

# 2nd PRB REPORT

Responsible Banking  
Progress Statement for PRB  
signatories

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Firmes con la Sostenibilidad



# Summary Template

## PRINCIPLE 1: ALIGNMENT

From our corporate strategy, we reaffirm our commitment to supporting our clients in achieving their goals and aspirations through a sustainable and inclusive business model, built upon clear strategic objectives and long-term guiding principles.

Sustainability is one of the fundamental pillars of our management, and our purpose is to consolidate our position as a benchmark in sustainability by offering financial solutions that create positive impacts and contribute to the country's development.

We have a solid presence in Ecuador, serving more than 450,000 active clients. As of December 2024, we reported total assets of USD 2.315 billion, a net loan portfolio of USD 1.497 billion, and deposits totaling USD 1.812 billion. Our business model encompasses the corporate and personal banking segments, offering a comprehensive range of products and services tailored to the specific needs of each client profile.

Our strategy is aligned with the Sustainable Development Goals (SDGs), the Paris Agreement, and other international sustainability frameworks. Through our three ESG pillars —Environmental, Social, and Governance— we address key global challenges through concrete actions:

- Environmental: measurement and reduction of our carbon footprint under the Ecuador Carbono Cero Program (PEC), with valid certifications and recognitions from the Ministry of Environment.
- Social: promotion of financial education, financial well-being, and inclusion of our military clients, as well as financing for vulnerable segments. These initiatives seek to strengthen the financial health of our clients, fostering responsible and sustainable economic decisions that improve their quality of life.
- Governance: strengthening of transparency, corporate ethics, and a culture of compliance.

Our impact management is continuously monitored and updated through a double materiality analysis, an essential component of our ESG strategy. This process allows us to identify both the impacts we generate on the environment (impact materiality) and the risks and opportunities that ESG factors represent for our business model (financial materiality). The analysis is carried out with the support of external experts, periodic reviews of impact factors, and ongoing dialogue with our stakeholders. This enables us to identify, prioritize, and effectively manage the most relevant issues for BGR's operations and the national context.

### Links & References

Information based on the Banco General Rumiñahui (BGR) 2024 Sustainability Report and the Banco General Rumiñahui Separate Financial Statements.

- BGR Sustainability Report 2024 (pages: 4–6, 29, 37, 85–90)
- BGR Separate Financial Statements (pages: 9, 129, 160)

## PRINCIPLE 2: IMPACT AND TARGET SETTING

During 2024, we strengthened our impact management by consolidating tools that allow us to identify, assess, and mitigate risks while generating sustainable solutions through an integrated approach that combines financial, social, and environmental dimensions. This process enables BGR to align its business strategy with the Principles for Responsible Banking (PRB) and the Sustainable Development Goals (SDGs), ensuring that our operations contribute to national and global sustainability priorities.

In sustainability and risk management, we advanced in identifying and classifying socio-environmental risks, applying a double materiality model based on international standards to prioritize the most relevant topics and create real value for society and the environment. This approach reinforces our capacity to anticipate emerging risks, optimize resource allocation, and enhance resilience across our portfolio.

In sustainable innovation, we consolidated our leadership through the implementation of our Green Bond Framework and the automation of sustainable credit processes, facilitating access to responsible financing with a positive social and environmental impact. These actions position BGR as a key player in financing Ecuador's sustainable transition.

On the social front, we reinforced our commitment to the financial well-being and education of our clients, promoting inclusion and economic development for Ecuadorian families through accessible, equitable, and transparent financial services.

Our impact management is continuously monitored through a double materiality approach, aligned with national sustainability priorities and reaffirming BGR's commitment to responsible, inclusive banking that creates shared value for clients, communities, and shareholders.

### Links & References

Information based on the Banco General Rumiñahui (BGR) 2024 Sustainability Report and the Banco General Rumiñahui Separate Financial Statements.

- BGR Sustainability Report 2024 (pages: 10–14, 33–38, 92–97)
- BGR Separate Financial Statements (pages: 15, 131, 162)

## PRINCIPLE 3: CLIENTS & CUSTOMERS

Our clients are at the core of every decision we make. In 2024, we deepened our understanding of their financial well-being through the First Client Financial Well-being Study, combining quantitative and qualitative approaches, with special attention to active and retired military clients.

