🏆 Scientific career in Biomedical Research: Francisco Sánchez Madrid.

## ► Bringing Science Closer to Society



As part of its commitment to science, Constantes y Vitales, along with the research group CNIO, again held the conference *The Present and Future of Cancer Research*. This year, Nobel Prize Winner in Medicine, Elizabeth Blackburn, gave a presentation *Resolving Paradoxes in Telomere Biology and Cancers* during which she reviewed the relationship between cancer and telomeres,

the structures that protect the end of chromosomes. Blackburn's contribution is an example of how research is decisive to health prevention and curing disease.

There was a roundtable following her presentation moderated by journalist Mamen Mendizábal, which featured the participation of the Nobel Prize winner as well as other prestigious women researchers: María A. Blasco, Director of CNIO; Laura García Estévez, Director of the Breast Tumour Department at MD Anderson Cancer Center; and María José Alonso, Tenured Chair of Pharmacy and Pharmaceutical Technology at the University of Santiago de Compostela (USC), as well as singer Luz Casal, who has overcome cancer twice.

3 GOOD HEALTH AND WELL-BEING



17 PARTNERSHIPS FOR THE GOALS





## Encouraging Visibility for Female Researchers

Developing female talent in science, a field where there has been a significant gap in relation to men historically, has been one of the challenges for Constantes y Vitales this year, the laSexta and AXA Foundation corporate responsibility campaign. In order to achieve this goal and make the immense skill of female scientists more visible, it implemented the first database of Spanish female researchers along with collaboration from the Association of Women Researchers and Technologists (AMIT).

It is an exhaustive list which publicizes the skills of

these women in all fields of science which can be used as a reference for anyone (the media, organizations, entities, etc.) wanting collaboration or information from them whether as conference speakers, collaborators in a publication or as references for certain consultations.

The search engine makes it possible to locate these female researchers by name or specialization field. In addition, there are brief descriptions of their degrees, work experience, languages and dissemination experience.



By the end of 2018, more than 1,500 female researchers had already registered in this database and this figure has increased in 2019, now reaching 2,200 thanks to an awareness campaign carried out by the AXA Foundation and laSexta.

### “ BELIT GARCINUÑO. Nuclear Fusion Technologies Researcher



*The female scientist database helps us bring visibility, prove there are many of us and that we are very competent and encourage future generations to go into science and technology fields which are so necessary and essential to our society's development.*

🐦 [@mujerescientificas@constantevital](https://twitter.com/mujerescientificas)



# A Defibrillator Near by to Save Lives



It is estimated that 30,000 people die each year in Spain due to cardiorespiratory arrest. Having a defibrillator nearby could prevent thousands of these deaths. However, Spain was behind its neighbouring countries in 2016 in the number of defibrillators with only 10,000 devices available for use.

Based on these alarming data and in order to encourage their availability, *Constantes*

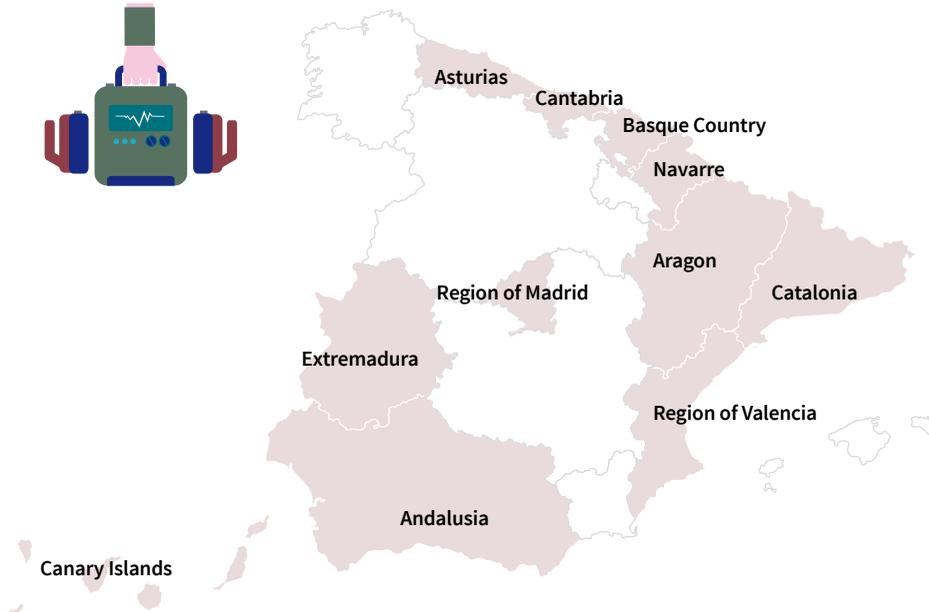
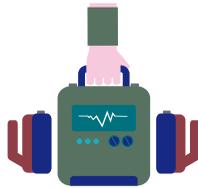
*y Vitales* decided to reverse this situation through a communication campaign and a signature collection campaign which ended 2018 with more than 120,000 people registered.

