



Vivir es increíble®

SUCCESS BEGINS WITH PREPARATION

2024 ANNUAL REPORT



MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS

REPORT OF THE BOARD OF DIRECTORS TO THE SHAREHOLDERS' MEETING FOR THE 2024 FISCAL YEAR

Dear Shareholders:

In my capacity as Chairman of the Board of Directors of Grupo Nacional Provincial, SAB (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 2024 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. Likewise, I present a report on the main activities of the Board of Directors.

The year 2024 was marked by economic volatility: global economic growth stood at 3.2%¹ —slightly lower than in 2023—, accompanied by declining inflation, falling interest rates, and a stronger U.S. dollar. The tense international geopolitical landscape and the global political leadership profiles added further uncertainty to the future ahead.

¹ Estimate by the International Monetary Fund (IMF), latest available figure.



In 2024, GNP maintained its international ratings from AM Best and Standard & Poor's Global Ratings, reflecting the strength of its balance sheet.

Mexico, for its part, experienced a year of contrasts. Economic growth slowed down, while inflation and interest rates declined, though the latter remain relatively high. Despite global challenges, the country demonstrated resilience, driven by strong domestic demand and the dynamism of some sectors. Additionally, the Mexican peso experienced high volatility and posted a 23% depreciation against the U.S. dollar.

The insurance sector, however, once again demonstrated its financial strength, solvency, and capacity to inspire trust among policyholders, consolidating itself as the third most important institutional investor in Mexico. In 2024, premium growth reached 15.8%, driven primarily by Life, Medical Expenses, and Auto insurance.

In July 2024, Eduardo Silva Pylypciow made the decision to step down as CEO of GNP, a position he held for 5 years, adding to his long and successful 48-year career at GNP and Grupo BAL. Jesús Martínez Castellanos, the new CEO, brings along an outstanding 35-year international career in the insurance industry. He has ensured continuity in strategic actions and delivered solid results to maintain GNP's leadership in the sector, with a market share of 13.3%.

By year-end, issued premiums exceeded the original target, reaching \$116,497 million pesos (MP), representing a 16.9% increase compared to the previous year. Additionally, for the first time, the number of clients surpassed 10 million. Net income totaled \$3,563 MP, reflecting an 11.1% decrease year-over-year due to higher claims in the Major Medical Expenses line, as well as increased healthcare service costs. On the other hand, shareholders' equity at the close of the fiscal year reached \$18,818 MP, with a solvency margin of \$13,622 MP and a solvency ratio of 3.62.

During the period, GNP maintained its international ratings that reflect the strength of its balance sheet. AM Best assigned a Financial Strength Rating of "A" (Excellent), indicating a great ability to meet financial obligations. The Long-Term Issuer Credit Rating was "a" (Excellent), and the national scale rating for Mexico was "aaa.MX" (Exceptional), the highest in the country. Additionally, Standard & Poor's Global Ratings reaffirmed the highest national scale rating of "mxAAA Stable."

Throughout the year, we bolstered the growth and development of our business partners. The network expanded to over 15,000 agents who, with their knowledge and expertise, provide guidance to individuals, families, and businesses in meeting their protection needs and financial goals. Additionally, digital transformation was promoted through the implementation of new technological solutions, enhancing the experience for both business partners and clients.

In line with our commitment to building strong relationships with clients and providing comprehensive solutions to meet all insurance needs, the value proposition was strengthened throughout the year, and actions were taken to enhance customer experience and loyalty.

Regarding its social responsibility, GNP promoted programs aimed at supporting vulnerable communities, including "Gol por México" and "Vivir es increíble ayudando a los demás". It also encouraged a culture of prevention through the "Luli y Gabo" program. Furthermore, GNP continued to raise environmental awareness and promote sustainability through the "Bosque vivir es increíble" program.

Furthermore, the "Compartir es vivir y Vivir es increíble" campaign continued, while new initiatives were launched, such as "La danza de la vida", which invites reflection and appreciation of life through music and dance, and "Elige tu propio camino, Vivir es increíble", which celebrates women's independence and autonomy.

As a result of the actions undertaken in 2024 in the area of social responsibility and commitment, GNP received several awards and distinctions that validate its best practices in talent management, environmental performance, and reputation within the insurance industry. GNP also reaffirms its commitment to Mexico by conducting its processes with ethics, transparency, and the highest standards of corporate governance in all of its operations and services, for the benefit of Mexico.

