

SUMMARY OF
Report
2016

> *enhance
quality
of life*

Fundación
MAPFRE



Fundación MAPFRE

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SUMMARY OF

Report 2016

Fundación MAPFRE

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General
Interest



↑ ↑ Culture



Fundación MAPFRE



01

Governing bodies

Board of Trustees

PRESIDENT	Antonio Huertas Mejías
FIRST VICE PRESIDENT	Antonio Núñez Tovar
SECOND VICE PRESIDENT	Luis Hernando de Larramendi Martínez
MEMBERS	<ul style="list-style-type: none"> Ángel Alonso Batres Ignacio Baeza Gómez José Barbosa Hernández Rafael Casas Gutiérrez Montserrat Guillén i Estany José Manuel Inchausti Pérez Andrés Jiménez Herradón Ana López-Monís Gallego Francisco José Marco Orenes Rafael Márquez Osorio Antonio Miguel-Romero de Olano Alfonso Rebuelta Badás Esteban Tejera Montalvo
NON-MEMBER SECRETARY	Ángel Luis Dávila Bermejo
NON-MEMBER VICE SECRETARY	Claudio Ramos Rodríguez
GENERAL MANAGER	Julio Domingo Souto

Honorary Presidents

Julio Castelo Matrán
José Manuel Martínez Martínez

Honorary Trustee

Carlos Álvarez Jiménez

Management Committee

CHAIRMAN	Antonio Núñez Tovar
VICE CHAIRMAN	Julio Domingo Souto
MEMBERS	<ul style="list-style-type: none"> Ángel Alonso Batres Aristóbulo Bausela Sánchez Antonio Guzmán Córdoba Luis Hernando de Larramendi Martínez José Manuel Inchausti Pérez Pablo Jiménez Burillo Rafael Márquez Osorio Jesús Monclús González Daniel Restrepo Manrique Mercedes Sanz Septién
NON-MEMBER SECRETARY	María Luisa Linares Palacios
GENERAL MANAGER	Julio Domingo Souto

Activity Areas

	SOCIAL ACTION
MANAGER	Daniel Restrepo Manrique
	CULTURE
MANAGER	Pablo Jiménez Burillo
	HEALTH PROMOTION
MANAGER	Antonio Guzmán Córdoba
	ACCIDENT PREVENTION AND ROAD SAFETY
MANAGER	Jesús Monclús González
	INSURANCE AND SOCIAL PROTECTION
MANAGER	Mercedes Sanz Septién

Composition of the governing bodies on the date of issue of the Annual Report.

Social well-being

02

General information

Fundación MAPFRE is a non-profit institution created by MAPFRE in 1975 that carries out activities of general interest in Spain and in other countries to contribute to social well-being through accomplishing the following objectives:

– Ensuring the safety of people and their assets, with a special focus on road safety, accident prevention and health.

– Improving people's quality of life.

– Promoting culture, the arts, literature and historical research.

– Raising awareness of the culture of insurance and social protection.

– Improving the economic, social and cultural conditions of the most disadvantaged people and sectors of society.



The following table summarizes our activities for 2016:

ITEM	Number of activities	Number of events	BENEFICIARIES		DISSEMINATION
			On-site	Remote	Other Web Access
Courses, conferences and similar events	21	218	21,982	17,485	0
Prizes and scholarships	11	20	256	n/a	126,450
Publications	79	234	1,550,054	549,322	611,290
Dissemination, educational and awareness-raising programs	122	3,929	1,669,212	8,889,495	10,612,279
Exhibitions	25	26	1,751,607	50,097	65,083
Documentation Center	1	1	30	178,452	186,764
Social projects and aid	104	158	166,201	1,941,261	2,351,159
TOTAL	363	4,586	5,159,342	11,626,112	13,953,025

To achieve its objectives, Fundación MAPFRE carries out a wide range of activities all over the world, through five specialized areas: Social Action, Culture, Accident Prevention and Road Safety, Health Promotion and Insurance and Social Protection. Its activities, which in 2016 were executed in 29 countries, include:

- Supporting the most disadvantaged people or groups within society.
- Awarding scholarships and research grants.
- Organizing art exhibitions.
- Specialist teaching and training activities.
- Conferences, symposiums, seminars and other events.
- Campaigns and programs directed at accident prevention, road safety and healthy lifestyle choices.
- Publications, both monographic and periodical.
- Carrying out research projects and studies on subjects related to the aims of the Foundation.
- Management and distribution of knowledge through Fundación MAPFRE's Digital Library and a specialist documentation center.

Social Action

The Foundation's social action is aimed at helping society's most disadvantaged individuals and communities.

In Spain, **employment promotion** is significant, through programs addressing workforce integration of people with intellectual disabilities and mental illnesses, and promoting employment within small and medium-sized enterprises. Aid is also provided to people with mental disabilities and their families, through a range of programs and schemes.

In the field of **international cooperation**, we are running 85 projects in education, nutrition, health and training in 23 countries.

We also promote **volunteering** with global programs and actions that are carried out worldwide, and we encourage solidarity through micro-donation campaigns.

Culture

Our main activity in this area is the organization of **fine art exhibitions** revolving around international avant-garde movements from the late 19th century through to the Second World War, complemented by a contemporary artistic photography program. Some of these exhibitions travel to galleries and museums in Europe, North America and Latin America.

We also organize various educational workshops for children and young people.

The activities of the Culture area are publicized internationally on the Internet via the Fundación MAPFRE website, themed portals and social media.

Accident Prevention and Road Safety

The Accident Prevention and Road Safety area is tasked with contributing to people's well-being through the prevention of accidents, with a particular focus on road safety.

Within this context, our activities concentrate on:

Preventing accidents at home, during leisure activities and free time, and the prevention of fires, paying special attention to the most vulnerable groups.

Road safety, with the goal of preventing and reducing the still high rates of traffic accidents. We carry out a large number of actions in the fields of education, training, research, communication and awareness-raising that deal with values relating to social commitment, cooperation and innovation.

Our commitment goes beyond national boundaries - we increasingly carry out international road safety and accident prevention campaigns. At present we are operating in 23 countries, mainly Latin America, Portugal, Turkey and Malta, where we run numerous activities.

The Accident Prevention and Road Safety area channels its efforts toward **education and raising awareness within society**, to which end, its actions are directed at different risk groups, from schoolchildren through to the elderly. As a result of the action carried out over these years, we have become an international benchmark in the field of accident prevention and, in particular, road safety.



Health Promotion

The objective of the Health Promotion area is **to improve people's health and quality of life**. To this end, we focus our efforts on the prevention of lifestyle-related non-communicable diseases (which are responsible for three out of four deaths worldwide). We achieve this by promoting healthy lifestyle habits in collaboration with public administrations, educational entities and scientific societies. We pay special attention to the prevention of cardiovascular diseases and to urgent action to reduce mortality and morbidity.

Our activities are present during all stages of life, through the development of educational programs at schools, health promotion activities in the workplace and family-oriented activities. **Our projects are international in scope** - in 2016 we operated in 13 different countries, primarily in Latin America, but also in Spain, Malta, Portugal and Turkey.

In the professional realm, **we promote scientific research and specialized training** for professionals by awarding scholarships and grants, calls for e-learning courses and organizing or participating in meetings and scientific congresses related to non-communicable diseases, the assessment of physical injuries, and clinical safety of patients.

Insurance and Social Protection

The aim of this area is to **promote knowledge of insurance and social protection**. In this context, our activities are mainly focused on organizing and distributing informative projects on the **culture of insurance**: workshops for schoolchildren, conferences, board games, initiation courses on insurance, informative guides, a course for secondary education teachers and all of the resources available on our website Seguros y Pensiones para Todos (Insurance and Pensions for All).