Over this time, Madrid, Valencia, Asturias and Cantabria (the latter in 2018) joined Andalusia, Catalonia, Canary Islands and the Basque Country in applying a regional regulation in favour of cardio-

protection by requiring the installation of defibrillators in public areas.

Within the first three months of 2019, Navarre, Aragon and Extremadura have also published their own cardio-protection regulations which not only encourage training in cardiopulmonary resuscitation (CPR) but also regulate the installation of defibrillators in public places.

## ► Cardio-Protected Autonomous Regions



<https://compromiso.atresmedia.com/constantes-vitales/causas/desfibriladores/>



# Strongly Committed to Research



In 2018, the AXA Research Fund celebrated 10 years dedicating all its efforts to supporting science. Over this time, it has invested 180 million euros in funding 563 projects in 35 countries, focusing on research into socioeconomic risk, health risks, the environment and data and technology. Spain was one of the countries that received the most investment, specifically 13 million euros through some

twenty projects including seven university chairs.

To honour such an important date, the entity announced the new research projects it would begin funding in June, five of which are being conducted in Spain.

Specifically, it is funding post-doctoral grants worth 130,000 euros with different aims and studies on the environment and healthcare.

## NEW RESEARCH PROJECTS

- 🔗 **Jordi Baró-Urbeaa**, Centre de Recerca Matemàtica – Barcelona Graduate School of Maths: Prediction of structural failures in potentially hazardous construction.
- 🔗 **Marta Olazabal**, BC•Basque Centre for Climate Change – Klima Aldaketalkergai: The way in which cities are preparing for climate change.
- 🔗 **Alessandro Franci**, CIMNE de Barcelona: Tools to prevent and mitigate the effects of landslides.
- 🔗 **Joao Alves Miguel**, University of Vigo: The potential of liquid blood-based biopsies as a more refined method for diagnosing cancer.
- 🔗 **Federica Ravera**, Fundació Universitària Balmes de Barcelona (Universitat de Vic – Universitat Central de Catalunya): How the effects of climate change are transforming some agri-food systems.

### “ MARTA OLAZABAL, BC3 Researcher, AXA Research Fund Environmental Grantee ”



*The fact that my application and project were chosen by AXA Research Fund for Health brought me great personal satisfaction and was an immense academic achievement in and of itself. It's a very competitive aid program worldwide and being awarded the grant is proof that my line of research is ambitious, breakthrough and has a real impact and that my work and that of my institution make meeting the expectations credible. It's an exciting challenge with great support.*

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE GOALS



# Beyond Traditional Insurance Coverage



Besides covering risks and paying claims, AXA aims to become a real partner for people by helping them live a better life. In order to do so, it continues to create new covers and services each year to get ahead of its customers' needs.

One of the clearest examples of this aim is reflected in Vida Protect Mujer for women and Vida Protect Senior, two Life Risk products that offer special cover to segments of the population with special needs.

Vida Protect Mujer was designed with the idea

of enhancing financial protection for women at a time when their contributions to household economies is fundamental, even including healthcare prevention measures that can protect them.

Thus, some of the covers offered include one gynaecology check-up a year with a consultation, mammography and ultrasound as well as exclusive services such as additional capital in case a serious disease is diagnosed, cash advances and total disability for habitual occupation as well as

Vida Protect adds prevention services to the traditional cover offered with Life Risk insurance

benefits for death and disability.

Vida Protect Senior was created for men over the age of 49, which includes some benefits and services such as annual check-ups in ophthalmology and urology and hearing tests, among others.

## ► Health Keeper - A Healthy Ally

Some of the advantages of Vida Protect Senior and Vida Protect Mujer (for women) include a premium subscription to AXA Health Keeper, the AXA prevention and health platform that allows people to enjoy wellness services through a point system with 10,000 fit points credited as a registration gift.

Some of the other benefits include free 24-hour medical care, a-la-carte services (personal trainers, spas and access to gyms at special prices), health advice and the possibility of paying for and scheduling appointments online.



# transformation and innovation

## AXA Learning Games: The Greatest Connected Learning Milestone

At AXA, employees' experience with the work done is as important as customers' experience with the services offered. Therefore, speeding up the cultural transformation is key as it allows the group's professionals to find personal and professional enhancement options.

One way to achieve this is by offering educational experiences which are attractive and relevant as well as encourage a desire to continuously learn and develop to put employees at the centre of their professional careers.

And this is how AXA Learning Games came about. It's a learning competition open to all employees where they play through different educational experiences to acquire critical knowledge and skills for the future. It's a way to combine the principles of Learning Organization with business learning needs.

For this first edition, more than 25,000 employees from 44



AXA entities all over the world played for five weeks.

Their participation culminated in Spain with AXA Learning Week which featured more than 60 learning experiences with more than 1,100 employees participating.