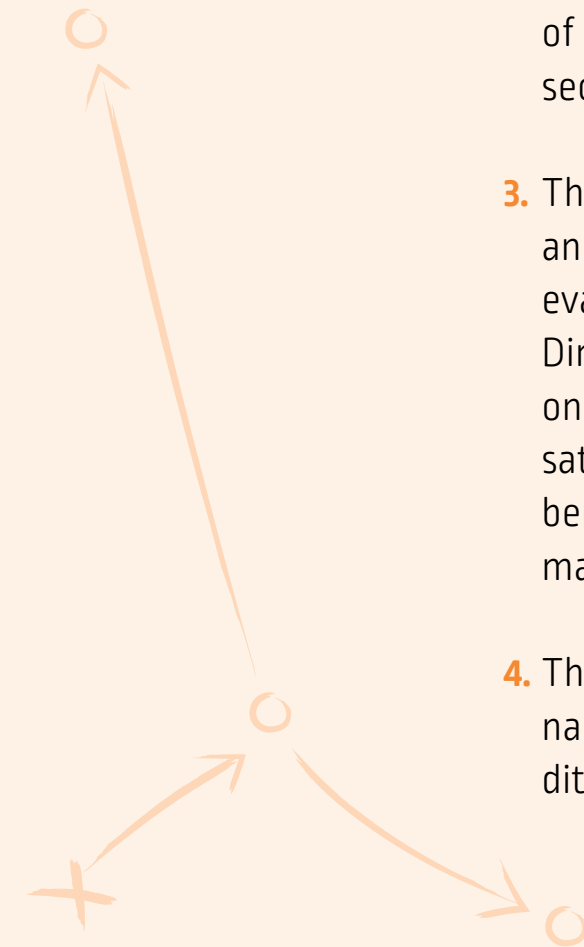
During 2024, the Board of Directors met on four occasions, during which the resolutions of the Executive Committee were ratified. In addition, the Board reviewed and approved the financial statements for the 2024 fiscal year, the 2024 budget, as well as the company's overall strategy, including that of its specialized business units.

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



GNP Seguros reaffirmed its commitment to ethical, transparent processes and best corporate governance practices across all operations and services.

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 monitored due compliance with applicable accounting standards, as well as with legal, regulatory, and administrative provisions, among other actions. 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 institutional 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 comprehensive 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, so 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 specific cases to the authorities.

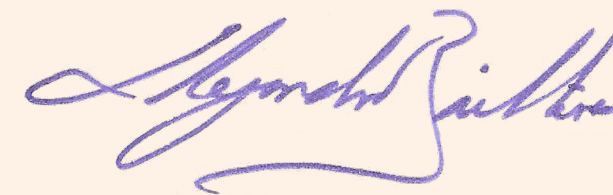


The Board of Directors submits for the consideration of this Shareholders' Meeting the report detailing and explaining the accounting policies and criteria used as the basis for the preparation of the financial statements. These include the presentation and consolidation bases, as well as the accounting policies audited by the external auditors, which form an integral part of this report.

In the opinion of the Board of Directors, the Chief Executive Officer's report presented to the Shareholders' Meeting reasonably reflects the Company's financial position, the results achieved, and the most significant aspects of its operations during 2024.

Dear Shareholders:

I would like to express my gratitude to the members of the Board of Directors and the Executive Committee for their strategic guidance and leadership; to our business partners and employees, for their commitment, professionalism, and exceptional service that have made it possible for GNP to continue providing financial protection to Mexican society over the past 123 years. To you, our esteemed shareholders, I extend my sincere appreciation for your invaluable trust, as always.



Alejandro Baillères

**CHAIRMAN OF THE BOARD OF DIRECTORS
GRUPO NACIONAL PROVINCIAL, SAB**



MESSAGE FROM THE CEO

**COMPANY PROGRESS REPORT PRESENTED BY THE CHIEF EXECUTIVE OFFICER TO THE BOARD OF DIRECTORS,
FOR THE 2024 FISCAL YEAR**

In my capacity as Chief Executive Officer of Grupo Nacional Provincial, SAB (GNP), and based on the provisions of the Securities Market Law, I hereby submit to you the Annual Report corresponding to the performance and results obtained by the company during the 2024 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. It also presents the company's most relevant environmental, social and corporate governance (ESG) criteria during the period.

In 2024, the global economy faced a complex environment, characterized by moderate growth and declining inflation rates, as well as rising geopolitical tensions.

Mexico faced a year of significant challenges and opportunities. While the country benefited from the relocation of certain supply chains, lower inflation combined with high—though gradually decreasing—interest rates affected market dynamism and economic growth. Despite these challenges, the Mexican economy demonstrated remarkable resilience, driven by the strength of the services sector and the gradual recovery of industrial activity. The Mexican peso experienced high volatility and depreciated against the U.S. dollar by approximately 23%.



In 2024, GNP delivered outstanding results: it achieved a 13.3% market share—over 3 percentage points ahead of the second place—and surpassed 10 million clients.

Within this context, the Mexican insurance sector continued to show strong growth in 2024, driven by increased demand for Life, Medical Expenses, and Auto insurance products. With an unwavering commitment to protecting the Mexican population, the industry has allocated nearly 15 billion U.S. dollars to cover catastrophic events, thereby demonstrating its ability to respond to risk. By offering innovative and personalized solutions, the sector positions itself as a fundamental pillar in building a more financially secure and sustainable country.

