

Materiality Topics

Personal Wellbeing

Before the arrival of the El Niño Phenomenon during 2023, we developed workshops for the entire educational community about it, raising awareness among children and teachers on how to prevent and be prepared for it.

Likewise, to fulfill our purpose of "Protecting your world, Boosting your wellbeing", we promote a culture of prevention not only through workshops but also through the promotion of insurance policies aligned with the program's axes, such as health and vehicle insurance. In this way, we ensure that we are a reference point for the integral wellbeing of Peruvian men and women.



Materiality for Enterprise Value Creation



Business Case

RIMAC is firmly committed to the well-being of people. By promoting a culture of prevention from an early age through comprehensive education and communication platforms, we not only build a base of more responsible citizens, but also clients who are aware of the importance of health and safety. This strategy not only reinforces RIMAC's image as a leader in the Peruvian insurance industry, but also has the potential to reduce the risks and costs associated with health problems and accidents in the future, which in turn translates into a more sustainable and prosperous business.



Materiality for Enterprise Value Creation



Business Strategies

It is a program promoted by RIMAC since 2013. Its objective is to generate a culture of prevention in the new generations to turn them into responsible citizens of the future. It works with education and communication platforms that promote good practices in 4 areas: (i) Health and nutrition (ii) Accidents and first aid (iii) Emergencies and disasters (iv) Road safety. This pioneering initiative in the Peruvian insurance industry is associated with the essence of the business, preparing Peruvians to make good decisions in prevention. We intervene in the educational community through face-to-face and digital media, including parents and teachers; and, it builds alliances with organizations from all sectors to multiply its impact and make it sustainable.

Personalization and accessibility

In Peru, more than 12 million people suffer from some chronic or recurrent disease, for whom access to medication is one of the most important factors in their treatment. Unlike other types of health care, medication plays a daily role in people's treatment. For this reason, access to a constant and reliable supply of products becomes an urgent necessity, especially for patients with chronic and oncological diseases, who require greater emotional support and medical follow-up in their treatment.