Over this time, there has been a major increase in the volume

of time employees have dedicated to their training and the number of courses completed tripled that of the same period the year before. Plus, more than 90% of them felt their participation helped prepare them professionally and helped them become even more committed to their own development in the future.

“ **SILVIA GAYO**, Learning Captain Winner



*Every day, right where you are and with a game, you can benefit from lifelong learning. The meaning of this is very powerful: it's about pursuing, trapping something... And making sure everything we learn each day doesn't escape from our brains. It's our greatest treasure.*

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



# The ‘Generation Z’ Revolution Reaches Insurance



In an effort to bring insurance to ‘Generation Z’, more than 100 extremely talented young people filled with excitement and knowledge came to the #KISSbyAXA (Keep Insurance

Simple & Smart) bootcamp in April.

Using the Design Thinking method to perform a co-creation exercise, they developed innovative solutions to bring insurance to new generations.

Ensuring followers in social media, developing

insurance to share as a community and receiving professional guidance beyond just insurance for their professional lives and travels were some of the proposals that came out of this event with which AXA aimed to foster and recruit young talent to introduce them to the sector and connect with young people’s insurance needs.

“ — MIREYA MUÑOZ, Director of Organizational Talent Attraction, Development and Architecture — ”



*Kiss by AXA is a great opportunity to connect with innovative, enterprising and breakthrough talent. Plus, it allows us to show that the insurance sector is attractive and in a deep transformation. We’d like talent to come to the company and tell us what we have to change and how we can do it.*

## ▶ AXA, Present at Unleash

How can companies attract young talent? In order to find out, AXA was again present at Unleash, a global event gathering more than 1,000 young women and men aged 18-30 to share inspiring experiences and entrepreneurship success stories involving international influential young people over the course of three days.

Under the slogan “Feel the Empowerment. Impossible is Just an Option”, AXA invited those attending to overcome their limits through a high-impact virtual reality activity which also allowed it to establish their employability possibilities. Moreover, it particularly recognized the talent and exemplariness of Eliane Kirschbaum, who after overcoming skin cancer twice, became the founder of Fthesun, an association that seeks to generate awareness on the importance of prevention and sunscreen from a young age to prevent this disease.

## ▶ Young Talents Today - Expert Leaders Tomorrow

As part of its search for highly flexible specialists, AXA implemented the Graduate Program in 2012. It’s designed to add young people to its workforce who can help achieve its strategy and goals. Since then, eight graduating classes have already passed through different areas, offering their analytical capabilities, innovative spirit and knowledge in areas as different as digital technology, actuarial work and industrial engineering. In 2018, seven new talents joined AXA to have the opportunity over three years to develop their professional skills and gain a wider view of the company, learning with each experience.



# The Most Advanced Technology Serving Customers



For AXA, growing and gaining customers' trust are two goals that are quite difficult to reach if not for a technology change that allows greater simplification of all processes carried out as well as the inclusion of the latest innovations.

It is along these lines that the insurance company started up a technology transformation program in 2018, which will continue for the next few years aimed at three objectives. The first one is to ensure the company's maxim, Customers First, by improving the services offered to customers and adapting the value proposal to what they truly need. The second is to be the preferred

company for distributors by equipping them with the best tools so they can minimize the administrative burden and focus on tasks that contribute value. The final one is to boost simplification, ensuring agility and the utmost quality in our processes and customer service as well as the underlying technology.

## **Towards Transformation**

This program involves a number of projects including the implementation of faster and more flexible configurators, automated actions, the use of artificial intelligence, the deployment of transversal customer management tools and strengthening customer

analytics, among others.

In order to complete such a transformation, the company's management has approved a roadmap establishing the main areas requiring improvement for which AXA Spain has invested more than 100 million euros for the next four years.

In short, this technology revolution is linked to a significant culture change that will affect the entire group and will make it possible to take on new challenges and get all our teams involved to keep putting customers at the centre of all our activities.





## The Future of Medicine Reaches AXA

At the end of the year, AXA made video consultations available to its customers as a new service that helps them better care for their health. It's a healthcare advance that eliminates spatial and time barriers between professionals and patients to offer friendly, flexible and immediate care.

This service gives patients the opportunity to have a virtual meeting with a general physician, nutritionist or psychologist via the AXA website ([www.axa.es](http://www.axa.es)) or the MyAXA app. During a previously scheduled video consultation appointment, patients can share images as well as documents with

the doctors. Afterwards, a short report is issued with recommendations or treatment guidelines to follow as well as any necessary prescriptions. Moreover, the insured can be serviced in Spanish, Catalan, English, French or German.

This new technology allows the organization to become closer to customers at times when they're most in need, thereby complying with one of its main goals: to help people live a better life.

This new service is added to the already perfectly-running remote consultations offered by the company which allow customers to be serviced much faster.

