



50^{Years} Fundación
MAPFRE

50 years building
a more humane future



CASA DE S. M. EL REY

ACCREDITATION

nº 201/2024

Their Majesties the King and Queen, in response to the kind request made to them, have kindly agreed to accept the

HONORARY CHAIRMANSHIP

of the commemorative events for the **“50TH ANNIVERSARY OF FUNDACIÓN MAPFRE”**, which will be held in 2025.

I am pleased to inform you of this for your knowledge and appropriate action.

PALACIO DE LA ZARZUELA, September 12, 2024

THE HEAD OF THE HOUSEHOLD OF H.M. THE KING,



As we celebrate 50 years of history, we look back and see a path full of effort, commitment and achievements. Each step we have taken has been an opportunity to improve the lives of the people who need it most, paving the way to a better future. Five decades ago, we began this journey with a clear purpose: to improve people's quality of life. Since then, the world has changed, and with this, the challenges we face. However, our mission has remained steadfast, guided by our defining values of solidarity, dedication and hard work. Over the past half-century, we have witnessed tremendous progress as well as moments of profound difficulty. We have seen natural disasters, humanitarian crises, and even a pandemic that brought the world, but not our work, to a standstill. In every situation, our vocation has been the same: to guide, support and provide opportunities to those who need it most.

None of this would have been possible without the people who are and have been part of Fundación MAPFRE. Thanks to their dedication and tireless efforts, we have reached milestones that have left their mark on millions of lives. This report covers 12 of them, but our impact goes far beyond what mere numbers can reflect. More than 1,140 million euros invested over the years translates into something much more valuable: hope, health, education and well-being for more than 179 million people. Because behind every figure there is a story, a face, a transformed life. That is our greatest satisfaction and the reason we are moving forward more strongly than ever before.

Today we are proud of what we have built, thankful for those who have walked shoulder-to-shoulder with us, and excited about the future that awaits us. Thank you to each and every person who has believed in this project, who has put their heart and soul into making the world a better place. Because together we have achieved 50 years of solidarity and together we will continue to forge ahead.

Let's keep writing this story and building a more humane future!

Antonio Huertas

President of Fundación MAPFRE

12 milestones to sum up 50 years

1.

International Social Projects

Breaking the cycle of poverty through comprehensive education

2.

Actions in the face of humanitarian crises

Commitment and action in the face of humanitarian crises

3.

Volunteering

Solidarity is in our DNA

4.

Key life lessons

We strive for a safe, healthy and responsible society

5.

Educational programs

Learning to grow: boosting knowledge and values

6.

Research

We contribute to social progress

7.

Exhibitions

**We take art
to millions of people**

10.

Social Outreach Awards

**Our recognition
of exceptional people**

8.

Employment

**Vocation for
workplace inclusion**

11.

Social Innovation Awards

**We drive the search for
solutions to real problems**

9.

Ageingnomics research
center

**The
opportunities of an ageing
population**

12.

Publications

**Pages that explain
who we are
and what we do**



Breaking the cycle of poverty through comprehensive education

Over the last 50 years, we have been guided by a clear goal: to eradicate poverty by empowering people and strengthening three essential aspects: education, nutrition and health.

We firmly believe that access to good quality education, basic health services and a balanced diet can transform lives. That is why we have joined forces with more than 80 social organizations that develop comprehensive education projects in 25 countries, mostly in Latin America.

Thanks to this collaboration, each year 140,000 vulnerable children have the opportunity to take control of their own futures. The projects, which are carried out using a method devised by Fundación MAPFRE, provide these children with the tools they need to break the cycle of poverty and attain their full personal and professional potential.

With an investment of over 315 million euros, over the last 50 years we have positively impacted the lives of more than 15 million people. Each story, each case, encourages us to keep working to fulfill our dream: a world without poverty.



Commitment and action in response to humanitarian crises

To provide immediate support in humanitarian and natural disasters around the world, Fundación MAPFRE set up a Humanitarian Aid Fund, with an annual budget of 150,000 euros. The goal: to act quickly to provide immediate emergency aid.

