

COLABORATION BRINGS US CLOSER TO SUSTAINABILITY



# MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS

## REPORT OF THE BOARD OF DIRECTORS TO THE SHAREHOLDERS' MEETING FOR THE 2023 FISCAL YEAR

The **Mexican economy** confirmed its strength, reaching a **3.2% growth** at the close of 2023.

Dear Shareholders:

In my capacity as Chairman of the Board of Directors of Grupo Nacional Provincial, S.A.B. (GNP), I am pleased to present to you the following report based on the analysis of the information provided by the Chief Executive Officer in his 2023 Annual Report, which includes the financial highlights and results for the fiscal year, and incorporates environmental, social and corporate governance factors as an integral part of this report on the company's performance. I also present a report on the main activities of the Board of Directors.

The year 2023 was characterized by the resilience of the world's economy, the stabilization of the supply chains, and the gradual decrease of inflation. Dealing with this outlook, the Mexican economy confirmed its soundness: it reached a 3.2% growth at year end, driven by a lower inflation, a strong exchange rate, and increases in consumption, investment, and exports. Additionally, Mexico's geographic location has become attractive for multinational corporations, due to the nearshoring phenomenon.



Mexican insurance companies have fulfilled their social commitment to support people facing financial difficulties caused by various disasters, protecting their assets and economic stability. A testament of the latter is the response given to those affected by hurricane Otis, in the state of Guerrero, one of the three costliest disasters in the industry's history, surpassed only by hurricane Wilma in 2005 and the COVID-19 pandemic.

The Mexican insurance sector has reaffirmed its strength and solvency: it is the third largest institutional investor in the country, with a 13.9%<sup>1</sup> growth relative to last year, excluding pensions.

During 2023, GNP maintained its leadership as Mexico's leading insurer, with issued premiums totaling \$99,681 million pesos (MP), a nominal growth of 12.1% compared to the previous year. Additionally, the company's net income amounted to \$4,010 MP, reflecting a 52.3% increase from 2022. Finally, the total shareholders equity reached \$18,318 MP, boasting a solvency margin of \$13,152 MP and a solvency ratio of 3.55.

<sup>1</sup>The figure excludes market share of bancassurance and premiums with savings component, considering the 32% growth in premiums with savings component reported by the CNSF in the "Timely Performance of the Insurance and Bonding Sector" report for the 4th quarter of 2023. It does not include premiums issued by Pemex.

The results achieved in 2023 enabled GNP to maintain its international ratings, reflecting the strength of its balance sheet: AM Best confirmed the Financial Strength Rating of "A" (excellent), the Long-Term Issuer Credit Rating of "A" (excellent), and Mexico's National Scale Rating of "aaa.MX" (exceptional). Additionally, Standard & Poor's Global Ratings ratified the highest national scale rating of "mxAAA Estable".

On the other hand, we drove the growth of our commercial channels by expanding our network to over 16,900 insurance agents. These professionals, with their expertise, extensive knowledge of the insurance sector, and humane approach, provide guidance to individuals, families, and businesses in safeguarding their assets and achieving their financial objectives. Furthermore, we conducted ongoing training programs to foster the development of our commercial partners, while simultaneously focusing on the evolution of digital tools to streamline their operations.

Throughout the period, we continued to strengthen and diversify our value proposition across all sectors, aiming to provide competitive insurance options for Mexican families. Additionally, we updated our digital tools across all service channels, enhancing warmth, proximity, and efficiency in customer service delivery.

True to its essence, GNP responded to its customers affected by Hurricane Otis, safeguarding the integrity and well-being of employees and their families; responding with professionalism, humanism, and efficiency to assist its policyholders, and undertaking several actions for the benefit of the victims.

GNP continued to convey its message "Vivir es increíble", inviting people to enjoy every moment of life and make it unique. Additionally, it promoted campaigns such as "Disfrutar es vivir y vivir es increíble" and "Celebrar es vivir y vivir es increíble", featuring positive messages aimed at fostering unity and joy for life.

In 2023, GNP maintained its leadership as Mexico's top insurer, with **issued premiums totaling \$99,681 million pesos** (MP), a nominal growth of 12.1% compared to the previous year.

Furthermore, GNP continued its contribution to improving the quality of life for the most vulnerable communities through its social programs, such as “*Gol por México*” and “*Vivir es increíble ayudando a los demás*”. Its actions in support of society and its employees led to GNP being recognized for its good practices in human talent management, as well as in social and workplace inclusion initiatives.