This service gives patients the opportunity to have a virtual meeting with a general physician, nutritionist or psychologist

### PLUS, IN 2018

- **94%** of all customers were satisfied or very satisfied with the remote consultation service.
- **97%** were satisfied or very satisfied with the second medical opinions.
- **99%** were satisfied or very satisfied with the homecare offered.



# How to Save for Retirement While Buying



Technology is making new ways to offer products and services possible. This is the case of VidAhorro, an app driven by AXA which allows people to buy and save in an AXA pension plan with discounts obtained at any of the more than 100 participating establishments (physical shops, hydrocarbon suppliers, online shopping platforms, travel agencies, hotels...).

Designed to make it easier for anyone to save, it is specially designed for young people aged 20-30, for whom long-term saving is not a need or priority in their household economies: on average, a buyer who uses this app can invest more than 30 euros a month in the associated pension plan at no extra cost. This pension plan, MPP Moderate, accumulates 5.6% annual profitability

and works exactly like any traditional contributions. The only difference is that the sums are smaller, periodic and don't come out of people's pockets but rather from the purchases they make.

Ever since it was implemented in mid-2018, nearly 4000 transactions have been completed with pension plan contributions reaching 10,000 euros.

MANUEL LÓPEZ, CEO and Co-Founder of VidAhorro



*Thanks to AXA's support, we've been able to turn VidAhorro into a reality. It's an innovative system that will really help a lot of people supplement their pensions easily, flexibly and at no cost.*



# Protection and Innovation in Investments Too

The company's concern for protecting customers and offering them more innovative solutions went even further last year with the launch of iProtect, a new way of investing which also helps protect future earnings or those obtained over time in addition to limiting possible investment portfolio losses irrespective of market conditions.

It offers 85% investment portfolio protection and is designed so customers can benefit from market



revaluations with the most possible, adaptable and flexible protection.

There is complete liquidity and no penalty for cash-outs.

## ► Opensurance:

### When the Big Fish Helps Out the Little Fish

AXA created Opensurance two years ago due to its absolute conviction that enterprising talent abounds in the world. This collaboration program between the insurance company and different start-ups is a way to generate new ideas and new collaborative business models. In short, it's a platform for designing more innovative solutions and protection services beyond the traditional ones to help people live better lives.

As just one of all the possible means of collaboration that arise with these start-ups, *Insurtech Talks* was organized this year for the fifth time. This event is a chance for AXA to gather entrepreneurs and companies in digital fields to work to improve the insurance sector and people's lives.

Under the title Protecting the Platform Economy, different roundtables were formed to



5th edition of AXA Insurtech Talks

talk about insurance as a strategic partner for the platform or technology economy and the blockchain to drive these new business models.

AXA, as a driver of these new means, has signed agreements with more than 150 platforms including Uber, Blablacar, Mobike and SocialCar.

## AXA Solutions: With Customers at the Moment of Truth



Natural disasters in 2018 left very difficult-to-overcome situations. In March, the Emma storm brought winds of more than 100 kilometres per hour and the longest period of rainfall in a decade. A few days later, it gave way to the low-pressure storm Felix, which put more than 30 provinces on alert for strong rains, wind, mudslides and coastal phenomena. In October, hundreds of people were caught off guard by heavy flooding in Mallorca, leaving one of the saddest episodes in Spain in the last few decades.

All of these events were also accompanied by serious consequences for thousands of people's material assets.

Whenever an insurance company is involved in circumstances of this kind, the first question the company asks itself is: "How can we make life easier at such difficult times?". In a view to seeking the best response and always thinking about accompanying people when needed, AXA Soluciona was born in 2018 as a new disaster management model designed based

on exhaustive, in-depth knowledge of customers' needs based on past experience.

At each of these moments of truth, AXA has implemented protocols of action to be closer to customers, activating a free hotline for these cases, ensuring contingency plans to prevent its professionals from becoming overwhelmed with work, identifying actions to be taken by experts and offering immediate guidance for victims and brokers.

► **Sensitivity, Simplicity and Technology**



This new way of working focuses on three major areas: sensitivity, simplicity and technology around which claims teams are working to transform the customer experience: sensitivity to use active listening to empathize with customers and help them with all the procedures, accompanying them throughout the process more than is required. Simplicity in claims processing and all procedures in all lines of business, making it possible to pay claims in less than 24 hours. Technology to automate processes that shorten the customer waiting period.