Throughout our history we have responded to 30 emergency situations in the following countries: Brazil, Chile, Ecuador, El Salvador, Spain, the Philippines, Haiti, Honduras, Jordan, Lebanon, Mexico, Peru, Puerto Rico, the Dominican Republic, Turkey and Ukraine.

In each case, the response has been different: everything from supplying water purification plants to sending essential items. Our volunteers have been instrumental in getting aid to people in need, and we have also been supported by thousands of committed individuals who have taken part through our micro-donation campaigns.

More recently, we would like to highlight our response to the COVID-19 pandemic in 2020 and 2021, the actions to support refugees from the war in Ukraine in 2022, and the response to the DANA storm that caused flooding in Valencia and other regions of Spain in October 2024. To this last cause we allocated a total of **1,030,000 euros, the largest amount mobilized by Fundación MAPFRE to respond to a humanitarian catastrophe.**



Volunteer in one of the social organizations we support to alleviate the effects of the DANA storm, Valencia, Spain.



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PERSONAL

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CLASIFICACIÓN
MERCANCÍA MIX



voluntarios
Fundación MAPFRE



Volunteering

Solidarity is in our DNA

From the outset of our activities, we have considered solidarity to be a core value underpinning coexistence. Our corporate volunteering program is a cornerstone of our important work encouraging solidarity in 28 different countries.

Each day, we endeavor to improve the lives of other people, not only by allocating our own funds to the development of social aid projects, but also through a robust volunteering program of which we are very proud.

The only one of its kind, this initiative is coordinated in 28 countries. It brings together the corporate volunteering programs of several companies, including MAPFRE, to support hundreds of thousands of vulnerable people through various areas of activity: education, health, nutrition, emergencies, solidarity, and the environment.

In addition, through the 'Sé Solidario' (Be Supportive) project, we offer the opportunity for other groups and society in general to get involved in our initiatives, channelling donations and resources through micro-donation campaigns that go entirely to projects run by small social organisations in Spain.

Since the program began, we have allocated more than 8 million euros to charitable causes and volunteering, impacting the lives of more than 1,378,000 people.



Key life lessons

We work towards a safe, healthy and responsible society



We want to make the population aware that unforeseen events do happen but that, together, we can act to prevent them. The awareness-raising programs that we have launched over this half-century have helped to inform the general public and better prepare them for the future.

4

For five decades we have been running awareness campaigns to promote health, road safety and the prevention of unintentional injury, and to improve knowledge about savings, investment and retirement.

In the field of health, actions and programs include 'Cyberland' (risks associated with internet use), 'Play Safe' (CPR training), 'Women for the Heart' (cardiovascular prevention), 'SOS Breathe' (first aid for choking), 'The Time Machine' (healthy lifestyle habits), and 'With Greater Care' (injuries in the elderly).

Within the field of road safety, we remain committed to the 'Goal Zero' initiative, which aims to eradicate road casualties through accident prevention. Through the 'World Day of Remembrance for Road Traffic Victims' and training on how to prevent traffic injuries among teenagers, the use of child restraint systems in cars, and road safety in companies, we continue to raise awareness.

We work on financial wellness through the Seguros y Pensiones para Todos (Insurance and Pensions for All) program, which includes courses, digital tools and simulators.

Over the past 50 years, we have invested more than 190 million euros in awareness-raising programs in which more than 103 million people have participated.

Program for promoting healthy habits





Learning to grow: boosting knowledge and values

We strongly believe in education as an essential process in the evolution of society. That is why, for 50 years, we have been developing a number of projects that drive social change.



Respect; responsibility; commitment; protecting and caring for life; inclusion in the face of diversity and solidarity. We want to ensure that these values are at the heart of learning in educational centres.

In order to involve the entire educational community —parents, teachers, educators and students— in our purpose, over the course of these five decades we have designed a wide range of activities and resources: educational workshops, workshop-visits and materials, freely accessible and free of charge, adapted to the different stages of development and utilizing innovative methods.