GNP remains committed to conducting its processes with ethics, transparency, and the best practices of corporate governance in all operations and services, for the benefit of Mexico.

In 2023, the Board of Directors met on four occasions to ratify the resolutions of the Executive Committee. Additionally, the Financial Statements for the fiscal year 2023, the budget for 2024, as well as the company’s strategy and that of its specialized businesses were reviewed and approved.

The Board of Directors adheres to sound corporate governance practices. To conduct its activities, it is supported by the committees recommended in the

Code of Corporate Governance Principles and Best Practices. The most relevant activities of the committees, whose members appear in the Corporate Governance section of the Annual Report, are described below:

1. The Executive Committee analyzed the company’s operating and financial results and approved the actions taken to manage the business. It also validated the pillars of the Strategic Plan and the Budget.
2. The Audit and Corporate Practices Committee, among others, monitored due compliance with applicable accounting standards, as well as with legal, regulatory, and administrative provisions. It also verified the reasonableness of the figures in our Financial Statements and accounting records; analyzed the performance and plans of the internal auditor and the external auditors; reported on the development of their activities and incidents; and followed up on the information security program.
3. The Nomination, Evaluation and Compensation Committee identified and appointed candidates to occupy relevant positions in the company, evaluated the performance of the Chief Executive Officer and relevant Directors, and authorized salary increases, bonuses and benefits based on the results obtained in the performance evaluations. The compensation package consists of a base salary, statutory benefits, and other benefits. It also reviewed the succession plans for the company’s senior management.
4. The Finance and Planning Committee oversaw the analysis of the financial information and the results achieved against the budget, in addition to corroborating the company’s financial solvency.
5. The Investment Committee established the asset and investment management strategy and reported on the actions taken by the investment department, in accordance with the provisions of our current Investment Policy.

6. The Credit Committee developed the objectives, guidelines and policies for credit origination and administration.
7. The Reinsurance Committee implemented the design, operation, monitoring and evaluation of policies and other mechanisms for transferring risks and responsibilities, as well as the operations conducted in this area, in accordance with the reinsurance manual and policies.
8. The Comprehensive Risk Management Committee approved the preventive levels and risk exposure limits and verified their support. In accordance with the business plan, it followed up on the measures to achieve adequate Integrated Risk Management—globally and by risk type—approved by the Board of Directors, as well as the improvements resulting from the company's risk and solvency self-assessment.

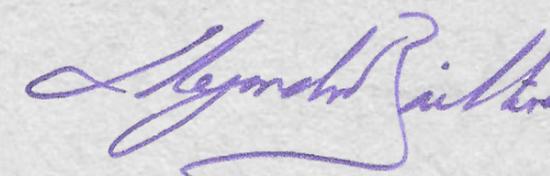
9. The Communication and Control Committee monitored compliance with legal provisions to prevent transactions with illegally obtained resources, it established, analyzed, and disseminated the criteria for classifying customers into risk levels, as well as the preventive and control measures established in the compliance manual. It also reviewed the procedures for reporting to the authorities.

The Board of Directors submits this Report to the Meeting for consideration. It establishes and explains the accounting policies and criteria that served as the basis for the preparation of the Financial Statements. These include the basis of presentation and consolidation, as well as the significant accounting policies that were approved by the external auditors and that form an integral part of this Report.

In the opinion of the Board of Directors, the Chief Executive Officer's Report presented to this Shareholders' Meeting fairly reflects the financial position, the results obtained, and the most significant aspects of the Company's performance in 2023.

Dear Shareholders:

I thank the members of the Board of Directors and the Executive Committee for their commitment and valuable advice, our policyholders and business partners for their loyalty, and all our employees for their passion and dedication. Together we have reached the expected results to offer financial protection to more Mexicans. To you, our shareholders, I thank you, as always, for your invaluable trust.



**Alejandro Baillères**

**CHAIRMAN OF THE BOARD OF DIRECTORS  
GRUPO NACIONAL PROVINCIAL, S.A.B.**

## MESSAGE FROM THE CEO

### COMPANY PROGRESS REPORT PRESENTED BY THE CHIEF EXECUTIVE OFFICER TO THE BOARD OF DIRECTORS, FOR THE 2023 FISCAL YEAR

In Mexico, the **insurance sector** is solid, solvent, and reliable; in 2023, it achieved a **growth of 13.9%** compared to the previous year, excluding pensions. This sector ranked as the third most important institutional investor in the country, demonstrating that today it is better prepared to meet its obligations to policyholders.