The results revealed slightly higher levels of over-indebtedness in this segment—within non-critical ranges—which will enable us to implement financial relief strategies in 2025 to strengthen their economic stability.

We also completed the Financial Inclusion Manual for Military Personnel, aligning our entire range of products and services with the military life cycle—from enlistment to retirement—with solutions tailored to their specific needs.

In the digital space, 78% of our clients are enrolled in online banking, which accounts for 39% of total transactions. Throughout 2024, we invested in cutting-edge technology to enhance cybersecurity and optimize the user experience, ensuring fast and reliable processes.

Our client loyalty rate reached 88.7%, exceeding our target, and service experience was highly rated by both military and civilian clients, reflecting BGR's commitment to an inclusive, accessible, and client-centered banking model.

2024

### Links & References

Information based on the Banco General Rumiñahui (BGR) 2024 Sustainability Report

- BGR Sustainability Report 2024 (pages 41–44, 72–74, 90 ).

## PRINCIPLE 4: STAKEHOLDER ENGAGEMENT

At Banco General Rumiñahui (BGR) we strengthen collaboration with key public, private, and multilateral actors to promote the transition toward a sustainable economy. Our partners include MAATE, CFN BP, GGGI, the World Bank and IDB, with whom we develop strategic initiatives that generate environmental, social, and economic impact.

In 2024 we received the ESR Distinctive (Socially Responsible Company) awarded by CERES, recognizing our ethical and responsible management practices and reinforcing our commitment to sustainability and transparency.

We implemented multiple stakeholder engagement mechanisms—surveys, meetings, workshops and events—that feed our double materiality assessment and optimize BGR's strategic processes, ensuring our decisions respond to the real needs of clients, employees, suppliers and communities.

### Links & References

Information based on the BGR 2024 Sustainability Report and the BGR Separate Financial Statements. (See sections: Stakeholder Engagement / Strategic Alliances / Distinctions and Recognitions in the 2024 Sustainability Report).

## PRINCIPLE 5: GOVERNANCE & CULTURE

At Banco General Rumiñahui (BGR), sustainability is an integral part of our institutional strategy. The Board supports the integration of ESG criteria into decision-making and ensures sustainable management is reflected in corporate strategy and internal processes.

In 2024 we strengthened organizational culture through:

Increased participation in volunteer programs and environmental activities.

- Implementation of employee well-being initiatives.
- Improved work climate indicators and sense of belonging.
- 2024 Indicators:
- Increased volunteer participation and positive work climate.
- Effective integration of the ESG approach into corporate strategy.

This approach reinforces our vision of an ethical, responsible bank centered on corporate culture, where sustainable values guide all BGR's decisions.

### Links & References

Information based on the BGR 2024 Sustainability Report and the BGR Separate Financial Statements. (See sections: Governance, Organizational Culture, Well-being and Volunteering).

## PRINCIPLE 6: TRANSPARENCY & ACCOUNTABILITY

BGR maintains a strong commitment to clear, timely, and accessible communication of our environmental, social and governance (ESG) performance. We publish the annual Sustainability Report and related management reports to ensure public access to information that allows stakeholders to assess progress, challenges and actions taken.

Our disclosure strategy provides comparable and relevant information on BGR's ESG performance, enhancing the traceability of our commitments and enabling ongoing evaluation by our stakeholders.

This transparency approach strengthens trust with clients, employees, investors and authorities, and fosters a corporate culture rooted in integrity and continuous improvement.

### Links & References

Information based on the BGR 2024 Sustainability Report and the BGR Separate Financial Statements. (See sections: Transparency, Disclosure and Accountability in the 2024 Sustainability Report).



# Summary Template

BGR will align its business strategy with the Sustainable Development Goals, the Paris Agreement, and Ecuador's national sustainability priorities.

We aim to contribute to social well-being and environmental balance through responsible financial practices.

Our commitment is to create long-term value for our clients, communities, and the country.

**Banco General Rumiñahui (BGR)** is an Ecuadorian financial institution founded in 1988, initially focused on meeting the needs of the personnel of the Ecuadorian Armed Forces. Over time, it has evolved to become one of the country's leading mid-sized banks, offering a wide range of financial products and services for both individuals and businesses.