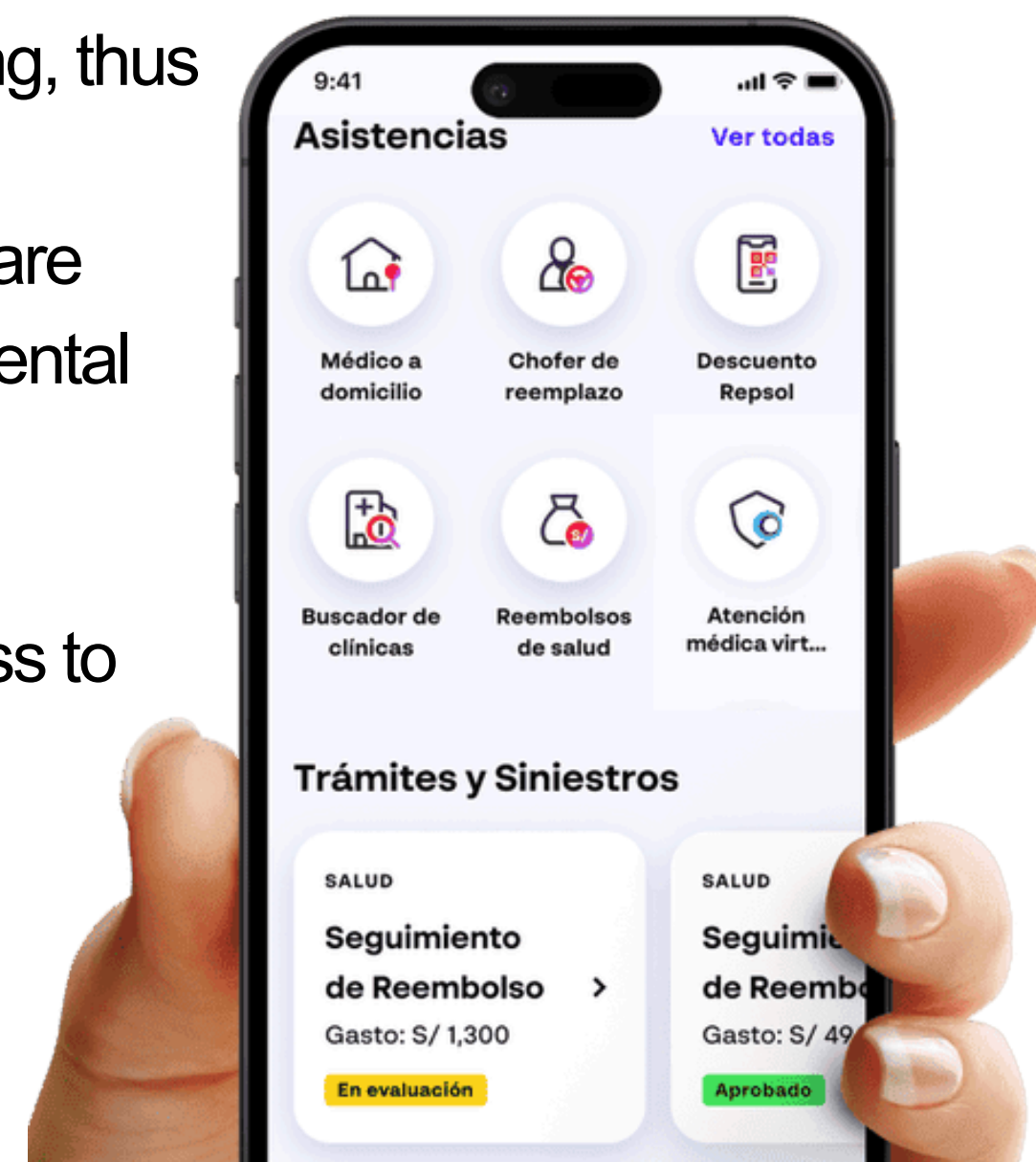
For this type of patient, in particular, the merely transactional and tactical service offered by pharmacies is not enough, as they cannot afford not to comply with their treatments due to lack of stock, additional costs or delays in the delivery of their medications.



“Cuida Farmacia”

RIMAC is the insurance market leader in Peru and has been working for more than 120 years with the purpose of protecting people and promoting their wellbeing, thus contributing to the sustainable and inclusive development of the country.

Throughout these years, it has built a wide network of alliances with health care providers (EPS), such as Clínica Internacional, to protect the physical and mental well-being of millions of people. This alliance in the provision of health and protection of people allowed us to understand both business processes and medical needs, motivating them to offer a better solution that facilitates access to medicines and accompanies the treatment of those who need it most.





Materiality for Enterprise Value Creation



Business Case

At RIMAC we seek to revolutionize the pharmacy service through digital solutions, to facilitate access to medicines to those who need it most. Cuida Farmacia, is the platform of products and services that protects the quality of life of patients, ensuring that they do not miss their medicines. Therefore, we seek to provide a convenient and affordable service for the insured. Ease of access to medications and specialized medical services can increase customer satisfaction, improve retention and loyalty, and possibly reduce costs associated with unmet or inadequately treated health problems. This approach not only demonstrates RIMAC's commitment to customer-centric care, but also has the potential to generate a positive long-term financial impact by fostering a healthier and more satisfied population.

Materiality for Enterprise Value Creation



Business Strategies

We went from selling an average of US\$12,500 per month in 2021 to an average of US\$2.83 million per month in 2023, which allows us to project a total of US\$24.9 million at year-end. This sustained growth in sales, at an average rate of +6% per month, allowed us to reach the break even for the company in 2 years.