<sup>2</sup>The figure excludes the market share of bancassurance and savings component premiums, given the 32% growth in savings component premiums reported by CNSF in the "Timely Performance of the Insurance and Bonding Sector" report for the 4th quarter of 2023. It does not include premiums issued by Pemex.

In my capacity as Chief Executive Officer of Grupo Nacional Provincial, S.A.B. (GNP), and based on the provisions of the Stock Market Act, I hereby submit to you the Annual Report corresponding to the performance and results obtained by the company during the 2023 fiscal year, the Financial Statements and their disclosure notes, as well as the main Accounting and Reporting Policies and Criteria followed in the preparation of this Report. I also present the company's most relevant environmental, social and corporate governance criteria during the year.

Throughout 2023, countries showed dynamism in their economies due to the normalization of global supply chains, investment recovery, and the expansion of services following the COVID-19 pandemic, alongside the downward trend in global inflation which still remained above targets. Additionally, Mexico benefited from foreign investment attraction, the nearshoring phenomenon, and macroeconomic strength. By year-end, the Mexican economy recorded 3.2% growth.

In Mexico, the insurance sector is solid, solvent, and reliable; in 2023, it achieved a growth of 13.9%<sup>2</sup> compared to the previous year, excluding pensions. This sector ranked as the country's third most important institutional investor, demonstrating that today it is better prepared to meet its obligations to policyholders. An example of this were the actions taken and compensations paid for damages caused by Hurricane Otis, which left thousands of families affected and caused significant damage in the state of Guerrero. Otis is the third most costly disaster for the sector in Mexico, with estimated damages exceeding \$37,000 MP, trailing only behind Hurricane Wilma in 2005 and the COVID-19 pandemic.



At the end of the year, GNP issued premiums totaling \$99,681 MP, achieving a nominal growth of 12.1% compared to the previous year, thereby maintaining its position as the leader in Mexico's insurance sector. Additionally, the net result amounted to \$4,010 MP, representing a growth of 52.3% compared to 2022. The business segments that contributed the most to this result were Life, Medical Expenses, and Damages. At the end of the fiscal year, the shareholders' equity reached \$18,318 MP, with a solvency margin of \$13,152 MP.

Our financial strength was acknowledged through international ratings obtained: AM Best ratified our Financial Strength Rating of "A" (Excellent), Long-Term Issuer Credit Rating of "a" (Excellent), and Mexico's National Scale Rating of "aaa.MX" (Exceptional). Additionally, Standard & Poor's Global Ratings confirmed the highest national scale rating of "mxAAA Estable."

Thanks to the support of Grupo Bal, the business continued its transformation by introducing innovative technological tools that address the needs of both customers and business partners.

Among GNP's achievements in 2023, the following stand out:

## LIFE INSURANCE

In 2023, the Life segment generated premiums of \$36,667 MP, representing a nominal growth of 4.0% compared to the previous year. Additionally, our Individual Life products and tools continued their transformation and ongoing improvement to provide customers with one of the most comprehensive value propositions in the market.

Among the product enhancements, notable ones include "Proyecta", "Proyecta afecto", and "Trasciende". Furthermore, in Group Life, normal levels of claims were recovered to pre-COVID-19 pandemic levels. Additionally, tools were developed to streamline the contracting process for the SME segment, contributing to the period's results.

In 2023, the **Life** segment generated premiums of **\$36,667 MP**, representing a nominal growth of 4.0% compared to the previous year.

## MAJOR MEDICAL EXPENSES INSURANCE

In 2023, the trend of growth in the **Auto segment** continued. Premiums reached \$20,824 MP, a nominal **growth of 28.4%** compared to the previous year.

GNP continued to strengthen its value proposition. An example of this is the introduction of new coverages for the “Seguro Médico GNP Indemniza” and products targeted at the SME segment. Throughout the year, there was dynamism in individual segment rates, and efforts were made to foster closeness with customers during the underwriting process for corporate accounts.

This enabled the company to maintain its leadership in the market segment: premiums amounted to \$36,758 MP, reflecting a nominal increase of 14.1% compared to the previous year and a market share of 24.6%.

## AUTO INSURANCE

In 2023, the trend of growth in the Auto segment continued, driven by the stabilization of the automotive sector’s supply chain and the resurgence of new car sales. Premiums reached \$20,824 MP, marking a nominal growth of 28.4% compared to the previous year, and an increase in our market share to 13.6%.