**Business Model:**

BGR operates in the following key segments:

- **Retail Banking:** Targeted at individuals, offering products such as savings accounts, consumer loans, credit cards, and digital banking services through the BGR Digital platform.
- **Corporate Banking:** Focused on small and medium-sized enterprises (SMEs), providing financial solutions tailored to their needs.
- **Military Banking:** Dedicated to military personnel and their families, offering financial products designed specifically for this segment.

**Presence and Reach:**

BGR has a strong presence in Ecuador, with multiple branches and a digital platform that enables customers to perform transactions efficiently and securely. Although exact figures on the number of clients are not available, the wide range of services and presence across various regions of the country reflect its commitment to financial inclusion.



At BGR, we guide our management toward a sustainable, solid, and people-centered business model. Our strategy is based on three pillars that reflect our commitment to excellence:

- **Financial Strength:** Maintain leadership in financial performance within Ecuador's private banking sector.
- **Customer Loyalty:** Deliver unique experiences that strengthen client trust and satisfaction.
- **Workplace Climate:** Foster an inspiring environment that makes BGR a benchmark in the labor market.

These pillars drive our purpose of generating sustainable value for our clients, employees, and the country.



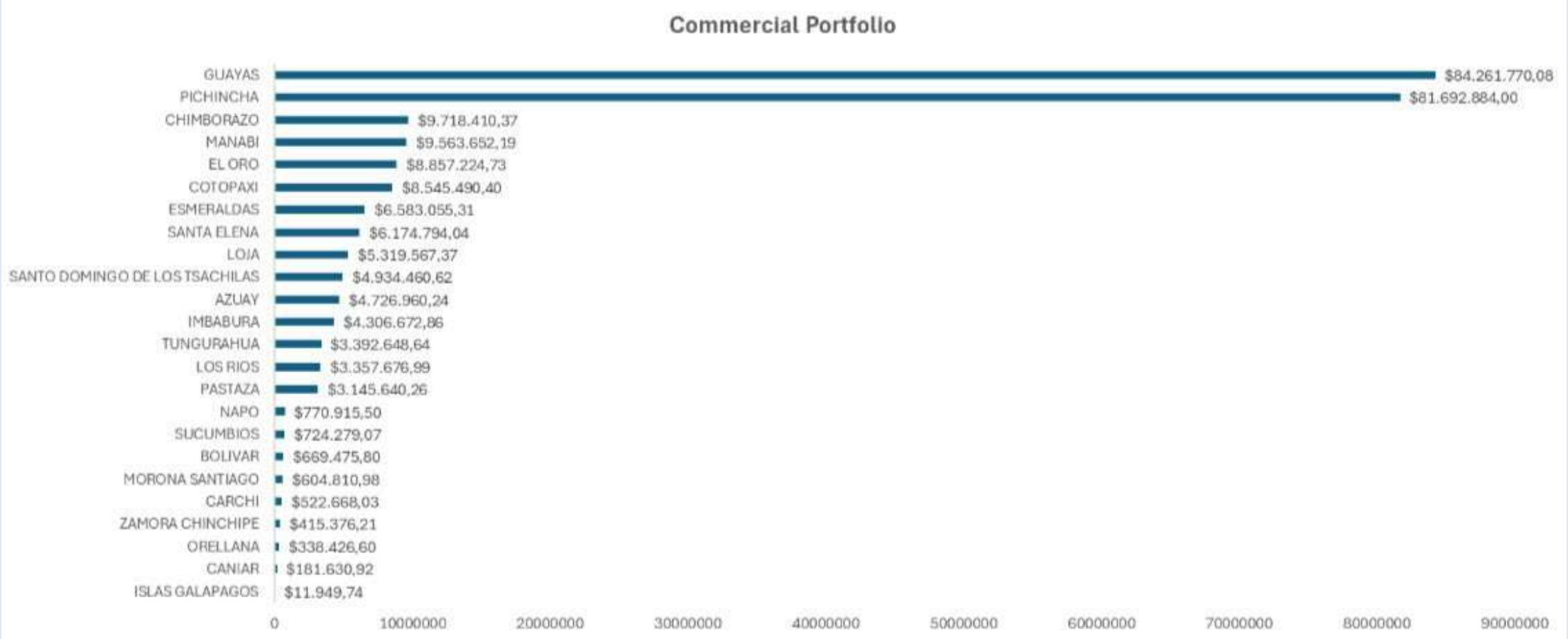
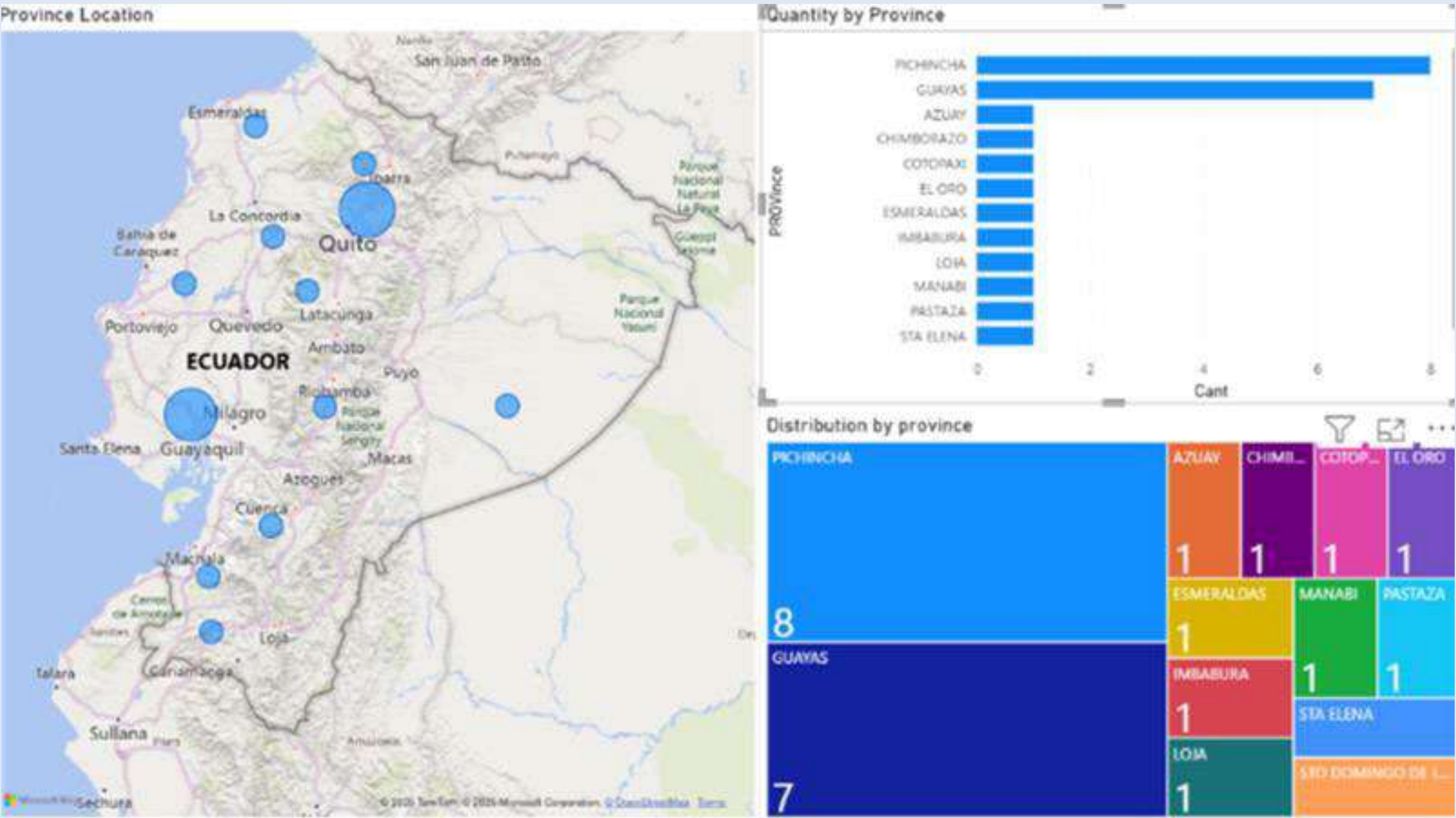
# Principle 1: Alignment

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Our commitment is to create long-term value for our clients, communities, and the country.

Nationwide presence



## Corporate and Business Banking

We serve large, medium, and small enterprises through cash flow management, risk hedging, specialized credit lines, structured financing, and infrastructure or real estate projects. BGR also provides tailored solutions to local governments, decentralized agencies, and military-related organizations, supporting productive and sustainable growth across key sectors.

