



## KBC GROUP COMMUNITY INVOLVEMENT POLICY

### Introduction :

KBC is aware of the important role it plays in society and takes its responsibility seriously. That is why we have updated our group wide strategy, which is based on four pillars: Client centricity, bank insurance model, sustainable and profitable growth and role in society. By embedding these four pillars in all of core activities, we want to become the reference in all of our core markets, and thus make a difference in society. Sustainability is undeniable linked to all four pillars of our strategy, but especially to our role in society. Responsible and sustainable banking and insuring have to be embedded in our DNA, our culture and our core activities.

To achieve this, we decided to focus on 4 domains, close to our core activities: **financial literacy, entrepreneurship, health/ longevity and environmental responsibility**, with the basic layer **responsible behavior** as a connecting theme.

### Community Involvement

In the domain of citizenship, sponsorship, volunteer working and philanthropy, we want to promote activities, projects and campaigns that matter to our clients, our employees and our communities, leaving all entities the possibility to define a local focus. We want to contribute to a positive impact on society at large.

We promote volunteer working and sponsor those activities, initiatives and campaigns that have on one hand a direct connection with our strategy, our pillars or the defined focus domains, and on the other hand give individuals and organisations opportunities to grow, self-develop and increase self-confidence.