In July 2024, GNP underwent a significant leadership transition: Eduardo Silva Pylypciow passed the baton to me. With this commitment, I began a new chapter at the helm of Mexico's undisputed leading insurance company. I would like to thank the Chairman of the Board, Mr. Alejandro Baillères, for the trust placed in me to take on such an important responsibility.

Results were outstanding during this period: GNP achieved a market share of 13.3%, more than 3 percentage points above the second place. Written premiums amounted to \$116,497 MP, representing a 16.9% increase compared to the previous year, and the customer base surpassed 10 million.

However, net income totaled \$3,563 MP, an 11.1% decrease compared to 2023, mainly due to higher claims in the Major Medical Expenses segment and increased healthcare service costs.

At year-end, shareholders' equity amounted to \$18,818 MP, with a solvency margin of \$13,622 MP and a solvency ratio of 3.62, reflecting a strong and reliable financial position, supported by the international ratings received:

- AM Best assigned a Financial Strength Rating of "A" (Excellent), a Long-Term Issuer Credit Rating of "a" (Excellent), and a national scale rating for Mexico of "aaa.MX" (Exceptional).
- Standard & Poor's Global Ratings reaffirmed the highest national scale rating of "mxAAA Stable."

This has been a year of learning, change, new challenges, and experiences. The support of Grupo BAL has allowed GNP to continue investing in business transformation and innovation, with a perennial focus on providing the best service to our clients. Among the most notable achievements of 2024 are the following:



In the Life Insurance segment, GNP reached a 10.5% market share in 2024 and posted a 7.8% nominal growth compared to 2023.

LIFE INSURANCE

In the Life segment, GNP achieved a market share of 10.5%, with premiums totaling \$39,527 MP, equivalent to a nominal growth of 7.8% compared to 2023.

This growth was driven by the strengthening of the product portfolio: In Individual Life, the acceptance age and policy terms for the "Dotal" and "Vida tus sueños" lines were expanded. "Valmex Elite" was launched in partnership with Valmex Casa de Bolsa, combining life insurance with investment. The "Cobertura Mujer" campaign, which promotes female protection against critical illnesses, was also launched with great success.

In Group Life, the number of insured individuals had a relevant increase of 46.3% compared to 2023, mainly due to the acquisition of new corporate accounts. A new Unemployment coverage was developed for Loan Protection Insurance. Additionally, mortality rates have remained stable, following a significant decline since 2023.

Durante **octubre** contrata tu
Seguro de Vida GNP
y obtén **¡Sin costo!**

Cobertura Mujer

Vivir es increíble®

Un **complemento**
que te respalda ante
**cáncer, complicaciones
del embarazo y otras
enfermedades graves.**

Contáctame para
mayor información

Vigencia del 1° al 31 de octubre de 2024. Válido solo para los planes Ordinario de Vida, Trasciende, Dotal y Vida tus sueños



Dotal
Tu futuro asegurado

Vida a tus sueños
Te aseguramos para cumplirlos

Valmex Elite

MAJOR MEDICAL EXPENSES INSURANCE

In 2024, GNP reached a 24.4% market share in the Major Medical Expenses segment, with premiums totaling \$41,405 MP, representing a 12.6% increase compared to 2023.

To meet evolving market needs, GNP launched the "Seguro Médico GNP Personaliza" product, allowing policyholders to customize their plans according to their preferences and lifestyle. In collaboration with Médica Móvil, the Company also implemented the medical support program "Tu guía: Gastos Médicos Mayores", which simplifies the management of medical claims, provides personalized guidance, and ensures efficient care for insured individuals.



In 2024, GNP achieved a 24.4% market share in the Major Medical Expenses segment.

¡Tu familia, tu prioridad!

Seguro Médico GNP Personaliza
Tú eliges la protección de acuerdo a tu estilo de vida

Descubran la libertad de **elegir su atención hospitalaria** y seleccionar la que mejor **se adapte a su presupuesto.**

¡Un seguro para ti, construido por ti!

Conoce más con tu **Agente GNP** o en **gnp.com.mx**

Vivir es increíble

¿Requieres apoyo para un trámite de tu Seguro GNP?

Por ser **colaborador de**

y contar con tu **Seguro Médico GNP de prestación**, te brindamos para ti y tus dependientes¹ asesoría en trámites para:

- » **Programar** una cirugía.
- » **Reportar** una hospitalización.
- » **Dudas** sobre el funcionamiento de tu **Seguro GNP**

Además, recuerda que, a través de **Médica Móvil**, tienen acceso a:

- » **Orientación médica vía telefónica y por videollamada** ¡sin costo!
- » Consulta de **referencias de médicos, hospitales y clínicas** de acuerdo a tu plan de prestación.