Highlights of this journey include the 'Educational program to prevent injuries and promote road safety'; 'Live Healthily' (encouraging healthy lifestyle habits); 'Control your network' (focusing on the responsible use of technologies). To promote financial and insurance education among young people, we have developed educational workshops: financial escape room (FINEXIT), BUGAMAP and PlayPension. We also support Dual Vocational Training with a specialization in insurance so that students have an opportunity for professional and personal development.

And, of course, our art programs with which we promote knowledge and culture among people of all ages.

In the last five decades, with an investment of more than 165 million euros, our educational programs have impacted the lives of more than 43 million children, young people and teachers in 30 countries.

Road Safety Program

Research

We contribute to social progress

From the outset of our activities, we have considered research to be a key contributor to the development of our society. That is why, in the course of our history, we have awarded research grants, supported important projects and collaborated with a large number of research teams.

Convinced that research is an essential tool for social progress, in 1979 we awarded our first research grants, which at that time were valued at 300,000 pesetas. Today, the 'Ignacio Hernando de Larramendi Research Grants' have a budget of 300,000 euros. Over the years, these have funded more than 2,200 projects in areas such as health, road safety, insurance, and injury prevention.

Right from the start, we have been providing uninterrupted support for the Cell Therapy Program for the Treatment of Spinal Cord Injury, a successful research project that culminated in the approval of NC1, the first non-industrially manufactured drug aimed at treating spinal cord injuries.

Additionally, we collaborate with the project on Early-Stage Therapies for Parkinson's Disease, developed by Fundación de Investigación HM Hospitales, and with Fundación Pro CNIC to promote research focused on improving cardiovascular health in our society.

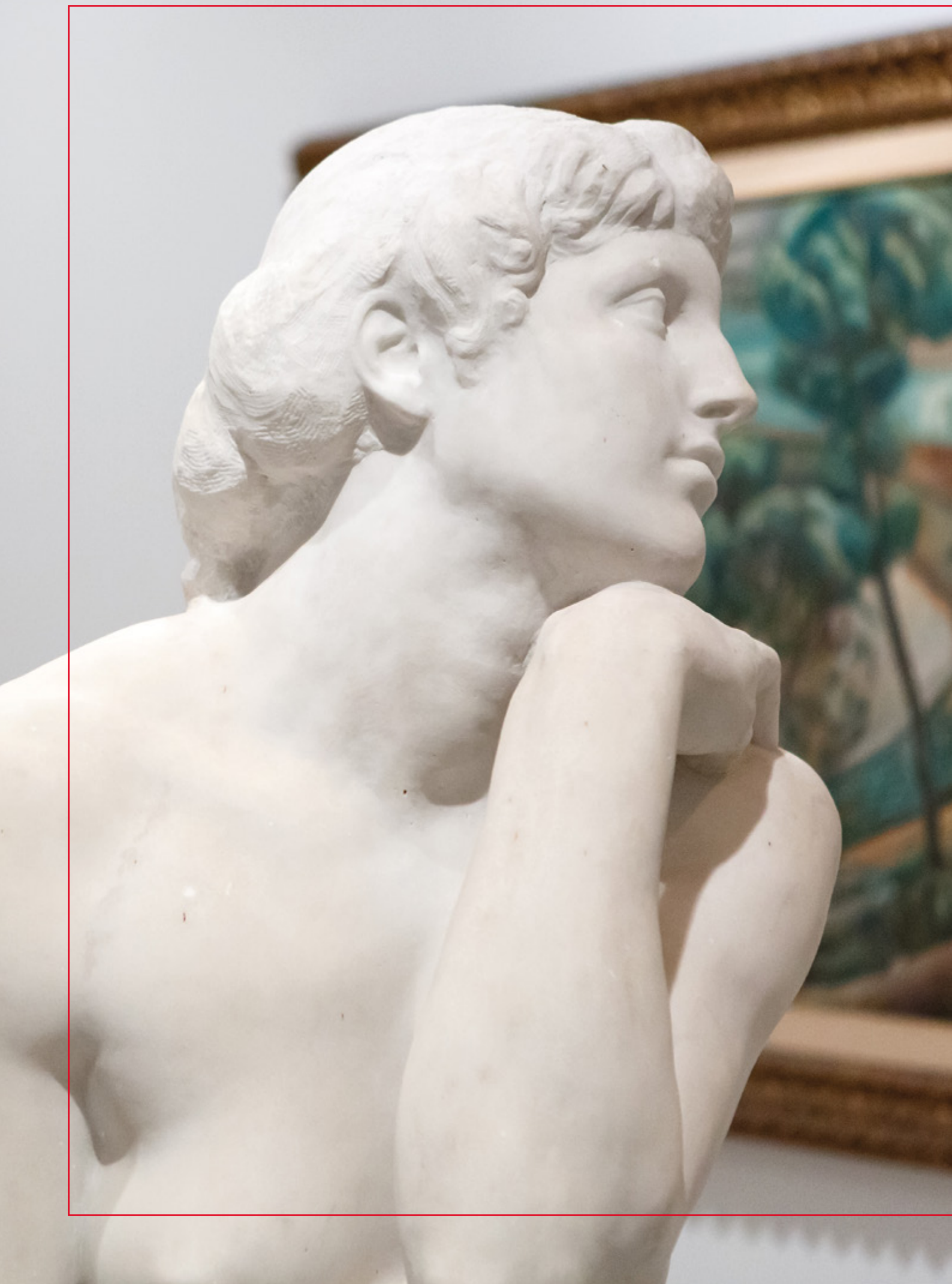
Finally, during the COVID-19 pandemic, we donated 5 million euros to the Spanish National Research Council (Consejo Superior de Investigaciones Científicas; CSIC) to help understand what we were facing.