We announce calls for **training scholarships** so that students from all over the world can take a postgraduate course in Spain specializing in insurance. We also issue calls for **research grants** on matters relating to our activity with the purpose of boosting scientific investigation.

Also among our activities is the **publication** and distribution of books, reports, rankings, research studies and informative guides.

With our **conferences, seminars and the bugaMAP simulation game** we contribute to knowledge about insurance and social protection.



03

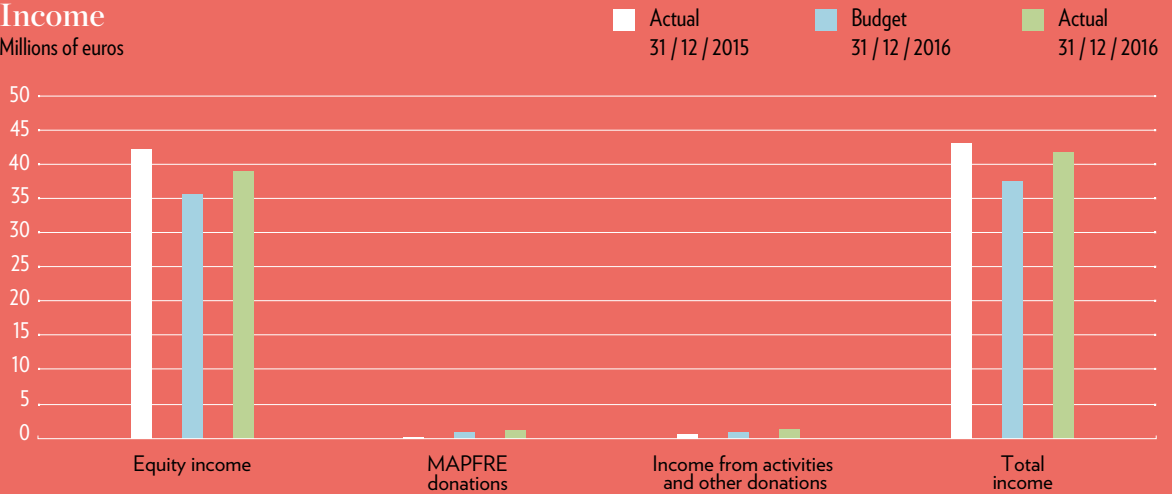
> Foundational activities

Financial information

In fiscal 2016, the revenue of Fundación MAPFRE totaled 42.1 million euros, a figure that represents a decrease of 3.2 percent with respect to the previous year. The reduction in revenue, which was incorporated into the initial budget, came about as the result of applying positive surpluses from previous years to our activities.

Income

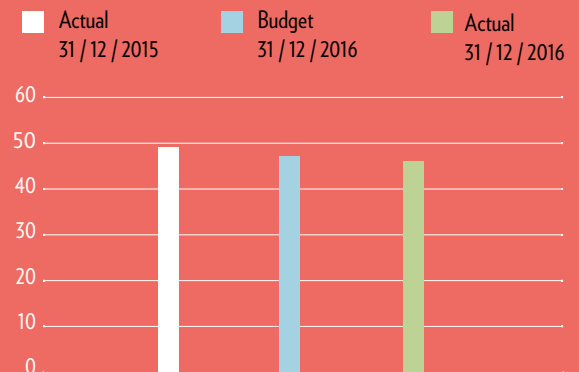
Millions of euros



Foundational activities, including administrative expenses, incurred total costs of 47 million euros, a 5.4 percent decrease compared to the previous year.

Activities and expenses

Millions of euros

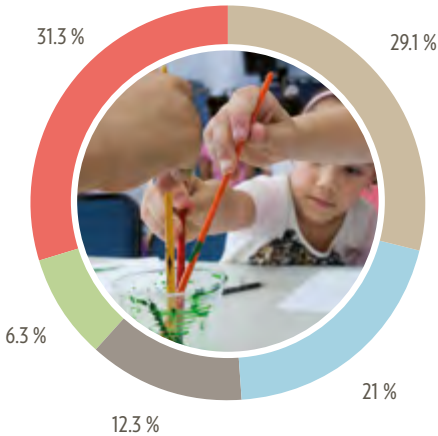


This amount was primarily allocated to activities related to Social Action (31.3 percent), Culture (29.1 percent), Accident Prevention and Road Safety (21 percent), Health Promotion (12.3 percent) and Insurance and Social Protection (6.3 percent).