## ¿Un seguro sin Deducible y Coaseguro?

Con el **Seguro Médico GNP Indemniza** solo pagas tu prima anual.

Además obtén:

- **Apoyo económico diario** en caso de hospitalización hasta por 15 días.
- **Cobertura desde el primer día** por urgencias y emergencias médicas.
- Orientación médica telefónica y videoconsultas **las 24 horas ¡Sin costo!**

A través de  Médica Móvil

Cotiza en [gnp.com.mx](https://gnp.com.mx) o con tu **Agente GNP**.

Los servicios médicos son prestados por Médica Móvil y su red de proveedores.



Additionally, efforts were made to retain policies through automatic renewal in the individual segment, while in the corporate segment, the early renewal process for SMEs was streamlined. Furthermore, the value proposition for motorcycle products was enhanced, and the “Soy cliente” benefits program was expanded, recognizing longevity and comprehensiveness.

## DAMAGES INSURANCE

The premiums reported in 2023 for the Damages segment amounted to \$5,431 MP, representing a nominal growth of 3.7% compared to 2022. Throughout the year, the value proposition was reinforced through the introduction of new coverages for the “Hogar Versátil”, “Mis Dispositivos GNP”, and “Mi Mascota GNP” products.

To foster growth in the SME segment, online service was enabled for quoting and issuing the “Negocio protegido” and “Responsabilidad civil general” products.

**GNP**  
SEGUROS

**SI EN ESTA ÉPOCA  
RECIBES GADGETS,**  
asegúralos con **Mis dispositivos GNP**

Hasta **12** meses sin intereses  
Al 31 de diciembre

Producto operado en alianza con **insurama**

**GNP**  
SEGUROS

Incluye en tu lista de deseos  
un seguro para tus  
**MICHIS Y LOMITOS**  
con **Mi mascota GNP**

Hasta **10% + 12**  
de descuento meses  
sin intereses

Del 4 al 12 de diciembre

**Vivir es increíble**

The premiums reported in 2023 for the **Damages segment** amounted to **\$5,431 MP**, representing a nominal growth of 3.7% compared to 2022.

## SPECIALIZED BUSINESSES

### MÉDICA MÓVIL

In 2023, *Médica Móvil* posted revenues of \$246.3 MP, as a result of a branding strategy aimed at familiarizing policyholders with the services, healthcare benefits, and the company's efficiency and commitment. Additionally, customer engagement was strengthened to make the benefits of *Médica Móvil* more tangible for those holding the Major Medical Expenses policy. Furthermore, through training initiatives, the connection with agents and agency managers was enhanced to promote *Médica Móvil* services.

Approximately 35,685 phone calls and 8,015 video calls for medical guidance were attended to; 4,297 ambulance services were provided, 5,491 home medical consultations were conducted, 4,682 selective risk exams for Major Medical Expenses underwriting were carried out, 1,918 medical exams for Life insurance underwriting were performed, 11,645 motorcycle paramedic services were provided, and 7,222 video calls for minor collision medical guidance were conducted.



**CREDITO AFIANZADOR, S.A.,**  
COMPAÑIA MEXICANA DE GARANTIAS



**Médica Móvil** posted revenues of **\$246.3 MP**, as a result of a branding strategy aimed at familiarizing policyholders with the services and healthcare benefits, as well as the company's efficiency and commitment.

### CRÉDITO AFIANZADOR

The surety company concluded 2023 with premiums of \$35.1 MP. Shareholders' equity reached \$155.1 MP, with a solvency margin of \$151.4 MP. As a testament to its financial strength, Standard & Poor's awarded a credit rating of "mx-AAA," the highest in Mexico.

### SOLVIMÁS SOLUCIONES FINANCIERAS AND SOLVIMÁS ARRENDAMIENTO PURO

We concluded 2023 with a placement amount of \$1,052 MP, which allowed us to generate revenues of \$507 MP, representing a growth of 34.1% compared to 2022. Additionally, according to the statement issued by Standard & Poor's, *Solvimás Soluciones Financieras* maintained its short-term credit rating of "mxA-1+", with a stable outlook.

As part of the initiatives to improve brand positioning, the name and image of "*GNP Flotillas*" were rebranded to "*Solvimás Arrendamiento Puro*", unifying the naming of companies dedicated to credit and leasing. Also, as part of these initiatives, the website [www.solvimas.com](http://www.solvimas.com) was launched.

Lastly, *Solvimás* operation was modernized through the implementation of new systems and technological tools.