In total, over the course of 50 years, we have contributed more than 170 million euros to research.

Dr. Vaquero (1950 - 2020), responsible for Cell Therapy for the Treatment of Spinal Cord Injury







Exhibitions

We take art to millions of people

It all began in 1988, when a significant collection of works by Rafael de Penagos (1889-1954) became part of the Fundación MAPFRE holdings. Since then, we have organized more than 700 exhibitions of fine art and photography, a journey that, although demanding, has been very rewarding.

From the beginning, our passion was the rediscovery of artistic modernity in Spain, with exhibitions of prominent artists including Sorolla, Rusiñol, Sunyer, Nonell, Casas, Regoyos, Echevarría and Mir, as well as thematic exhibitions including Painters of the Soul, The '14 Generation, and Amazons of the New Art. Over the years, we added international exhibitions, such as: Poland, turn of the century, Steinlen. Paris 1900, Camille Claudel, and Rodin, the Naked Body.

The inauguration of the new gallery on Paseo de Recoletos in Madrid in 2008, with the exhibitions: Spain 1990. Between Two Centuries, Degas and The Brown Sisters, by Nicholas Nixon, kicked off a new phase. In 2010, the Impressionism exhibition, which attracted 327,000 visitors, consolidated our presence in the Prado Recoletos district, one of the most important museum hubs in the world.

In 2009, we went one step further by embracing photography, an area that, in 2020, materialized with the opening in Barcelona of the KBr Center, a space dedicated exclusively to this discipline.

With more than 285 million euros invested in cultural activities over the last 50 years, we have made art accessible to more than 14.5 million people, transforming the way in which culture is experienced in our society.



*Rediscovering the Mediterranean exhibition
in our Sala Recoletos Exhibition Hall in Madrid*

A vocation for workplace inclusion

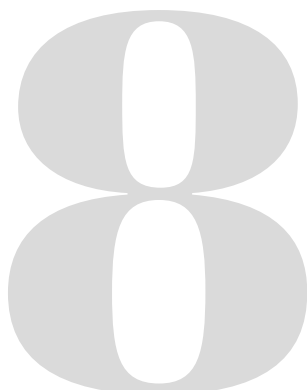
We firmly believe that integration into the workplace is essential for people's well-being, and that is why our first steps were directed towards setting up the Social Employment Program, a key tool for offering job opportunities to those who need them the most.

At Fundación MAPFRE, we have always focused on the workplace integration of all the people who make up our society, without exception.