Si requieres solicitar algún servicio, comunícate a

Línea GNP 55-5227-9000
Opción 2

Te recomendamos tener a la mano tu número de certificado.

¹ Los dependientes deben estar asegurados en tu póliza de prestación.
Los servicios médicos son prestados por Médica Móvil y su red de proveedores.



In 2024, the Auto insurance segment recorded nominal growth of 43.8% compared to the previous year. Meanwhile, the Damages segment achieved a 4.1% market share.

AUTO INSURANCE

In 2024, the Auto insurance segment achieved a 15.5% market share, with premiums totaling \$29,952 MP, reflecting a nominal growth of 43.8% compared to the previous year, driven by an increase in new car sales.

Throughout the year, the value proposition was strengthened across various segments. Notable developments included the launch of the "Autos Turistas GNP" product, offering a streamlined and secure policy issuance process. For the financial institutions segment, a total loss management model was implemented, and communication and operational processes were improved.

Lastly, in the corporate segment, service for Heavy Equipment insurance was reinforced to ensure an enhanced experience and faster response times.

DAMAGES INSURANCE

During the year, the Damages segment achieved a market share of 4.1%, with total premiums of \$5,605 MP, representing a nominal increase of 3.2% compared to the previous year.

In 2024, GNP optimized the quoting and issuance processes for SMEs and established a new corporate issuance model. It also expanded its offering with "Mis dispositivos GNP" through partnerships with department stores and strengthened the "Hogar versátil" product, which, through the development of tools that simplify the issuance process for intermediaries, allows for greater flexibility in coverage.





Médica Móvil upgraded its systems to enhance the customer experience and invested in medical technology, staff training, and sustainability.

SUBSIDIARIES

MÉDICA MÓVIL

Revenues totaled \$268 MP, an 8.8% growth compared to 2023. In 2024, *Médica Móvil* modernized its systems to enhance the customer experience and expanded its video call services for minor collisions to more states across the country. During the period, *Médica Móvil* invested in medical technology, personnel training, and sustainability initiatives, including the launch of the "Escuela de paramédicos" and the use of hybrid vehicles for policyholder services.

CRÉDITO AFIANZADOR

The Surety business closed 2024 with premiums of \$37 MP and a net result of \$24 MP. Shareholders' equity reached \$180 MP, and the solvency margin stood at \$174 MP. In addition, Standard & Poor's reaffirmed the "mxAAA" rating, the highest in financial strength in Mexico.

SOLVIMÁS SOLUCIONES FINANCIERAS Y SOLVIMÁS ARRENDAMIENTO PURO

In 2024, *Solvimás* experienced solid growth, reaching revenues of \$567 MP, representing a 12.0% increase compared to the previous year. Additionally, Standard & Poor's assigned it a short-term rating of "mxA-1+" with a stable outlook.

Solvimás strengthened its offering with more accessible and efficient solutions, including enhancements to its auto and leasing programs. It also introduced a new payroll personal loan designed to meet the specific needs of Grupo Bal employees. Furthermore, it reinforced its financial strength through new partnerships, expanded its market presence through business chamber affiliations and event participation, and boosted brand visibility on social media through digital marketing strategies.



CREDITO AFIANZADOR, S.A.,
COMPAÑÍA MEXICANA DE GARANTÍAS



BUSINESS PARTNERS AND BROKERS

AGENT CHANNEL

With a network of over 15,000 agents at year-end, the channel grew 9.5% in total premiums compared to the previous year and reached more than 2.3 million Mexicans. This reaffirmed GNP's commitment to the growth and enhancement of the sales force experience through strengthened tools and training. During the period, AI-integrated services were incorporated into the Agent App, online training sessions were offered, and the career development plan was further advanced.

BROKERS AND GOVERNMENT

By the end of 2024, this channel posted a 24.2% increase in premiums, along with a rise in the number of clients—exceeding 3.7 million, which represents an 11.3% increase over the previous year. This growth was driven by the strong performance of the Auto and Major Medical Expenses segments. Notable initiatives included close engagement with business partners to understand their needs, and the rollout of the commercial management tool, which provides real-time statistics and enhances the sales process.



The Agent Channel closed the year with a network of over 15,000 GNP Agents and a 9.5% growth in total premiums compared to 2023. Meanwhile, the Brokers and Government Channel recorded 24.2% growth in premiums in 2024.



In 2024, GNP surpassed 10 million clients, focusing on building strong relationships and delivering comprehensive protection.