**AN HOUR AT AXA**



<b>1,055</b> CUSTOMER CALLS ANSWERED	<b>6</b> WOUNDED VISITED BY THE MEDICAL TEAM
<b>215</b> VEHICLES REPAIRED	<b>PROFESSIONALS SENT OUT</b>
<b>922</b> REPLACED PARTS	<b>48</b> PLUMBERS
<b>23</b> REPLACED WINDSHIELDS	<b>32</b> PAINTERS
<b>7</b> REPAIRED WINDSHIELDS	<b>27</b> BRICKLAYERS
<b>23</b> CUSTOMERS DEFENDED BY ATTORNEYS AND SOLICITORS	<b>15</b> GLASSWORKERS
	<b>13</b> CARPENTERS
	<b>8</b> ELECTRICIANS
	<b>6</b> LOCKSMITHS

“ **ARTURO LÓPEZ-LINARES, AXA Director of Claims**



*AXA Soluciona is, above all, a way of understanding and doing our work. We have the opportunity to work to make people's lives better right when they most need it. When they have a problem, when they have suffered, when they need advice, AXA is there and it's there with an attitude, capability and absolute will to make customers' and distributors' lives better. All I can say is that I am truly proud to be a part of this team.*



# environment

## Protecting the Environment is an AXA Commitment



Climate change, environmental risks, the loss of biodiversity... At AXA, protecting the environment is a concern that's very much present in its daily activities and which leads it to implementing important initiatives each year to limit the risks today's society faces.

Investment in green assets, the creation of sustainable

Since 2012, AXA Spain has been measuring its environmental impact and has implemented initiatives to reduce its carbon footprint

products, divestment from businesses that have a negative impact on the climate – such as coal- and subscription restrictions on the latter are some of the measures the insurance company has taken to try to

do its own little bit to solve the world's climate problems.

And besides all this, its commitment also involves reducing its own environmental footprint. For this reason, AXA Spain as well as all the group's other entities around the world began measuring its environmental impact in 2012 and implementing various initiatives to reduce their carbon footprint from different angles: paper consumption, energy savings and CO<sub>2</sub> generated by travel.

### A Firm Commitment

The entire organization's commitment has enabled significant reductions in consumption at various worksites. Moreover, in 2018, AXA Spain has made it so 100% of the energy used by

the company comes from renewable sources. With this milestone, the entity has gotten eight years ahead of the commitment announced in 2017 after the group signed the RE100 world initiative which set 2020 as the date by which 100% of all electrical energy consumed by its worksites had to come from renewable sources.

AXA Spain has made it so 100% of the energy it uses comes from renewable sources

Moreover, digitizing its communication with customers, reducing travel with the use of new technologies and implementing teleworking and encouraging the use of less contaminating means of transport such as trains versus planes are some of the many initiatives implemented to enable a major reduction in consumption and CO<sub>2</sub> emissions.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



## ► The Shared Responsibility of Caring for the Environment

Along with reducing its environmental footprint, the entity is also promoting its employee's awareness and active participation in improving our natural environment through its volunteer association, AXA de Todo Corazón. In 2018 alone, more than 500 AXA de Todo Corazón volunteers spent nearly 3,000 hours on activities designed to care for the environment.

In the summer and as part of Corporate Responsibility Week, which AXA organizes all over the world, Spanish volunteers engaged in several different actions. They participated in *1m2 for Rivers and 1m2 for Nature* through the Libera Project sponsored by the NGO SEO/BirdLife and Ecoembes as well as the FDI Foundation. With these two activities, which were carried out in several cities (Madrid, Barcelona, Bilbao, Valencia, Vigo, Seville, Tenerife and Palma de Mallorca), more than 1,000 kilos of rubbish were collected and 30,000 square metres of green areas were cleaned.

In September, as part of the same project and accompanied by the association Aranjuez Sostenible, new volunteers learned to measure river water quality and cleaned 80 kilos of

rubbish along the River Tajo.

On the other hand, some guardians of the planet have participated this year in the activity *Emprende por el clima*, a Junior Achievement educational program that promotes enterprising attitudes revolving around climate change.

The AXA volunteers inspired young people aged 12-14 to offer business solutions to specific environmental issues.

Finally, at the end of the year, another group of volunteers helped the Grupo Amás organization, which supports and defends the rights of the disabled, to remodel their garden and put wire up around their bonsai trees.



AXA volunteers studying the conditions in the River Tajo.

“ JOANNE PUPO, AXA de Todo Corazón Volunteer



*The activities I've participated in were fantastic opportunities to educate my small children, who are three and six, on the importance of taking care of our planet. They were able to see how AXA is not only the company where mummy works, but also had the chance to come with me and my co-workers to collaborate just as I do with many of their school activities.*

11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



15 LIFE ON LAND



# Objective: Save the Planet



The Man and Biosphere exhibit in Madrid.

As a cornerstone for AXA's Corporate Responsibility, the environment occupies an outstanding place in the company's heart. Aware that there's only one planet Earth, the AXA Foundation has been working with the publisher Lunweg for ten years now to prevent natural disasters caused by human action, emphasizing the consequences of the degradation of the planet.

Ever since their very first event, thousands of people have been able to enjoy dozens of photographic exhibits around Spain as part of this conservationist movement.

This alliance between Lunweg and the AXA Foundation continued to be present in 2018, arousing awareness and helping warn

of and reduce the major risks for life deriving from climate change. Thus, seven cities hosted at least one of the three exhibits organized outdoors by curator Joaquín Araújo. More than four million people have visited one of them over the course of the year.