That is why, in 2010, we launched the "Juntos Somos Capaces" (Together We Can) project, thanks to which nearly 6,000 people with intellectual disabilities and mental health problems have been able to access training grants and do internships in companies.

In 2013 we opened the first ACCEDEMOS call, which helps small companies, freelancers and entrepreneurs to hire young people, the over-50s, or the long-term unemployed, subsidizing part of their salaries for the first 9 months. Since then, we have awarded more than 7,000 grants for a total amount of 25.8 million euros.

In 2023, we were designated an Intermediate Body of the European Social Fund Plus for the 2021-2027 programming period to manage 20 million euros from the ESF+, to which we will add 10 million euros of our own funds. In total, **30 million euros that, through the +Rural Grants, will address the needs of many vulnerable people living in rural Spain, including finding a job.**







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MAPFRE

The opportunities of an ageing population

In December 2020 we launched the Ageingnomics Research Center to combat ageism and offer a positive view of the ageing population as well as the economic and social opportunities generated by the “silver” economy.

We firmly believe that people of the so-called “silver generation”, between 55 and 75 years of age, play a fundamental role in our society. Not only do they live longer, but they also enjoy a good quality of life that allows them to continue making a significant contribution to the prosperity of their environment, even after retirement.

To highlight this unique contribution and the economic and social opportunities that older adults generate, the Ageingnomics Research Center was founded. Throughout its five years of existence, it has disseminated, researched and promoted projects related to the silver economy. As a result, guides and studies containing key information on senior entrepreneurship and active ageing have been made publicly available; in-depth research has been carried out into issues such as consumption, the labor market and public policies related to the “silver economy”; and academic seminars have been organized in collaboration with universities and high-impact research projects.

Today, Ageingnomics has become a benchmark in the exchange of knowledge related to the silver economy, demonstrating that older people are key players in the future of our society.



The psychiatrist Luis Rojas Marcos at the 2022 Academic Seminar on Ageing, Health and Climate Change

Our recognition of exceptional people

Throughout these 50 years we have sought to recognize the dedication and generosity of those people who, from very diverse professional fields, with talent and effort, have made invaluable contributions to society.

Our recognition is aimed at people who, through their professional careers, their valuable contributions to science, culture or social action, and through the inspiring example of their lives and actions, have left a significant mark on society. Among them, we would like to highlight:

In the field of science: Margarita Salas, Pedro Guillén, Valentín Fuster, Ciril Rozman, and Joaquín Barraquer.

In the field of culture: excellence in drawing as an artistic expression (Antonio López, David Hockney, Paula Rego); the impact of journalistic writing (Jorge Edwards, Carlos Fuentes, Antonio Gala, Antonio Muñoz Molina, Francisco Umbral, Manuel Vicent); musical talent (Raphael); stage talent (Núria Espert, Emilio Aragón), and originality in fashion design and its business projection (Carolina Herrera)

In sport, Vicente del Bosque and the Spanish racing driver Carlos Sainz.

This commitment to excellence and solidarity is reflected in our Social Outreach Awards, which are aimed at people who make the world a fairer place. We would especially like to thank Her Majesty Queen Sofía of Spain, for accepting one of our awards and for joining us every year at the awards ceremony.

10

*Her Majesty Queen Sofía receives
the Lifetime Achievement Award*



PREMIOS ROTS FUNDACIÓN
PRIMER PREMIO A UNA DÑA PROFESIONAL, JOSÉ MARÍA
SU MAJESTAD LA REINA

P R E M I O S
Fundación **MAPFRE**
A LA INNOVACIÓN
S O C I A L

ANTONIO HUERTAS
Presidente de Fundación MAPFRE



We drive the search for solutions to real-life problems

Our commitment to social innovation as a tool for change materialized in 2018 with the first edition of our Fundación MAPFRE Social Innovation Awards.

Today, with the eighth edition underway, we continue to offer a differentiating boost to projects with the potential for significant social transformation.

In just seven editions, the Fundación MAPFRE Social Innovation Awards have established themselves as a global benchmark for committed entrepreneurs in fields including digital health, safe and sustainable mobility, and the silver economy.