The budget approved by the Board of Trustees for 2017 will be allocated to activities related to Social Action (31.3 percent), Culture (30.4 percent), Accident Prevention and Road Safety (20.4 percent), Health Promotion (12.1 percent) and Insurance and Social Protection (5.8 percent).

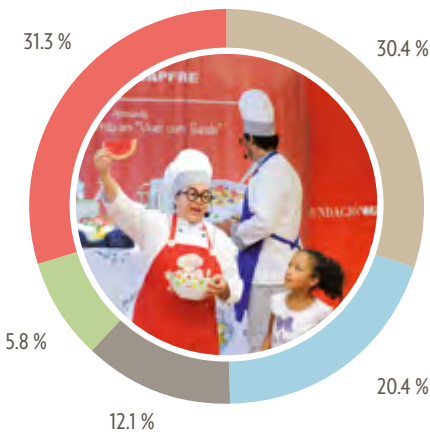
Allocation of funds by area of activity

31 / 12 / 2016



Allocation of funds by area of activity

Budget 2017



- Social action
- Health promotion
- Culture
- Insurance and social protect
- Accident prevention and road safety

The deficit for the fiscal year 2016 amounted to 4.9 million euros.

At December 31, 2016, Fundación MAPFRE's equity stood at 2,752.9 million euros.

Balance sheet

ASSETS	31/12/2015	31/12/2016
NON-CURRENT ASSETS	2,744.1	2,879.5
Intangible assets	0.1	0.1
Historical heritage assets	20.2	19.4
Property, plant and equipment	80.0	78.0
Tangible investments	43.5	181.3
Long-term investments in Group and associated companies	2,600.2	2,600.2
Long-term financial investments	0.1	0.5
CURRENT ASSETS	24.3	44.9
Users and other accounts receivable from own activities	0.1	0.1
Trade debtors and other accounts receivable	0.1	0.7
Short-term financial investments	6.8	11.0
Short term accruals/deferrals	0.3	0.3
Cash and other liquid asset equivalents	17.0	32.8
TOTAL ASSETS	2,768.4	2,924.4

Millions of euros

LIABILITIES	31/12/2015	31/12/2016
EQUITY	2,759.1	2,752.9
Endowment	2,630.5	2,630.5
Reserves and others	127.1	120.6
Result for year	(6.2)	(4.9)
Subsidies, donations and legacies received	7.7	6.7
NON-CURRENT LIABILITIES	0.6	146.9
Long-term provisions	0.5	1.1
Long-term payables	0.1	0.6
Long-term debts with Group companies and associated entities	0	145.2
CURRENT LIABILITIES	8.7	24.6
Short-term provisions	2.4	1.6
Short-term payables	0.4	0.4
Creditors	0.5	1.0
Short-term debts with Group companies and associated entities	0	14.9
Trade and other payables	5.4	6.7
TOTAL LIABILITIES	2,768.4	2,924.4

Millions of euros

(3) Donations

(2) Financial ↑
result

Statement of financial performance

INCOME STATEMENT	31/12/2015	31/12/2016
Own-activity entity income	0.9	2.7
Financial aid and other	(12.6)	(12.2)
Other operating income	2.2	2.4
Personnel costs	(9.4)	(9.2)
Other operating income	(23.9)	(21.8)
Amortization of fixed assets	(3.5)	(3.6)
Subsidies moved to results	0.1	1.1
Impairment losses and income on disposal of fixed assets	(0.1)	2.0
RESULT FROM OPERATIONS	(46.3)	(38.6)
Financial income	40.3	33.8
Exchange rate differences	(0.2)	(0.1)
FINANCIAL RESULT	40.1	33.7
RESULT FOR THE PERIOD	(6.2)	(4.9)

