

Principles for Social Engagement



Application of the Allianz4Good Principles for Social Engagement

The Allianz4Good Principles for Social Engagement are based on the premise that acknowledging our corporate responsibility to society and the environment through short-term social actions is not enough. Taking a strategic, long-term perspective with regard to our social engagement worldwide will not only increase the positive social impact of Allianz, but will also, as a result, make our employees and customers proud and generate long-term value for our shareholders.

These Principles for Social Engagement are a first step toward creating a shared, strategic approach for Allianz social initiatives. They will assist us all in implementing objective criteria for local decision-making on proposed projects. Additionally, these principles will help in identifying outstanding social initiatives and in promoting the exchange of expertise for the further development of social engagement worldwide.

Based on the Allianz4Good Principles for Social Engagement, Allianz entities should analyze their local activities and embark on key actions to align their local strategy with these principles. The Allianz4Good team at Allianz SE is a resource for supporting all Allianz entities in achieving this goal. Outstanding social initiatives successfully implementing the Allianz4Good Principles for Social Engagement will be awarded the Allianz4Good seal, which reflects a proven commitment to the highest standards for social engagement in the Allianz Group.

1. Alignment with long-term Allianz Group strategy

- Every social initiative should be consistent with Allianz's aspiration to build the world's strongest financial community as well as with the long-term strategy of the local Allianz entity.
- There should be clear, specific reasons – beyond general corporate responsibility – for an Allianz entity's engaging in each initiative.
- There should be a contribution to each initiative beyond cash, leveraging our people and resources whenever possible.

2. Alignment with local business objectives

- Social initiatives should support the achievement of specific business objectives, for example increasing public awareness of local priority issues or promoting employee engagement.
- Social initiatives should engage more than one department within the local Allianz entity to create synergies and foster sustainable community engagement.

3. Measurement and accountability

- Social initiatives should have clear, measurable objectives defined in advance and monitored regularly, based on key performance indicators.
- A helpful tool for evaluating social initiatives and organizations is the Allianz4Good Scorecard, available on the Allianz4Good portal in the Group Intranet.

4. Transparency

- Each social initiative should include a communications plan (internal and, if appropriate, external).
- Information on all initiatives, including objectives and results, should be made easily accessible to all employees.