## BROKERS / SALESFORCE (DISTRIBUTION CHANNELS)

### AGENTS CHANNEL

In 2023, to drive sales growth, multiple commercial efforts and campaigns were launched, resulting in a 5.9% increase in premiums from the channel compared to the previous year.

The sales team continued to expand, closing the year with a total of 200 agency directors and over 14,200 agents offering comprehensive solutions across all business lines. Agent training remains a differentiator in the sector; during the period, more than 1,150 online training sessions were conducted. Lastly, the channel enhanced its digital tools to streamline the agents' tasks.

The Agents Channel sales team continued to expand, closing the year with a total of **200 agency directors and over 14,200 agents** offering comprehensive solutions across all business lines.

### BROKERS AND GOVERNMENT CHANNEL

In 2023, we achieved a 17.8% growth in premiums and a 5.1% increase in clients compared to the year before. The sale of automobiles stood out, benefiting from the recovery of the automotive industry and the Major Medical Expenses segment. Additionally, to maintain close relationships with business partners and clients, new features were developed in existing tools to enhance the user experience.

On November 8th, 2023, the Internal Audit Body of the IMSS (Mexican Social Security Institute) notified GNP of the initiation of an administrative procedure to determine possible infringements regarding our participation in a tender in April 2020, which was not awarded to GNP. On January 30th, the Ministry of Public Service notified GNP of the resolution that disqualifies us from entering into contracts for one year with federal public administration agencies and entities, State Productive Companies, as well as federal states. GNP has approached the relevant reviewing bodies to request that the announced sanctions be reconsidered. GNP remains committed to conducting its processes with ethics, transparency, and governance.

### MASS INSURANCE CHANNEL

The Mass Insurance Channel closed 2023 with a 32.9% growth in premiums compared to the previous year, as a result of various initiatives to boost the business and enhance the value proposition and customer experience.

#### Private mass business

2023 closed with a 28.1% increase in premiums compared to the previous year. All sub-channels contributed to this growth: bancassurance 38.7%, partnerships 22.4%, direct and digital sales 12.4%. These results are driven by sales in the Auto and Damages segments, with the “*Mis dispositivos GNP*” product standing out in particular.

#### Public mass business

During 2023, we achieved a growth in premiums of 38.8% compared to the previous year, driven by the Collective Medical Expenses and Group Life segments. Additionally, the sales force reached over 2,600 agents and 10 business agents, and more than 46 mobile offices were opened throughout Mexico.

### CUSTOMER SERVICE

As part of our customer-centered business model, in 2023 we raised the standard of the customer experience in all interactions, reaffirming GNP’s ongoing commitment to service excellence.

In the Auto segment, a strategy was defined to enhance the service experience, particularly in repairs and total loss payments, resulting in faster response times and increased customer satisfaction.

In the Major Medical Expenses segment, attention and hospitalization management processes were improved, leading to shorter hospital discharge times. Additionally, the training of the medical evaluators was optimized, resulting in better response times for the three modalities: reimbursements, surgery scheduling, and hospital discharge. This allowed for increased satisfaction and reduced grievances from policyholders.

During the year, the dynamic Life insurance app was launched to offer automatic policy issuance within minutes. This innovation streamlined the customer experience and the sales force’s process.

On the other hand, the Contact Center handled 4,997,565 calls in 2023. It achieved the “World Class” level in the “Global Quality Model for Customer Interaction (CIC) version 3.0” certification, awarded by the Mexican Institute of Teleservices. This reinforces GNP’s strategic customer-focused approach and positions it as an innovative and disruptive organization, financially robust and prestigious in the market.



The Mass Insurance Channel closed 2023 with a **32.9% growth in premiums** compared to the previous year.

## INFORMATION TECHNOLOGY

During the period, the hardware of the main operating system, which manages the policy lifecycle for several business lines, was updated. This technology strengthens the infrastructure and ensures the security of operations to meet the company's future growth. Additionally, the migration of information from the Major Medical Expenses segment to the cloud was completed for analysis, use, and, in the future, the development of artificial intelligence cases that generate value for GNP. Lastly, the digital feature set for the sales force was enhanced as part of GNP's digital transformation.

## INVESTMENT CRITERIA

In line with the investment policy approved by the Board of Directors, the investment decision-making process is based on rigorous analyses of financial performance, corporate governance, as well as environmental and social commitment, which are relevant criteria for selecting companies to invest in.