Millions of euros

Budget Outturn 2016

ITEM	31/12/2016	
	Budget	Actual
Equity income	36.0	39.4
MAPFRE donations	1.0	1.3
Income from activities and other donations	0.9	1.4
Activities and administration expenses	47.9	47.0
Surplus/(Deficit)	(10.0)	(4.9)

Millions of euros

Training Activities



Fundación MAPFRE Guanarteme



01

Governing bodies

Board of Trustees

PRESIDENT	Ignacio Baeza Gómez
VICE PRESIDENT	José Barbosa Hernández
MEMBERS	Tomás Bobo Díaz
	José Luis Catalinas Calleja
	Julio Domingo Souto
	Fundación Ignacio Larramendi (Representative: Miguel Hernando de Larramendi Martínez)
	José Hernández Barbosa
	Miguel Herreros Altamirano
	Andrés Jiménez Herradón
	Alfredo Montes García
	Humberto Pérez Hidalgo
	Jorge Carlos Petit Sánchez
	Asunción Rodríguez Betancort
	Julián Pedro Sáenz Cortés
	Juan Francisco Sánchez Mayor
	Isabel Suárez Velázquez
	Antonio Vigil-Escalera del Pozo
NON-MEMBER SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

Honorary Presidents

Fernando Arencibia Hernández
Julio Caubín Hernández

Past Trustees

Manuel Jordán Martínón
Silvestre de León García
Santiago Rodríguez Santana
Félix Santiago Melián

Management Committee

CHAIRMAN	Ignacio Baeza Gómez
VICE CHAIRMAN	José Barbosa Hernández
MEMBERS	Julio Domingo Souto
	Humberto Pérez Hidalgo
	Julián Pedro Sáenz Cortés
	Isabel Suárez Velázquez
	Antonio Vigil-Escalera del Pozo
NON-MEMBER SECRETARY	Jaime Álvarez de las Asturias Bohorques Rumeu
MANAGER	Esther Martel Gil

Composition of the governing bodies on the date of issue of the Annual Report.

02

General information

We are a private non-profit organization that was established in 1985.

We contribute toward and provide support for socio-cultural development and training through programs and activities designed and adapted to the reality of the Autonomous Region of the Canary Islands.

The following table shows the activities carried out by Fundación MAPFRE Guanarteme in 2016:

ITEM	Number of activities	Beneficiaries on-site
Seminars, courses and other events	129	4,381
Educational activities	22	62,555
Publications	16	8,947
Awards, scholarships and competitions	17	88
Art exhibitions	20	44,909
Concerts	26	8,006
Social action	36	28,307
TOTAL	266	157,643

03

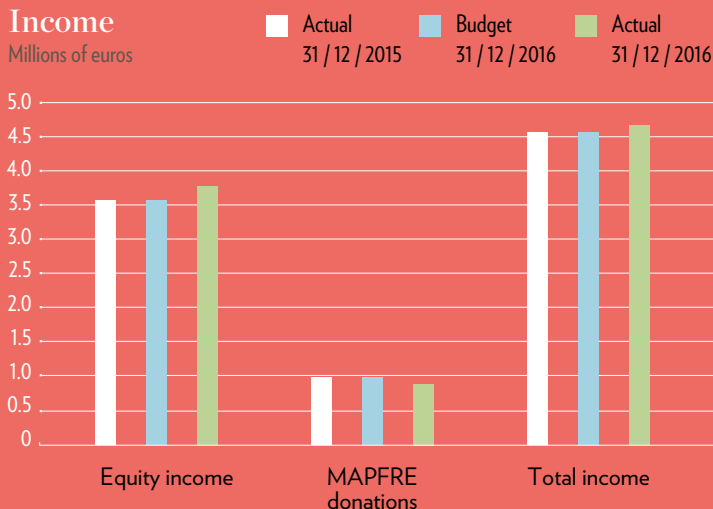
Financial information

During the 2016 fiscal year, the revenue of Fundación MAPFRE Guanarteme totaled 4.7 million euros, this figure showing an increase of 1.5 percent with respect to the previous year.