### Initiatives to Spread Awareness

*Good News for the Planet* was a call for hope which arrived in Malaga, Valencia and Palma de Mallorca to highlight the positive effects of caring for Earth through 58 high-impact images captured by the best photographers in the world showing that another planet is possible and that human beings are also capable of achieving the best things: the recovery of practically extinguished

species, resuscitated rivers, recovered landscapes...

*Man and Biosphere* was in Madrid, Granada and A Coruña through 55 large-size photographs showing some of the landscapes recognized as Biosphere Reserves in Spain and the rest of the world. The intention was to arouse society's interest in these gems and instil the importance of environmental conservation.

The greatness of this exhibit is such that it will be visiting Paris in April and May 2019 through UNESCO as part of the UNESCO Biodiversity exhibit.

Finally, *Gestures to Save the Planet* included 65 photographs which were shown in Bilbao to discuss the fragility of the Earth and the importance of small gestures in preserving it.



# solidarity

## The AXA Family With Those Who Need Us Most

AXA's responsibility towards society was once again this year supported by the solidarity of its employees, distributors and suppliers, which was particularly reflected in two events organized by the volunteer association AXA de Todo Corazón: the Benefit Dinner in Madrid and the Charity Gala in Barcelona.

### AXA Benefit Dinner

The AXA Benefit Dinner was held for the fourth time with the presence of 400 diners and dozens of contributions to 'Table 0'. All proceeds went to two initiatives to assist with youth employment integration- one person with a hearing disability and another at risk of social exclusion. Specifically, more than 15,000 euros were raised for the Éxit and Dales la Palabra foundations so several young people can receive grants for vocational training courses in computers and bodywork.

The event also recognized the work of the volunteer of the year, Francisco Abián, an AXA employee who participated in 15 charity actions in 2018.

The flamenco group Con Tiento opened the ceremony while the actor, comedian and host Luis Larrodera brought his own golden touch to the evening.

### Charity Gala

Encouraged by the success of the benefit dinner and aware of the major importance



Attendees at the 4th AXA de Todo Corazón Benefit Dinner.

of Catalonia, AXA de Todo Corazón organized a charity gala in Barcelona at the end of the year.

Again, the employees, distributors and suppliers in the great AXA family supported this charity initiative with the presence of more than 300 people. The event raised 5,000 euros for the BIO Foundation SOM project which supports social inclusion among young

people through education in sports values.

The gala featured a performance by comedian Carlos Latre, singer Alba Robles, lecturer Miriam Fernández, the winner of the second edition of the talent show "Tú Sí Que Vales" and magician David from the Abracadabra Foundation who also wanted to be a part of this charity initiative.



Carlos Latre, during his performance at the charity gala.

# diversity

## An Inclusive Culture Where Difference Contributes Value



At AXA, differences are seen as strengths and diversity, as a competitive advantage needed to adapt and grow.

Guaranteeing equal opportunities is a priority for the insurance company. Therefore, the Group has committed to attaining

gender parity by 2023 in senior management positions. In Spain, it has been working for several years on a female talent development program aimed at accompanying women throughout their careers and boosting their development of key skills.

### FEMALE TALENT

- 2<sup>nd</sup> Sponsorship Program group **20** women
- 1<sup>st</sup> Sponsorship Sales group **20** women
- Women in coaching y mentoring **150**
- Women on the board of directors **50%**
- Women on the management committee **36%**
- Women executives **31%**
- Women in talent programs **50%**

### ► Awareness is the First Step

At AXA, we look for the best diverse talent so we can be a reflection of society and thus be able to be closer to our customers. Some dimensions of diversity worked on at AXA are:

- The job inclusion of people with a disability thanks to an agreement signed with Inserta (La ONCE Foundation), with more than 2.5% on our staff
- A commitment to human rights and zero tolerance for discrimination towards the LGTBI community. Thus, the Group has signed the United Nations LGBTI Standards of Conduct and AXA Spain is a founding partner of REDI, the first Spanish association of companies for diversity and LGBTI inclusion.
- A culture of trust and smart working which facilitates a work/life balance. AXA has renewed its certification as an EFR company (family responsible companies) and has expanded its measures for wellness, continuing with its



The AXA headquarters in Madrid with the rainbow colours to celebrate LGBT Pride Day.

commitment to teleworking, regulating digital disconnection and fostering co-responsibility (expanding the paternity leave established by law by nine days, for example).

Moreover, spreading awareness among employees is one of the cornerstones of diversity. Thus, AXA has offered workshops on unconscious bias and inclusive language and has developed various communication campaigns.

5



8



10



# Sport and Disability Hand-in-Hand with AXA



The Paralympic team visits AXA after coming back from Pyeongchang.

2018 was a year marked by support for the disabled at AXA, a commitment which is also an essential cornerstone in the company's diversity strategy.