Materiality for External Stakeholders



Topic Relevance

To revolutionize the pharmacy service through digital solutions, to facilitate access to medicines to those who need it most. At Cuida Farmacia we believe in a way of doing business that generates shared value with society. Therefore, we have developed a business model that facilitates access to medicines and protects the quality of life of those who need it most, freeing patients and their families from the worries of obtaining medicines and controlling treatments. Our service prioritizes accessibility, affordability, availability and prevention to ensure:

- Timely delivery of medications, connecting directly with our patients' treating physician or provider.
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- Accompaniment and follow-up for proactive treatment management.
- Agile and reliable service, with delivery times below the market average.
- Humane and personalized treatment, based on genuine concern for the patient.

In this way, over three years, we have built a relationship of trust with both patients and healthcare providers that has achieved great results.

Consumers and end users

Estar Bien is RIMAC's wellness platform that helps people who seek to take their overall wellness to the next level and achieve their goals by connecting them with specialists, specialized content and rewards for their efforts. RIMAC has been working in the protection business, leading it for 127 years, but this leadership also required adapting the business to new needs.

RIMAC's purpose is "We protect your world, we promote your well-being" and the intention was to make the second section tangible. How can we approach the Peruvian market, bringing well-being to all Peruvians? How can we stop being present only in critical moments and play an active role in the daily lives of our users? How can we contribute to well-being and, in turn, to the business?



“Estar Bien” Program

RIMAC had already launched in 2015 a community in social networks to communicate Wellness initiatives (physical and mental), approaching users with tips and valuable content, reaching a community of 1MM followers, but this did not allow us to respond to the challenge presented. This added to the fact that the objective not only involved the but also the uninsured of all ranks, NSEs, and ethereal groups. In this way we were able to develop a value proposition where we seek to be the comprehensive wellness platform where Peruvians can find everything to achieve their goals, and at the same time where RIMAC continues to contribute to SDG 3, health and wellness.





Materiality for Enterprise Value Creation



Business Case

RIMAC, and insurance companies in general, are recognized primarily for their ability to protect policyholders in the event of accidents, illness or property loss. This is fundamental, as it provides peace of mind and support in times of crisis. However, we understand that the importance of an insurance company lies in its ability to go beyond monetary compensation and establish an ongoing relationship with its clients. The wellness platform (Estar Bien) allows us to have presence and communication in more positive moments of our clients' lives. Our platform aims to bring closer and democratize integral wellness through its learning hub, where users have access to professional and real content on mental, physical and financial wellness. By the end of 2023, we had more than 467 thousand registered users on the platform, with an average of more than 29 thousand active users and more than 218 thousand monthly visits to the Web platform. As a result, we achieved 82 NPS points in the evaluation of the platform.



Materiality for Enterprise Value Creation



Business Strategies

RIMAC seeks to improve its value proposition by offering a comprehensive wellness experience to its clients, focusing on increasing the Net Promoter Score (NPS), especially among those who have not experienced claims. To this end, it has implemented a personalized wellness program that includes preventive health services, nutritional counseling, physical activities and emotional wellness. This strategy has resulted in an increase in NPS by +5 percentage points, from 41 in 2022 to 46 following the launch of the wellness platform. This translates into higher sales, lower churn and higher customer retention. RIMAC is also targeting a cost per lead of less than USD 2, maximizing ROI and optimizing resources. With a platform focused on the user's needs, it has achieved a 40% savings in the cost of visualizations and collaboration with influencers. The "Estar Bien" platform allows to capture leads at a lower cost than the main RIMAC brand, proving to be an efficient source of customer acquisition. This has generated savings of 55% compared to RIMAC's regular pricing and historical campaigns.

Materiality for External Stakeholders



Topic Relevance

We strive to improve our processes to generate positive and satisfying experiences for our customers. This generates an increase in sales in our portfolio of solutions and services, an increase in customer segments and an increase in customer satisfaction. We generate impacts by increasing agility and personalization for our customers, increasing the well-being and satisfaction of our customers as well as providing an agile experience for our customers.