Total funds employed to run the Foundation's activities, including administration expenses, amounted to 3.6 million euros, representing a 4.4 percent increase on the previous year.

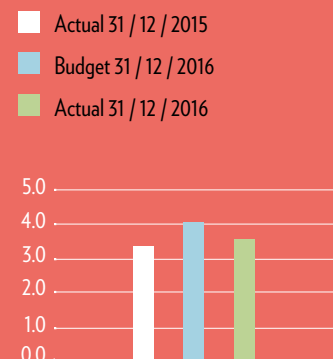
Income

Millions of euros



Activities and expenses

Millions of euros

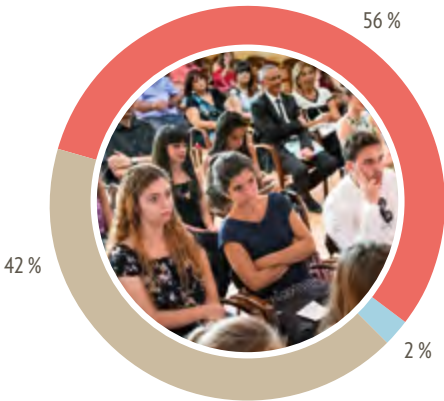


The amounts used to finance the various foundation activities in 2016 were allocated primarily to Culture (42 percent), Social Action (56 percent) and Road Safety (2 percent), as presented in the accompanying table.

The budget approved by the Board of Trustees for 2017 will be allocated to activities related to Training for Excellence (64 percent), the Abrazos program (21 percent) and Culture and Talent (15 percent).

Allocation of funds by area of activity

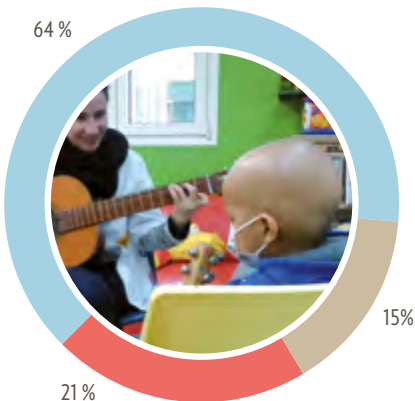
31 / 12 / 2016



- Social Action
- Culture
- Accident Prevention and Road Safety

Allocation of funds by area of activity

Budget 2017



- Training for Excellence
- Abrazos Program
- Culture and Talent

The fiscal year 2016 produced a surplus of 1.1 million euros.

At December 31, 2016, Fundación MAPFRE Guanarteme's equity stood at 86.1 million euros.



Equity

Balance Sheet

ASSETS	31/12/2015	31/12/2016
NON-CURRENT ASSETS	81.4	81.9
Fixed Assets	7.4	7.1
Long-term financial investments	74.0	74.7
CURRENT ASSETS	3.9	4.6
Short-term financial investments	3.6	2.4
Cash and other equivalent liquid assets	0.3	2.2
TOTAL ASSETS	85.3	86.5

Millions of euros

LIABILITIES	31/12/2015	31/12/2016
EQUITY	84.9	86.1
CURRENT LIABILITIES	0.4	0.4
Creditors and other payables	0.5	0.4
TOTAL LIABILITIES	85.3	86.5

Millions of euros

Budget Outturn 2016

ITEM	31/12/2016	
	Budget	Real
Fundación MAPFRE donation	1.0	0.9
Financial and other income	3.6	3.8
Activities and administration expenses	4.1	3.6
Surplus/(Deficit)	0.5	1.1

Millions of euros

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Fundación
MAPFRE



REPORT
2016