## Retail Banking

Focused on individuals, this segment offers a broad range of savings, investment, and financing products, including credit cards, consumer loans, revolving credit lines, leasing, and mortgages. It represents the core of BGR’s portfolio and reflects BGR’s commitment to responsible lending and the financial well-being of its clients.

## Credit Card and Consumer Segments

BGR has strengthened its leadership in the retail market through an expanded portfolio of credit cards and responsible consumer loans. These products offer flexibility, rewards, and access to financing, supported by prudent risk management and sustainability criteria.

## Institutional Clients Management

BGR maintains strategic relationships with military institutions, public entities, and service organizations, offering tailored financial solutions that ensure efficiency, transparency, and long-term trust.



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### Framework

As part of our management model, **BGR** integrates international ESG standards and best practices, strengthening our commitments and action frameworks.

These guidelines enable us to drive initiatives that promote responsible, sustainable management aligned with our corporate strategy.



**BGR** aligns with the **Sustainable Development Goals (SDGs)** as a framework to create economic, social, and environmental value.

We recognize the importance of working under this global agenda, guiding our actions toward people’s well-being, environmental protection, and the country’s sustainable growth.

Through our products, services, and responsible practices, we actively contribute to advancing the SDGs in Ecuador.



### ESG Strategy

In line with Banco General Rumiñahui (BGR) corporate strategy, we reaffirm our commitment to sustainability by offering financial solutions that generate positive environmental and social impacts.

- **Environmental.** We promote climate action by financing projects that improve energy efficiency, sustainable construction, and clean mobility, while participating in the Ecuador Carbon Zero Program (PEC) and implementing our Light Green Bond Framework.
- **Social.** We strengthen financial education, inclusion, and the well-being of our clients—especially the military community—through initiatives such as the Financial Well-being Study and the Financial Inclusion Manual for Military Personnel.
- **Governance.** We foster ethical, transparent, and responsible management through our Environmental and Social Risk Analysis System (SARAS) and a corporate culture based on integrity and accountability.

Our ESG Strategy integrates financial performance with environmental and social value, positioning BGR as a responsible and sustainable bank in Ecuador.

# Principle 2: Impact and Target Setting

BGR is committed to continuously increasing its positive impacts while reducing negative impacts and managing risks to people and the environment resulting from our activities, products, and services. To this end, we will set and disclose targets in the areas where we can generate the most significant impact