MASS INSURANCE CHANNEL

In 2024, the Mass Insurance Channel implemented several strategies to drive comprehensive growth, which included commercial incentives to strengthen and expand the sales force, attract new business, and launch sales campaigns to support the development of the different channels and subchannels operating in parallel with the cross-cutting omnichannel strategy. These actions resulted in a 31.8% increase in premiums and 30% higher profitability compared to the previous year. The channel also reaffirmed its commitment to integrating more Mexicans into the insurance market. By the end of 2024, it had surpassed 4.8 million clients, a 36.5% increase compared to 2023.

CUSTOMER SERVICE AND BROKERS

In 2024, GNP surpassed 10 million clients, focusing on building strong relationships and providing comprehensive protection. The company also hosted conferences on financial, physical, and emotional well-being and continued to enhance its digital assets by updating apps and portals.

In the Auto Claims area, total loss operations were stabilized, customer satisfaction improved, the impact of spare parts shortages was mitigated, and proactive delivery date notifications were implemented.

In the Medical Expenses Claims area, negotiations concluded for the essential access hospital network in 8 cities for the "Seguro Médico GNP Personaliza" product. The network of short-stay clinics expanded to 146 units across 21 cities, and a dedicated website was launched for affiliated physicians to streamline administrative processes. In addition, a virtual care module was developed for hospitalizations, 31 physical service modules were renovated, and 9 new ones were opened nationwide.

Self-service tools were also promoted, billing and payment options for the sales force were diversified, and new functionalities were added to the intermediary portal, including the use of digital signatures and the simplification of the assisted services form.

As a result of these efforts, GNP earned a score of 9.79 on the User Service Performance Index (IDATU), issued by the "Comisión Nacional para la Protección y Defensa de los Usuarios de Servicios Financieros" (CONDUSEF).



IT

Throughout the year, GNP modernized its operational systems to strengthen the company's enterprise architecture, enabling it to anticipate future growth and maintain market leadership. One example is the Vital project, aimed at transforming the management of Individual Life insurance. In addition, a new treasury system development project was launched, and the “Palantir Foundry” platform was implemented to enhance decision-making and risk management in the Medical Expenses segment by identifying patterns and using artificial intelligence agents.

INVESTMENT CRITERIA

At GNP, investment decision-making process is guided by various factors, including financial analysis, environmental and social responsibility, and corporate governance practices, in accordance with the Investment Policy approved by the Board of Directors. The investment portfolio is diversified, primarily comprising Federal Government bonds, as well as private and banking institutions, and sustainable bonds to ensure coverage of the Company’s obligations to policyholders.

COMPREHENSIVE RISK MANAGEMENT

Through a comprehensive risk management system, GNP continuously monitors potential risks that could impact the company. It also undertakes preventive and corrective measures to minimize their impact and protect the interests of its policy- and shareholders.

Financial Risk

In 2024, financial risks remained within the limits approved by the Board of Directors. The Company continued implementing an investment strategy aimed at optimizing the matching of assets and liabilities, managing interest rate and exchange rate risks. In addition, a methodology was applied to assess the quality of reinsurers and reinsurance intermediaries, strengthening risk management through operational and quantitative indicators.

Operational Risk

To mitigate operational risks and their impact on the company and its subsidiaries, GNP has an internal control system that periodically assesses and monitors key controls across business and support processes.

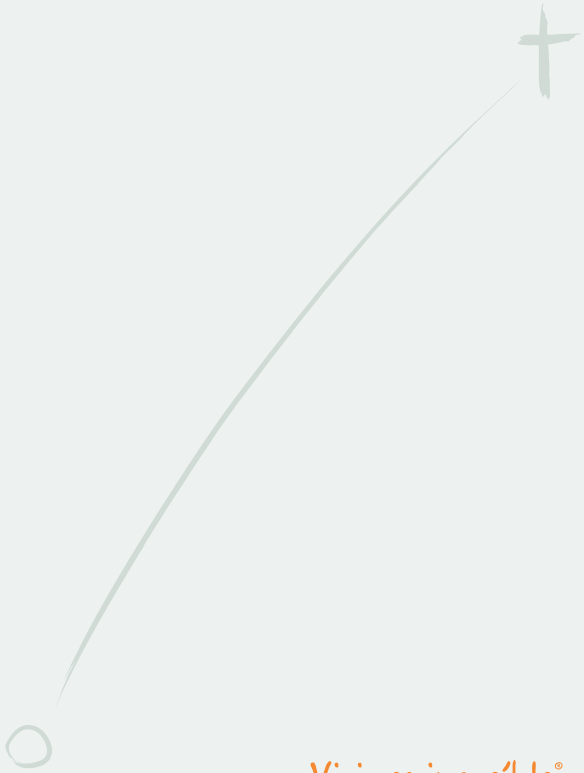
In 2024, the Business Continuity Plan was reaffirmed, and the Disaster Recovery Plan (DRP) was reinforced to improve strategic maturity and awareness. In addition to updates to the Code of Ethics and Conduct for Employees and the creation of a new Code for Third Parties, compliance policies were implemented and existing ones maintained to minimize operational risks associated with improper practices by business partners, suppliers, and claims-related service providers.