Including people with disabilities in sports as a way to teach values makes it possible to respond to essential social needs all while fostering the normalization and integration of these people. This AXA goal is articulated in three ways: the entity itself, the AXA Foundation and the

volunteer association AXA de Todo Corazón.

In 2018, AXA and the Spanish Paralympic Committee signed a renewed agreement through which the insurance company will continue supporting the Spanish team as part of the ADOP Plan until the 2020 Tokyo Games. Ever since it became its sponsor in 2007, the entity has helped prepare Spanish athletes for Peking, London and Rio de Janeiro in addition to accompanying them to the Winter Games (Vancouver 2010, Sochi 2014 and Pyeongchang 2018).

The AXA Foundation decided to supplement this support with the implementation at the end of 2010 of the AXA de Promesas Paralympic Swimming team, which is making it possible for them to bring in younger athletes and train world-famous swimming stars like Nuria Marqués.

Nearly 600 AXA de Todo Corazón volunteers participated in 2018 in more than 40 activities related to the disabled, many of which are associated with sports.



# Boccia: A Paralympic Sport that Needs Support

One of the most outstanding actions carried out this year with company volunteers was the construction of assistive devices for boccia. Boccia is a Paralympic sport that is very similar to petanca where players (people in wheelchairs with cerebral paralysis or severe physical handicaps) try to throw their balls as close as possible to a white ball while they also try to move their rivals' balls. In order to do it, many players need help from an assistive device or ramp to launch the balls. Given that it is a minority sport, the price of these assistive devices can be quite high which makes it difficult to practice.

In May, during their visit to Spain, the AXA Group World

60 volunteers built nine assistive devices which were delivered to Madrid's Cerebral Paralysis Sport Federation and another two organizations



The AXA Group Executive Committee built assistive devices for boccia during their visit to Spain.

Executive Committee and the top executives of different entities built ten assistive devices along with the FDI (Fomento, Desarrollo e Investigación) Foundation which were later delivered to the Lesionado Medular

Foundation, Paraplegic Hospital of Toledo, Castilla-La Mancha Federation for Disabled Sport and two individual families.

And in September 60 AXA volunteers working with FDI's help built nine more assistive devices which were delivered to Madrid's Cerebral Paralysis Sport Federation and the Dacer and Ana Valdivia clubs.

“ ENRIQUE ÁLVAREZ, Chairman FDI



*Support from AXA de Todo Corazón has been a turning point for the boccia family in the region of Madrid. Dozens of young men and women with severe disabilities can now do their favourite sport thanks to these wonderful assistive devices volunteers made with their own hands. When things are done with the passion and positive attitudes of AXA de Todo Corazón volunteers, the result can be nothing short of this magnificent action with such brilliant results. Thank you for your support and for making so many dreams come true.*



## Testimonials to Help Personal Growth

What is truly important in life? To get the answer, the AXA Foundation began supporting the What Really Matters Congress more than eight years ago. It's a free, apolitical and open gathering that seeks to bring young people closer to universal human values like tolerance, a spirit of overcoming, respect for others and solidarity.

The gatherings, which are held each year in a dozen Spanish cities and in Latin America are testimonial presentations of high-impact lives that help people reflect on the priorities in life and realize what's truly valuable.

This year, the congresses were held in A Coruña, Bilbao, Las Palmas

de Gran Canaria, Madrid, Malaga, Mallorca, Oviedo, Seville and Valencia with the participation of Paralympic champion Sara Andrés, actors from the film *Campeones*, lecturer Pedro García Aguado and Juan Pablo Escobar, the son of narcotrafficker Pablo Escobar, among many others.

“ **MARÍA FRANCO, Managing Director of LQDVI**



*Support from the AXA Foundation for the What Really Matters congresses goes beyond just collaboration. For us, it's a very special alliance as it has throughout all these years become a fundamental cornerstone. The Foundation believed in the project almost from the start and has continued supporting us every time we've entered new cities. Thanks to the AXA Foundation and the people who are behind it, we've brought values to thousands of young people each year. For us, they're founding partners due to their unconditional support and for sharing our same values. It is precisely at the times when AXA works for society when it is even more obvious what really matters in life.*



# culture

## The Brilliance of Rubens with AXA Foundation at the Prado

Fostering art and culture and preserving historical heritage are two of the most active commitments the AXA Foundation has with society.

This year, and after closing the successful exhibit on Fortuny (1838-1874), which reached 169,000 visits, the AXA Foundation sponsored "Rubens. Painter of Sketches", which was an exceptional opportunity to find out more about the importance of the Flemish painter in the history of sketching and better understand his unique characteristics as a sketcher. Although the term "sketches" is often used to mean small or unfinished pieces, the

sketches by Pedro Pablo Rubens (1577-1640) are large and varied works of art used to prepare for major jobs such as tapestries, sculptures and architectural elements.