GNP's investments aim to maintain more effective and efficient coverage of the obligations acquired with all policyholders through prudent diversification of the portfolio in instruments issued by the Federal Government and private institutions (including banks).

## COMPREHENSIVE RISK MANAGEMENT

GNP provides certainty and confidence to its policyholders and shareholders through a comprehensive risk management system, the purpose of which is to effectively monitor, manage, measure, control, mitigate, and report the risks to which the company is exposed.

### **Financial risk**

In 2023, financial risks were maintained within the limits approved by the Board of Directors, along with continuous improvement in asset-liability matching and credit risk. Additionally, the methodology for measuring financial risk was strengthened through operational quality indicators for reinsurance institutions and intermediaries.

### **Operational risk**

GNP has an Internal Control System that periodically evaluates and monitors the key controls implemented within business processes; it also aids in mitigating operational risks and adapting to changes in the environment to reduce their impact.

Therefore, in 2023, the business continuity plan was ratified, and the disaster recovery plan was strengthened. Additionally, the Code of Ethics and Conduct for Employees and Third Parties, as well as policies that minimize operational risks due to malpractices by business partners, suppliers, and partners involved in claims handling, were kept up to date.

### **Cybersecurity**

During the year, the 2023-25 information security strategy was presented and approved, aligning with GNP's business, risk, and information technology plan to address current cybersecurity challenges and effectively mitigate risks.

The investment decision-making process is based on **rigorous analyses** of financial performance, corporate governance, as well as environmental and social commitment.

With a **strong commitment** to its clients, GNP provided support to those affected by the aftermath of Hurricane Otis.

## ACTIONS IN RESPONSE TO HURRICANE OTIS

Prioritizing the safety and well-being of our policyholders, affected employees, and the community at large, support was provided to those affected by the aftermath of Hurricane Otis. GNP will continue working to help overcome this situation as quickly as possible.

In this context, over 3,310 reports from Auto and Damage policyholders were addressed. To maintain closeness with the customers, a remote and in-person care protocol was implemented. Additionally, extraordinary benefits were offered to policyholders, such as a 0% deductible on claims for GNP auto insurance clients declared as total losses due to material damage. Moreover, for Home Insurance clients with hydrometeorological risk coverage who did not have debris removal coverage, support for extraordinary expenses and debris removal was provided. Furthermore, telephonic medical guidance and video consultations were made available at no cost to all clients in the state of Guerrero and surrounding areas through the “*Línea GNP*” and the “*Soy cliente GNP*” app.

On the other hand, a collection center was set up at Plaza GNP facilities, where 11,581 items were gathered and delivered to the UNAM collection center. Through the “*Tienda vivir es increíble ayudando a los demás*”, all employees were invited to donate, with GNP committing to match each donation. Additionally, through the social program “*Gol por México*”, 19,000 people were benefited with nutritional packages.

Finally, to support affected employees, the delivery of food supplies, an economic bonus, telephonic medical guidance, and psychological consultation were facilitated.

## SUSTAINABILITY

Based on the principles of shared value and transparency to provide certainty to its stakeholders, GNP organized multidisciplinary working groups to create the Sustainability Model. With this Model, the company reaffirms its local and global commitments and aligns with the United Nations' 2030 Agenda and the 17 Sustainable Development Goals, which seek the well-being of people and the planet within a framework of peace, partnerships, and prosperity.

Thus, during 2023, the efforts of the various Sustainability Model working groups were consolidated, and short and medium-term plans were established, accompanied by indicators and action lines set out in the company's strategic plan.

During 2023, **the efforts** of the various working groups of the Sustainability Model were **consolidated**, and short and medium-term plans were established to achieve objectives.