Cybersecurity

Throughout 2024, GNP continued to strengthen its information security strategy by incorporating new tools and adopting a security model that enables proactive threat detection and mitigation, risk management, and impact reduction. GNP remains a leader in cybersecurity, providing clients with the confidence that their assets and personal data are protected by cutting-edge technology, positioning the company as a trusted partner in the digital age.



GNP modernized its operational systems and technology to strengthen its enterprise architecture, thus providing clients with the confidence that their assets and personal data are protected.



 **GNP reinforced its commitment to the comprehensive development of its more than 10,000 employees, offering an inclusive, dynamic, and challenging work environment with training, growth opportunities, and a focus on well-being.**

EMPLOYEES

Year after year, GNP strengthens its commitment to the comprehensive development of its more than 10,000 employees. With an inclusive, dynamic, and challenging work environment, the company offers continuous training programs, growth opportunities, and a focus on well-being. GNP strives to help every employee reach their full potential and contribute to the company's success. This is reflected in the Organizational Culture Survey results, which showed an 88% satisfaction rate, and in distinctions such as "Top Employer Company" and "Employers for Youth", which position GNP among the best companies to work for.

With 11 years of experience in workplace inclusion, in 2024 GNP reached a total of 239 employees with disabilities, representing a 40% increase in the program over the past 5 years. These results have been recognized for the sixth time with the "Éntrale" distinction, awarded to organizations that demonstrate outstanding commitment to the labor inclusion of people with disabilities.

SUSTAINABILITY

In 2024, GNP strengthened the implementation of its Sustainability Model, which aims to contribute to Mexico's development through six pillars: integrity, respect for human rights, environmental care, promotion of prevention, healthcare, and support for education.

GNP has been a signatory of the United Nations Global Compact since 2009 and has aligned with the United Nations Sustainable Development Goals (SDGs) since their establishment in 2015. Through its Sustainability Model and actions as a Socially Responsible Company, GNP directly contributes to the following SDGs:

- Health and well-being
- Quality education
- Gender equality
- Reduced inequalities
- Sustainable cities and communities
- Climate action



Integrity



Respect for human rights



Environmental care



Promotion of prevention



Healthcare



Support for education



The "Gol por México" social program celebrated 20 years of transforming league goals into benefits for more than 1.5 million people.

SOCIAL PROGRAMS

In line with GNP's commitment to the well-being of the Mexican population, the Company continues to promote social support programs: "Gol por México", which celebrated 20 years of transforming goals into benefits for more than 1.5 million people through initiatives in education, nutrition, healthcare, housing, and the environment; the "Vivir es increíble ayudando a los demás" store, which reached 12 years of activity, delivering 615 donations to 460 social organizations across 31 states; the "Luli y Gabo" program, which offers accident prevention workshops for children and their mothers, supported by influencers who helped amplify the message; and the "Bosque vivir es increíble", which continues to promote environmental awareness and culture, hosting reforestation events and having planted 44,080 trees in the conservation land of San Miguel and Santo Tomás Ajusco, in Mexico City.



ADVERTISING CAMPAIGNS

In 2024, GNP continued with the campaign "Compartir es vivir y Vivir es increíble", and launched the campaigns "La danza de la vida" and "Elige tu propio camino, Vivir es increíble", all of which convey inspiring messages and foster emotional connection with the audience:

- **Compartir es vivir y Vivir es increíble** invites people to live in the present and fully appreciate each moment of life, valuing unique experiences. This campaign's message is also conveyed during the Christmas and New Year seasons.

- **La danza de la vida** is a unique piece that uses dance to celebrate the essence of Mexico and explore its rich diversity of landscapes, colors, and traditions. It is accompanied by the central musical theme *Vivir es increíble* ("Living is Incredible"), which blends lyrics and music to reflect on life's highs and lows and the depth of its meaning.
- **Elige tu propio camino, Vivir es increíble** was designed to share a message of independence, autonomy, authenticity, and connection, with a focus on women.

The campaigns "Compartir es vivir y Vivir es increíble" and "Elige tu propio camino, Vivir es increíble" featured international models Alessandra Ambrosio and Candice Swanepoel.



PRODUCT CAMPAIGNS

In 2024, the campaigns "Mi mascota GNP", "Mis dispositivos GNP", "Seguro Médico GNP Indemniza", and "GNP riesgos naturales huracán" continued, and a new campaign was launched for the product "Seguro médico GNP personaliza". Additionally, the campaign "¡Es rapidísimo!" remained active, promoting current Auto and Motorcycle Insurance offers. For the sixth year, a special campaign was held to encourage auto insurance sales with the opportunity to attend the Formula 1 Mexican Grand Prix.