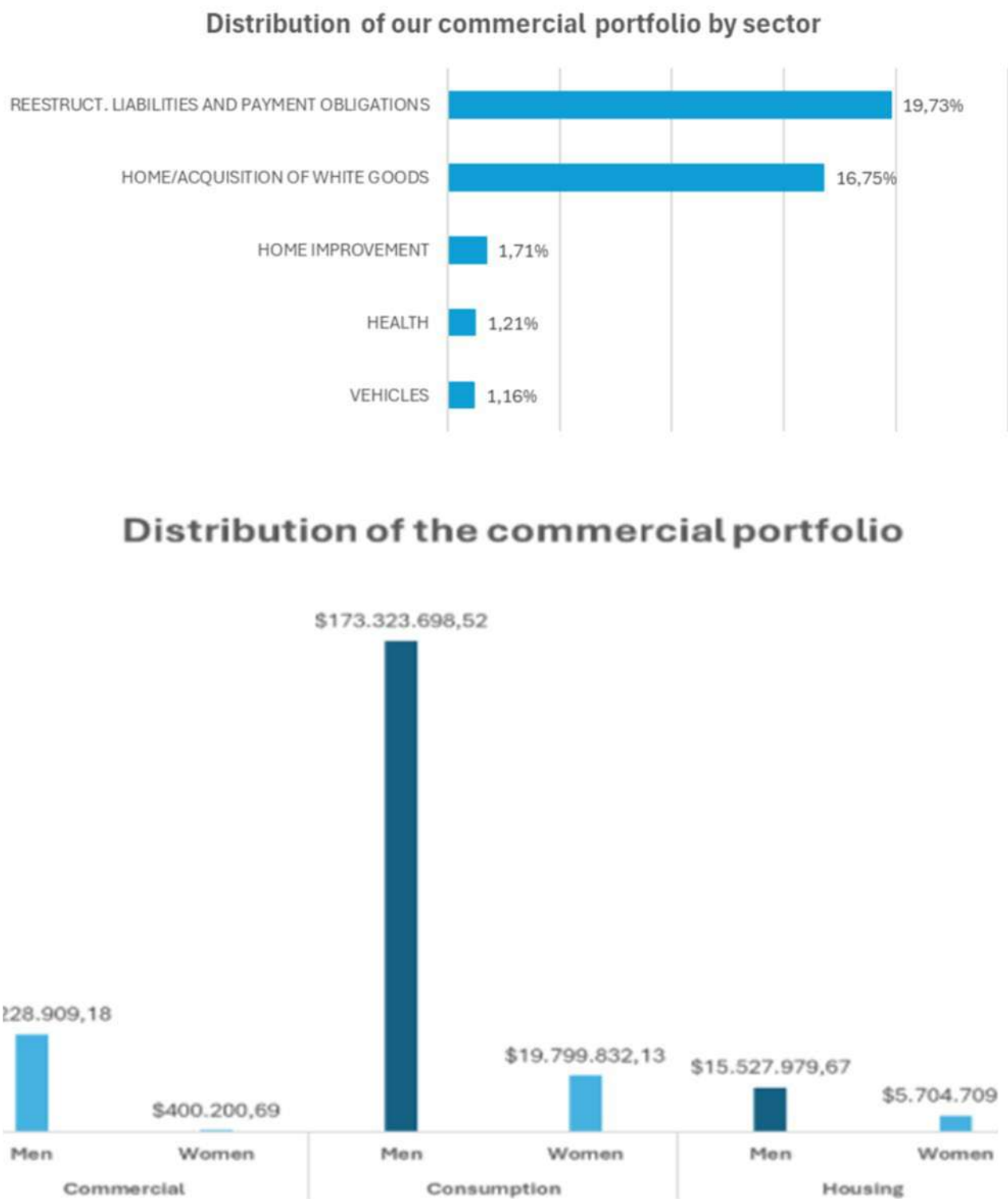
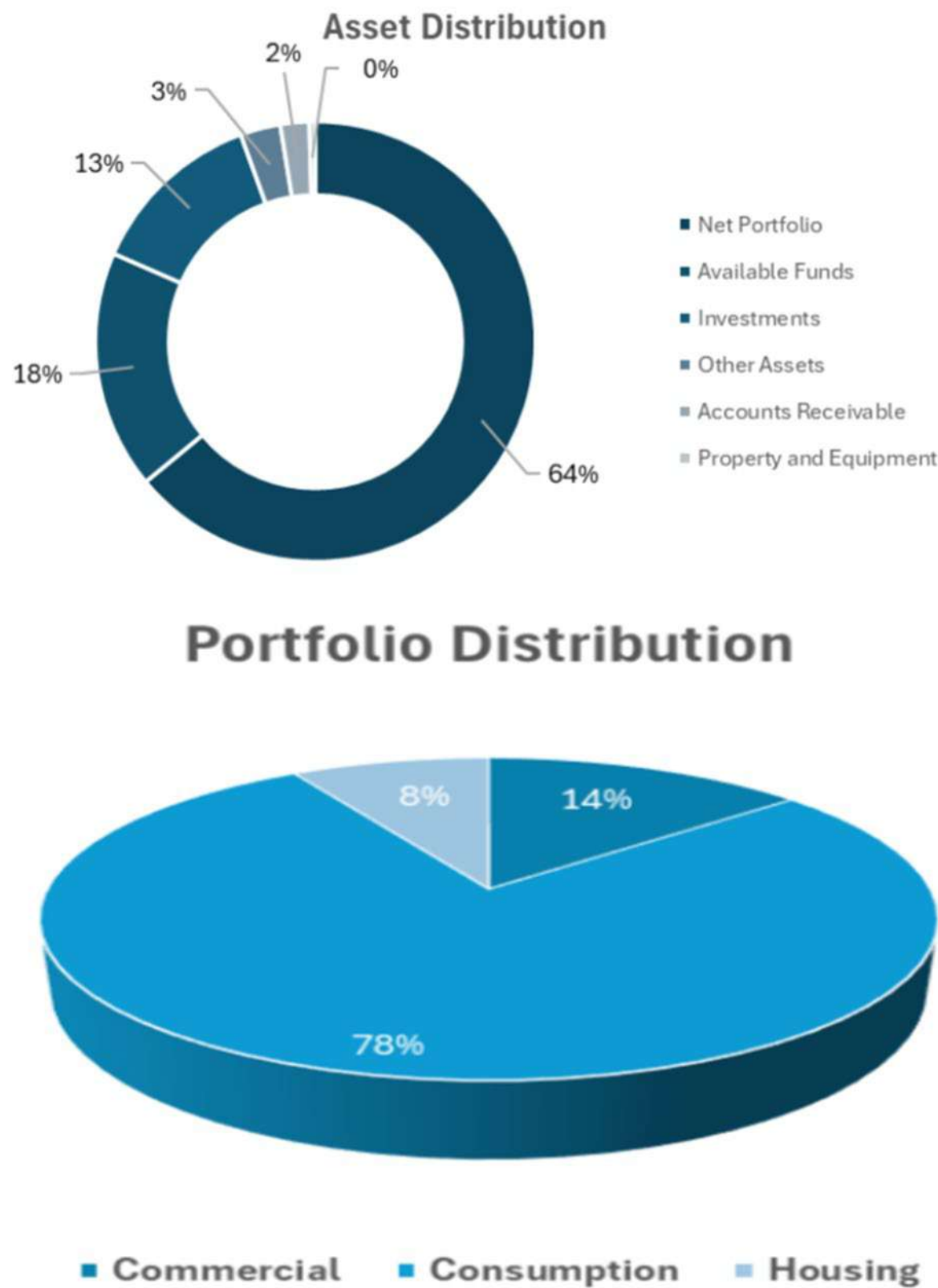
We have reached a historic record of USD 1.285 billion in total assets, with annual growth of 8.9%, compared to 13.4% for the financial system as a whole.