## SOCIAL PROGRAMS

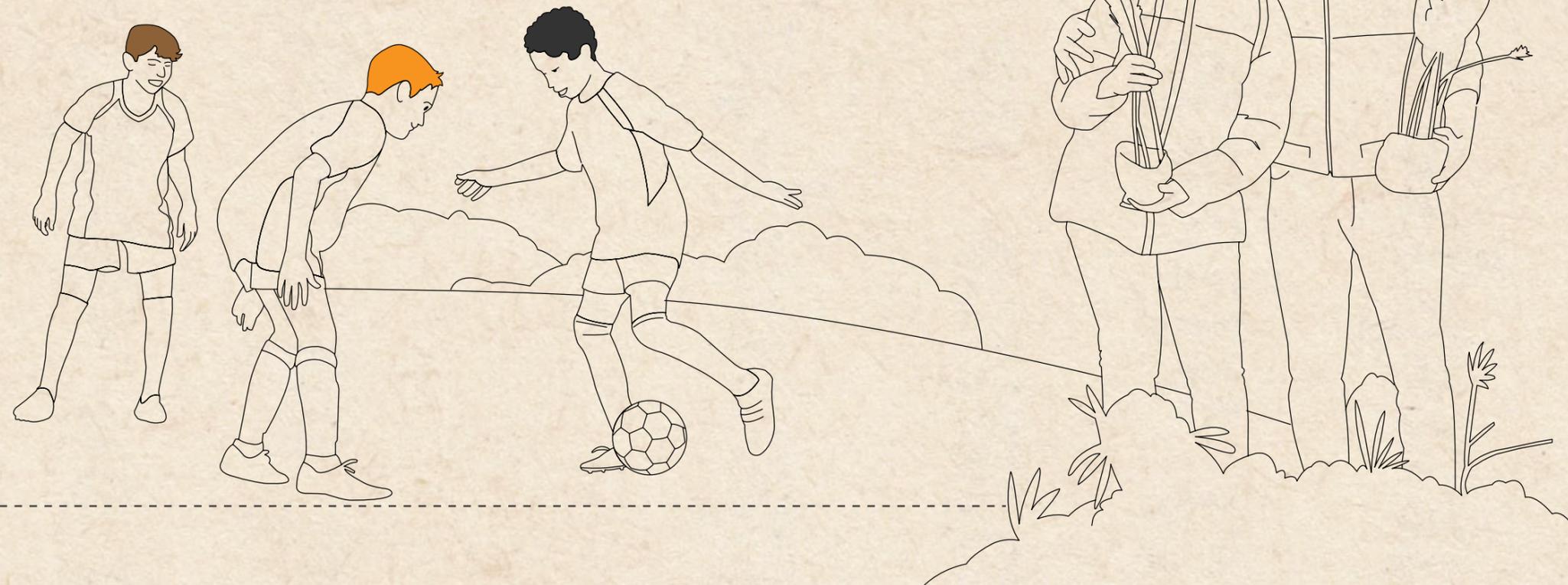
As part of our commitment to support diverse causes for the well-being of Mexican society, in 2023 we continued to promote social programs, among which are the following:

- **Gol por México:** In 2023, support continued for the most vulnerable communities in the areas of education, housing, health, nutrition, and the environment, reaching over 1.4 million beneficiaries. Additionally, support was provided to women in terms of empowerment, education, and combating gender-based violence, and actions were undertaken in favor of those affected by the earthquakes in Syria and Türkiye, and by Hurricane Otis.

- **Vivir es increíble ayudando a los demás:** Over 11 years, this social program has successfully delivered 432 actions to benefit social organizations through in-kind donations and communication strategies to expand its outreach and generate more interaction with its stakeholders. This has enabled it to garner more support for its causes, which include education, health, social and labor inclusion, environment, sustainable actions, and projects, among others.
- **Luli y Gabo:** It is the first animated series aimed at teaching children how to take care of themselves, empowering them to reduce the risk of accidents both inside and outside the home. Additionally, it guides parents, teachers, and caregivers on accident prevention and how to act if they occur. Among its most representative ac-

tions in 2023 is the Luli y Gabo summer workshop at the *Papalote Museo del Niño*, which welcomed 972 boys and girls.

- **Bosque vivir es increíble:** To promote environmental awareness and culture, 39,000 trees were planted in the conservation area in the community of San Miguel and Santo Tomás Ajusco, in Mexico City.



## ADVERTISING CAMPAIGNS

During 2023, the campaigns “Disfrutar es vivir y vivir es increíble” and “Celebrar (Compartir) es vivir y vivir es increíble”, were launched, promoting a message of unity and celebration of life. These campaigns featured the participation of international models Alessandra Ambrosio and Candice Swanepoel. Additionally, the “Navidad 2023” campaign was launched in December.

We continue to strengthen our **message of unity and celebration** of life.



## PRODUCT CAMPAIGNS

Throughout the year, various campaigns were designed to promote and position the products, including “Mi mascota GNP”, “Mis dispositivos GNP” and “Seguro Médico GNP” Indemniza. Additionally, support was provided for the launch of the new parametric product “GNP Riesgos Naturales Huracán”.