GNP
SEGUROS

GNP Riesgos Naturales Huracán

Un respaldo ante fenómenos naturales

¡Estamos listos, estamos protegidos!

 El seguro que te cubre según la velocidad alcanzada por los vientos en tu ubicación.

Además, obtén **pago automático sin proceso de ajuste.**

 **Más información y contratación en gnp.com.mx**



¡ES RAPIDÍSIMO!

Asegura tu auto con GNP y participa para ir al FORMULA 1 GRAN PREMIO DE LA CIUDAD DE MÉXICO 2024. Presentado por Heineken.

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

Vivir es increíble
GNP

Patrocinador Local
Formula 1 Gran Premio de la Ciudad de México 2024

PRECAUTELACIÓN 2024. Agencia del 21 de agosto al 11 de octubre de 2024. Consulta términos y condiciones en gnp.com.mx o en el sitio gnp.com.mx. EL GRAN PREMIO DE LA CIUDAD DE MÉXICO 2024. El seguro de responsabilidad civil no cubre daños a terceros. GNP es una empresa de seguros. Todos los derechos reservados.



GNP
SEGUROS

¡Elijian juntos su atención médica!

Seguro Médico GNP Personaliza
Tú eliges la protección de acuerdo a tu estilo de vida

Descubran la libertad de **elegir su atención hospitalaria** y seleccionar la que mejor **se adapte a su presupuesto.**

¡Un seguro para ti, construido por ti!
Conoce más con tu **Agente GNP** o en gnp.com.mx

Vivir es increíble



GNP
SEGUROS

¿Un seguro sin Deducible ni Coaseguro?

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

Además obtén:

- **Apoyo económico** en caso de hospitalización.
- Orientación médica telefónica y videoconsultas, **¡sin costo!**

A través de 

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

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



GNP
SEGUROS

Dale mayor protección a tus perros y gatos con **Mi Mascota GNP**

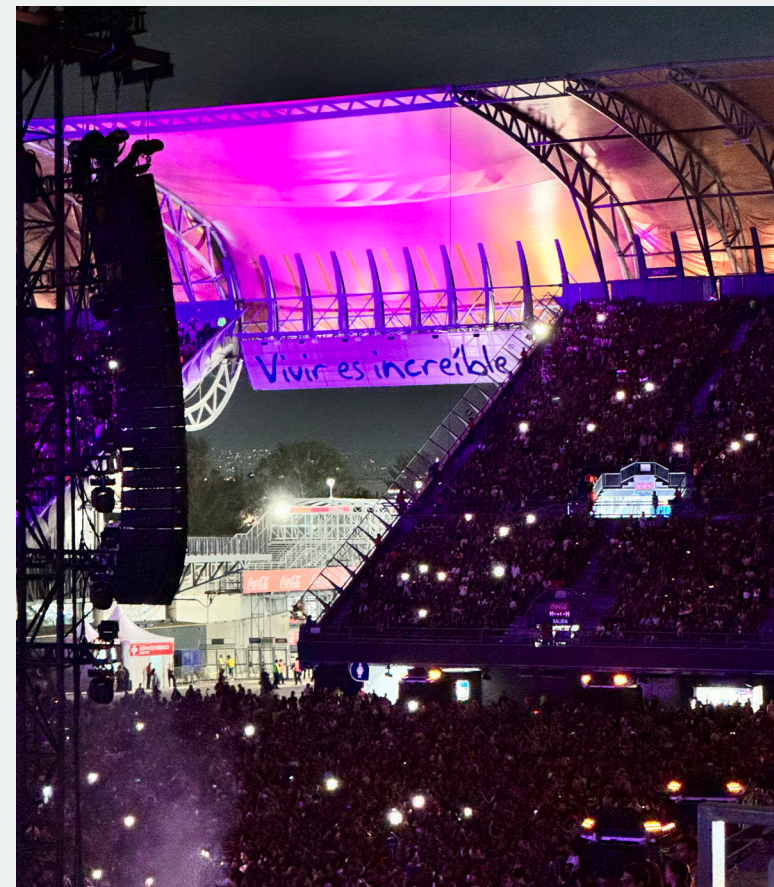
Hasta **12 Meses sin intereses**
Al 30 de septiembre