Throughout the history of these awards, we have enjoyed the support of IE University as our academic partner, the collaboration of the Fundación EY España and BIDLab, as well as the valuable participation of expert judges from the fields of health, social innovation, economics, finance, and technology.

The more than 2,145 participants, from the various geographical regions that the competition covers (Brazil, the rest of Latin America, Europe and the United States) share the same goal: to produce a viable solution to problems that often transcend their own environment. Today, initiatives such as Betterfly, Liight app, Medicsens, Navilens, Neurobots, Pensium and Scoobic are achieving this goal.

All the finalists are also supported by Red Innova, our innovation ecosystem that guides projects in terms of their growth and scalability.



*Antonio Huertas, President of Fundación MAPFRE,
at the 7th Edition of the Social Innovation Awards
(2024)*

Pages that tell the story of who we are and what we do

The founding statutes of Fundación MAPFRE, established in early November 1975, reflected the cultural and scientific nature of an organization established during a time of historic change for Spain. Since then, publishing has been one of our most widely recognized areas of work.

Among the more than 2,800 printed works that we have published over the last 50 years, art, history, medicine, fire prevention, health and safety at work, road safety, insurance and risk management stand out for their abundance and importance.

Our publishing work in the field of history — from collections dedicated to the publication of documentary sources to major editorial projects like the Colecciones MAPFRE 1492— cannot be understood without acknowledging the Americanist perspective that permeates our history and is part of our DNA.

But it is in the field of art publications where the three features that best define our editorial project converge: continuity, diversity and quality. The more than 500 works on painting, drawing, photography, sculpture and engravings are united by a common element, the use of the two fundamental tools for cultural transmission: images and words.

Technical publications aimed at sharing knowledge about medicine, health and safety at work and fire prevention complete our range of publications, to which we should add works published in other formats, such as the hundred or so CD-ROMs, which at the time represented an important milestone for the digitalization of Spanish bibliographic collections.

Throughout these decades we have maintained our commitment to promote our publications, combining quality and rigor to broaden their spectrum and reach new generations.

Our exhibition catalogues



El nacimiento del arte moderno

giacometti

Terrenos de juego

FM

PONTORMO dibujos

FM

BONNARD

FM

Colecciones de los museos d'Orsay
y de l'Orangerie

De Van Gogh
a Matisse

El triunfo del color

O'M

FM

los **fauves** la pasión por el color

FM

I segni nel tempo
DIBUJOS ESPAÑOLES
DE LOS UFFIZI

FM

Rodin

FM

El Infierno

RETORNO A LA BELLEZA

OBRAS MAESTRAS DEL ARTE ITALIANO DE ENTREGUERRAS

M
193

FM

ZULOAGA

EN EL
PARÍS DE
LA BELLE
ÉPOQUE
1889-1914

FM

DERAIN / BALTHUS / GIACOMETTI

FM

PICASSO / MONTAÑA

FM

Over these 50 years
we have invested more than
1,140 million euros and
transformed the lives of more
than 179 million people.



Allocated by type of activity 1975-2025 (in millions of euros)

type of activity	amounts*	%
Social aid	316.07	27.70
Art and culture	288.84	25.3
Awareness-raising and sensitization program (key life lessons)	191.67	16.80
Research	170.66	14.9
Educational Programs	165.40	14.50
Volunteering	8.24	0.7
total	1,140.87	100.00

Beneficiaries by activity type 1975/2025

beneficiaries	totals FM
Art and culture	14,568,386
Education and awareness-raising	146,392,900
Educational Programs	43,271,958
Awareness-raising and sensitization programs	103,120,942
Social aid	15,198,991
Volunteering	1,370,578
Training and teaching activities (conferences, seminars, etc.)	250,000
Publications and magazines	1,342,000
total	179,122,855

Belgium
France
Germany
Ireland
Italy
Malta
Portugal
Spain
The Netherlands
The United Kingdom
Turkey

Argentina
Brazil
Chile
China
Colombia
Costa Rica
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
The Dominican Republic
The Philippines
United States
Uruguay
Venezuela



50^{Years} Fundación
MAPFRE