The “¡Es rapidísimo!” campaign continued to promote the current promotions of GNP Auto and Motorcycle Insurance; activities were organized to incentivize the sale of car insurance and to attend the Mexico Grand Prix of Formula 1, and some sponsorships were included to encourage sales. On the other hand, customer loyalty and trust were recognized through the “Beneficios soy cliente GNP” campaign on the website and the “Soy cliente GNP” app. Through this channel, activities were conducted and access to musical, sports, and cultural events was offered, as well as exclusive discounts to more than 6,900 clients.

**BENEFICIOS**  
**#SOYCLIENTEGNP**  
 — Vivir es increíble® —

Te lleva a **Berlín** todo pagado para disfrutar de

**GNP SEGUROS** PRESENTA  
**THE SILENCE OF SOUND**  
**ALONDRA DE LA PARRA**  
 GABRIELA MUÑOZ "CHULA THE CLOWN"

Si cuentas con un **Seguro Médico GNP-Plan Internacional**, participa desde la app o portal Soy Cliente GNP.  
**¡Sé parte de esta increíble experiencia!**

CONSULTA TÉRMINOS Y CONDICIONES EN GNP.COM.MX. VIGENCIA DEL 7 AL 27 DE AGOSTO DEL 2023

**TENIS FES T+GNP**  
 Vivir es increíble®

SI CUENTAS CON UN **SEGURO MÉDICO GNP**  
 ¡PARTICIPA Y GANA  
**UN VIAJE DOBLE TODO PAGADO**  
 PARA ESTE INCREÍBLE EVENTO!

Regístrate en Soy Cliente GNP  
 ¡Descárgala ahora!  
 GNP App Store Google Play

Disfruta de los **BENEFICIOS**  
**#SOYCLIENTEGNP**  
 — Vivir es increíble® —

APLICA TÉRMINOS Y CONDICIONES. VIGENCIA DE LA PROMOCIÓN DEL 13 DE OCTUBRE AL 9 DE NOVIEMBRE DEL 2023.

**10% + 12**  
 DE DESCUENTO HASTA MESES SIN INTERESES  
 Del 13 al 18 de septiembre.

**¡ES RAPIDÍSIMO!**

Asegura tu auto con GNP y participa para ir al **FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO 2023** presentado por Heineken™.

Contrata en **gnp.com.mx** o con tu **Agente GNP**.

**Patrocinador Local FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO 2023**

PFC.CA/001218-2023. MSI aplican en pólizas nuevas y de renovación, el descuento solo aplica para pólizas nuevas. Consulta los bancos y tarjetas participantes.

GNP was recognized by various organizations and institutions for its **good practices** in talent attraction, retention, and development.

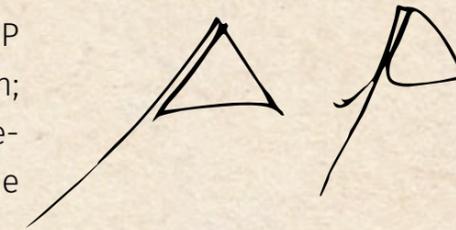
## AWARDS

Thanks to the actions of Social Responsibility and Commitment, in 2023, GNP was recognized by various organizations and institutions, among which the following stand out: “Employers For Youth”, “Top Employers”, and “Merco Talento”, for their good practices in attracting, retaining, and developing talent; the *Empresas Excepcionales - Premio a la excelencia empresarial en México* (“Exceptional Companies – Award to Entrepreneurial excellence in Mexico”) award, which distinguishes companies’ operational and managerial practices; *Merco Monitor Empresarial de Reputación Corporativa* (“Merco Corporate Reputation Indicator”) recognized GNP as the insurance company with the best reputation; and *Merco Responsabilidad ESG* (“Merco ESG Responsibility”) positioned GNP in first place in the evaluation of its environmental performance.

Board Members:

I thank the Chairman of the Board of Directors and the members of the Board of Directors and the Executive Committee for placing their trust in us.

Finally, I want to acknowledge the support and commitment of our employees and business partners, who, with loyalty, professionalism, and dedication, have made it possible to face the challenges of the environment and continue working for Mexico during these 122 years.



**Eduardo Silva**  
**CHIEF EXECUTIVE OFFICER**  
**GRUPO NACIONAL PROVINCIAL, S.A.B.**



Vivir es increíble®

GRUPO NACIONAL PROVINCIAL S.A.B.  
CORPORATE OFFICES "PLAZA GNP"

Av. Cerro de las Torres No. 395,  
Campestre Churubusco, 04200,  
Mexico City

Phone: 55 5227 3999

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

