



# In the right direction

Consolidated Annual Report 2017



# Contribution to the Sustainable Development Goals

GRI 102-12

Since the presentation of the 2030 Agenda of the United Nations, Quálitas announced its commitment towards the Sustainable Development Goals. For us, contributing to the economic, environmental, and social development is part of the daily management of our business model and our sustainability strategy.

In Quálitas we consider that through our products and services, the efficiency of our operations, and the external initiatives implemented by us, we contribute to the welfare of society.

In a manner, the private sector cooperates with the fulfillment of the goals of the SDGs, among others, by creating sources of employment with equal opportunities, promoting healthy lifestyles among their employees or by developing infrastructure in the communities surrounding their operations.

In 2016, Quálitas conducted an analysis allowing us to identify that the Company directly contributes to SDG 3 and SDG 4, which refer to Good Health and Well-Being, as well as Quality Education.



## SDG 3 GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages



There are several goals established by the United Nations to improve the health and well-being of society. Two of them are related to our strategy of better driving behavior and a culture of preventing accidents.

On one hand, goal 3.6 seeks to **halve the number of deaths and injuries from road traffic accidents by 2020**, while goal 3.5 seeks to strengthen **the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol**.

To contribute to these goals, we have the **Qualitas Road Safety Program** which, through various digital platforms, communication campaigns, events and seminars, aims to disseminate messages raising awareness among policyholders, claim officers and general population about the importance of driving with responsibility to reduce the high levels of accidents, damage, injuries, and death of those using public roads.

Our messages seek to raise awareness about the main causes of road accidents, involving drivers,

pedestrians, public transport passengers, cyclists, and motorcyclists, such as driving exceeding the speed limits, driving under the influence of addictive substances, being distracted or failing to respect road signals.

Quálitas Road Safety Campaign has a **microsite**<sup>1</sup>, through which we diffuse recommendations and informational materials to our employees, agents, policyholders, and general public to develop better driving habits, avoiding risky practices.

The microsite also offers a subscription option to a newsletter to receive periodic information with respect to such topic.

Additionally, during 2017 we sent a monthly e-mail to over 12,000 agents and all our employees to spread the importance of driving responsibly while diffusing the transit regulation and the importance of complying with it.

Quálitas and Universum held the **Automotive Risk Prevention** event to avoid accidents and save lives.

Students and representatives from 26 media assisted the event hosted at the Science Museum of the UNAM, which included a simulation for extracting people from two collapsed vehicles. Through this exercise, those present witnessed the risks that passengers have when suffering an accident.

The Rescue Team of the Asociación Mexicana de Rescate Urbano y Extracción Vehicular complemented the exercise with a talk. Pancho Name, champion of the Portugal Rally in the WRC3 category (2017) and spokesperson for Quálitas,

provided recommendations on how to drive more safely.

During 2017, "**Defensive Driving**" techniques were also shared in approximately 1,200 events with our cargo transport policyholders and their operators in various locations in Mexico. An average of 20 people attended each talk.

Furthermore, we participated in two exhibitions organized by la Asociación Mexicana de Agentes de Seguros y Fianzas (AMASFAC) to raise awareness about the importance of prevention and road safety to more than 600 children.



**This "hello" might be your last goodbye...**

Texting while driving increases your chances of suffering an accident by 23 times.

[conductavialqualitas.com.mx](http://conductavialqualitas.com.mx)

ROAD SAFETY  
**Quálitas**  
ZERO ACCIDENTS

When being behind the wheel, your life and that of others are at stake.



<sup>1</sup> [www.conductavialqualitas.net](http://www.conductavialqualitas.net)

It is noteworthy to state that these actions also contribute to the **"Decade of Action for Road Safety"**<sup>2</sup>, a plan officially proclaimed at the first World Ministerial Conference on Road Safety, held in Moscow in 2009, whose goal is to reduce the figures of fatalities in traffic accidents worldwide by 50% for the period 2011-2020.

Another effort within this SDG is to **promote healthy lifestyles among our employees** to fight excess overweight and obesity, conditions associated with diabetes and cardiovascular diseases, bone and muscle disorders and some types of cancer<sup>3</sup>.

As part of the communication and diffusion of the Wellbeing Program, we conduct informational e-mail campaigns providing recommendations for preventing diseases. We also organize Health Day for our employees where they can assist preventive medical assessments.

It is noteworthy that every Quálitas employee has social security, which contributes to the goal of universal health coverage of SDG 3.

Moreover, we protect the physical integrity of our employees and those visiting our facilities by continuously training our 10 **Civil Protection Brigades integrated by volunteering employees**. The trainings consist of specialized courses and workshops hosted by an expert third party.



<sup>2</sup> This plan was proclaimed in 2009 at the First Global Ministerial Conference on Road Safety in Moscow, which was a global movement called by the UN to which Mexico adhered at the commencement of the decade, recognizing that deaths caused by road accidents represent a silent epidemic causing 24 thousand yearly deaths, being the 7th country with more deaths for this cause ([http://conapra.salud.gob.mx/Interior/decenio\\_accion\\_SV.html](http://conapra.salud.gob.mx/Interior/decenio_accion_SV.html))

<sup>3</sup> <https://www.gob.mx/issste/articulos/la-obesidad-en-mexico>

To **promote the insurance culture** and raise awareness among the population about the importance of being insured, we conduct several communication campaigns in alliance with National Commission for the Protection and Defense of Financial Services Users (Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros, CONDUSEF as per its acronym in Spanish) through radio, printed play games for children and advertorials.

It is noteworthy that training actions on road safety culture, the prevention of accidents and the insurance culture also contributes to SDG 4. This, since, through those activities, theoretical and practical knowledge which are necessary to promote the adoption of sustainable lifestyles, are shared.

## SDG 4 QUALITY EDUCATION

### Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



With respect to education, target 4.4 seeks **to increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.**

To contribute to this target, in Quálitas we offer training opportunities and continuous learning to employees to improve their skills and promote their career development through courses, workshops, Talent Incubators and the schools of Quálitas University.

In addition to training skills related to their job positions, in 2017 we conducted a financial education and economic welfare campaign for employees. In such campaign, the savings culture was promoted and encouraged through the **Quálitas Savings Account.**

Additionally, in some offices located in Mexico City, we hosted seminars to employees about How to invest your money? which consisted in an introduction to investments in the Mexican Stock Exchange.

Quálitas University's training initiatives are not only for our employees, rather, they extend to our value chain, including service office employees, agents and suppliers. This tool promotes continuous quality education. The chapter Commitment: moving toward sustainability; includes a more detailed description of the training and development initiatives of Quálitas.

GRI 102-1, 102-3



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Quálitas Controladora, S.A.B. de C.V.  
Av. San Jerónimo 478, Álvaro Obregón, Jardines del Pedregal, 01900 Ciudad de México.