More than 170,000 people over a period of four months (April to August) were able to enjoy 73 sketches from important institutions all over the world (such as the Louvre, the Hermitage, the National Gallery and the Metropolitan Museum) included in a total of 92 works of art also featuring drawings, stamps and paintings by Rubens to provide a context for the sketches exhibited.



The exhibit also gave the public a first-ever glimpse of a manuscript from a lost notebook that once belonged to Rubens with texts and drawings known as "Manuscrito Bordes", the most important of four copies conserved which includes two drawings by this master.



4

QUALITY  
EDUCATION

17

PARTNERSHIPS  
FOR THE GOALS

# Twenty Years Together

AXA and its foundation have been collaborating with the Prado Museum for two decades. In 1998, the private entity became its first benefactor and ever since then has developed an extensive program with major exhibits.



Touching the Prado Exhibit.



## TWO DECADES OF EXHIBITS

### 1999

- Caravaggio

### 2000

- The Disasters of War (Goya cycle)

### 2001

- The Horror of Injustice and the Emphatic Whims (Goya cycle)

### 2002

- The Auction of the Century. Artistic Relations between Spain and Great Britain (1604-1655)
- Francisco de Goya. Bullfighting (Goya cycle)

### 2003

- Manet at the Prado
- The publication of Goya's book *Charles IV's Family*

### 2004

- A Century of Italian Drawings

### 2005

- Durero. Masterpieces from the Albertina

### 2006

- Picasso: Tradition and Vanguardism

### 2007

- Velazquez's Fables. Mythology and Sacred History from the Golden Age

### 2008

- Portraits of the Renaissance

### 2009

- Francis Bacon

### 2010

- Spatial Recovery
- Spanish Painting from Roman times to the Renaissance
- Turner and the Masters

### 2011

- Chardin (1699- 1779)
- The restoration and transfer of Eliseo Meifrén's book *The Bay of Palma de Mallorca*

### 2012

- The Final Rafael

### 2013

- Velazquez and Philip IV's Family

### 2014

- Goya in Madrid. Cardboard for Tapestries (1775-1794)

### 2015

- Touching the Prado, an accessible exhibit for people with visual impairment

- Ingres

### 2016

- Georges de La Tour (1593-1652)
- The Art of Clara Peeters
- Travelling Exhibit: Touching the Prado (2016/2017)  
Participating museums:

1. Museu de Mallorca
2. Museo d' Art de Girona
3. Museo San Telmo (San Sebastián)
4. Museo Quiñones de León (Vigo)
5. Museo de Bellas Artes (Valencia)
6. Museo de Bellas Artes (Sevilla)

### 2017

- Mariano Fortuny (1838-1874)

### 2018

- Rubens. Painter of Sketches.



# acknowledgements

## 2018



- First Prize in the *Best Flexibility and Life/Work Balance Policies* at the EL MUNDO Zen Adecco Awards.



- Best internal communication campaign by the Internal Communication and Corporate Identity Observatory for the campaign *pAXApalabra*.

- First prize in the Large Enterprise category at the Alares Foundation's 12<sup>th</sup> Spanish National Life/Work Balance and Social Responsibility Awards.



- One of the best six campaigns of the year for AXA Hogar's *Cuando no estás solo, puedes con todo* (*When You're Not Alone, You Can Do It All*) from Actualidad Económica.



- Morningstar Award for the best pension plan for the second year in a row.



- Recognition by Casa Gitana for AXA's social commitment.

- Voluntare Certificate of Excellence for AXA de Todo Corazón volunteer management.



- Equality at the Workplace* award.

- Gender-Free Talent Award in the Large Enterprise category from the Spanish Association of Executives and Board Members (EJE&CON).

- Transformational Leadership Award for the Women Talent program at the 5<sup>th</sup> Talent Mobility Awards.

## 2018

- 🏆 Healthy Enterprise Award in the Healthy Body category from the Human Resources Observatory.
- 🏆 Second best company for workers for the second year in a row according to Top Employer.
- 🏆 Gold Master award for Jean-Paul Rignault for his work as CEO of AXA and Chairman of the AXA Foundation from the Royal Forum of Executive Management.



- 🏆 Best global insurance brand for the tenth consecutive year from Interbrand.

## And in the first few months of 2019...



- 🏆 Recognition from Forética to AXA de Todo Corazón for the Coach project with the Exit Foundation.
- 🏆 An award for Rodrigo Fuentes, Director of Legal Advising at AXA, for the best European attorney in the Regulatory-Financial Services category at the Global Counsel Awards.
- 🏆 AXA Foundation, best score in transparency according to Commitment and Transparency.
- 🏆 2019 Top Employers as the Best Company to Work for in Spain.



- 🏆 Morgan Philips Hudson Award for Human Resources Management to Carmen Polo, Director of People, Organization and Culture at AXA.



- 🏆 *infiniC* Award to AXA Foundation for the best social sponsorship for *Ponle Freno*.



# CONTACT

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