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

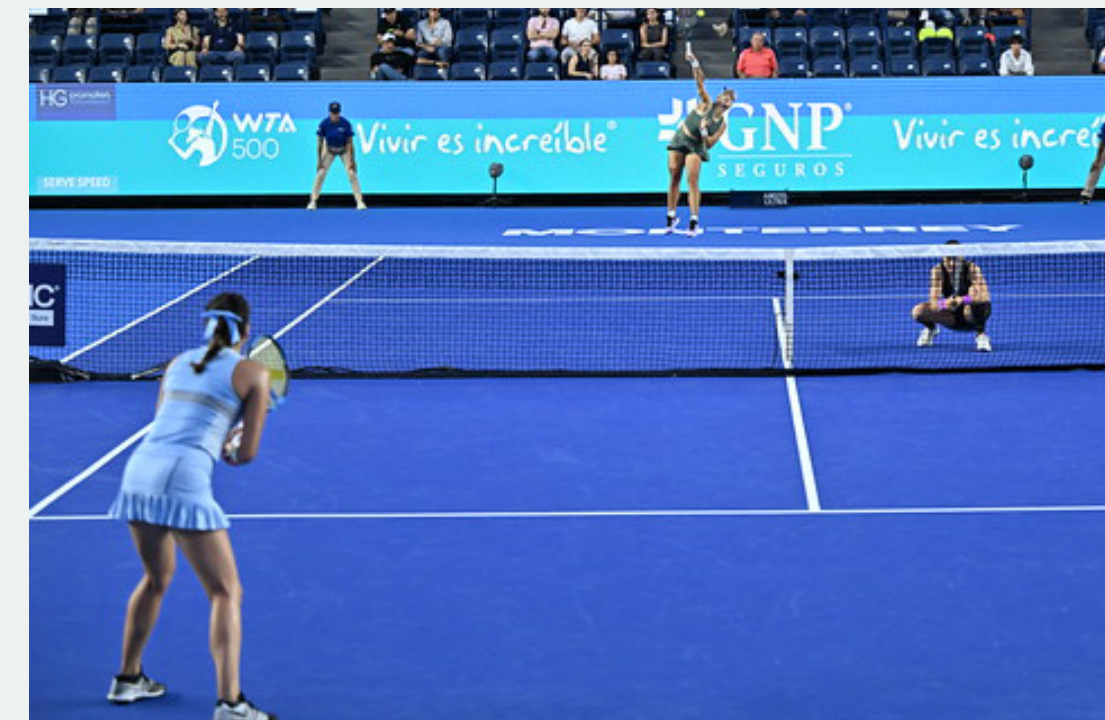
SPONSORSHIPS

To continue strengthening the brand and conveying the message "Vivir es increíble", GNP promoted the "Estadio GNP Seguros" project in Mexico City, which involved the renovation of the country's most iconic venue to continue hosting top-tier international events.

To foster stronger connections with customers, special campaigns were developed and promoted in alignment with sponsorships to bolster the sale of various products across all business lines. Customer loyalty and trust were also recognized through the "Beneficios Soy Cliente GNP" campaign, available via the "Soy Cliente GNP" portal and app. This platform offered multiple promotions, including access to 254 musical, sports, and cultural events, as well as exclusive discounts, for the benefit of over 12,000 policyholders.



In 2024, sports events, concerts, tours, and major shows were organized on 241 days, some taking place simultaneously in different cities across Mexico. Highlights included the "Festival Paax GNP", led by Alondra de la Parra, which for the third consecutive year delighted audiences with music and dance; the "Abierto GNP Seguros", an international tennis tournament held in Monterrey for the fifteenth year; and the "Gershwin, la vida en azul" tour, a jazz, orchestra, and dance performance held in five cities.





GNP was recognized by "Merco Monitor Empresarial de Reputación Corporativa" as the insurer with the best reputation, which strengthened the Company's leadership in the sector.

AWARDS

GNP was recognized by "Merco Monitor Empresarial de Reputación Corporativa" as the insurer with the best reputation, which strengthened its leadership in the insurance sector. This achievement adds to its 21 consecutive years as a "Empresa Socialmente Responsable", an award granted by the Mexican Center for Philanthropy. GNP also earned first place in the sector in the "Merco Responsabilidad ESG" ("Merco Responsibility ESG") ranking, thanks to its sustainability initiatives. Furthermore, the Company's commitment to integrity was recognized with first place in the Auto and Medical Expenses segments in the XIV Anti-Fraud Contest in the Insurance Sector, organized by the Mexican Association of Insurance Companies (AMIS).

Board members:

I am deeply grateful to the Board of Directors and the Executive Committee for their continued support and trust.

To all our employees and business partners, I extend my sincere appreciation for your contributions and your commitment to achieving outstanding results. I trust in your abilities and encourage you to continue driving our transformation by improving customer service through process simplification and the implementation of advanced data technologies.

We must continue to lead and set an example for Mexico. I am confident that, by working together, we will continue building an even more promising future for GNP and for Mexican society.

Jesús Martínez Castellanos

CHIEF EXECUTIVE OFFICER

GRUPO NACIONAL PROVINCIAL, SAB

merco

MONITOR EMPRESARIAL DE
REPUTACIÓN CORPORATIVA



Vivir es increíble®

CONTACT

For more information about this report,
please contact us at:
rse@gnp.com.mx

SHARE YOUR OPINION

We would love to hear your thoughts—please complete
our feedback survey by clicking here: [○](#)