The Net portfolio represents 64% of our assets, and excluding provisions, amounts to USD 901 million. The consumer loan portfolio remains the most significant, with a 75.3% share, driven by our key products: Military Payroll and VISA Credit Card.

At the close of 2024, our net portfolio reached USD 248,985,329.63. Of this total, the Top 5 products are distributed as follows: 19.73% corresponds to debt restructuring and payment obligations, 16.75% to housing and acquisition of household appliances, 1.71% to home improvements, 1.21% to health, and 1.16% to vehicles

The consumer segment holds the largest share at 77.56% (USD 193,123,530.60), highlighting its central role in the portfolio.

The commercial segment accounts for 13.91% (USD 34,629,109.87), while housing represents 8.53% (USD 21,232,689.11 ).



BGR, a niche bank serving military and consumer segments, closed the period with a total portfolio of USD 248.9 million, mainly in consumer loans (78%), followed by commercial (14%) and housing (8%). Key products include debt restructuring, housing, health, and vehicles. While men dominate across segments, we see strong opportunities to advance female financial inclusion and gender equity. Looking ahead, BGR is committed to expanding green and inclusive products, promoting financial education, and delivering responsible solutions that diversify our portfolio and contribute to Ecuador’s economic and social development.



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## Climate Action

BGR reaffirms its commitment to responsible climate management and to supporting Ecuador’s transition toward a low-carbon economy. BGR aligns with the **Ecuadorian Green Taxonomy** developed by **ASOBANCA**, which defines sustainable economic activities under six environmental objectives, and complies with **Regulation AR-14** of the **Superintendency of Banks**, integrating environmental and social risk management into its credit and investment decisions.

In 2024, BGR quantified its carbon footprint and implemented a reduction plan focused on efficiency and responsible resource use, earning recognition from the **Ecuador Carbono Cero Program**. Looking to 2025, BGR will continue reducing and offsetting emissions while strengthening its green finance strategy.

As part of this strategy, BGR is promoting **EDGE-certified real estate projects**, with five already in its portfolio, and conducting a market study to launch a **green mortgage** product aimed at financing sustainable, energy-efficient housing. These efforts position BGR as a key player in expanding Ecuador’s green finance ecosystem and driving responsible urban development



## Healthy and Inclusive Economies

Financial inclusion and economic well-being are core principles of BGR’s sustainability vision. Through its **Financial Inclusion Manual**, BGR ensures equitable and responsible access to financial services, preventing over-indebtedness and offering solutions tailored to the socioeconomic realities of its clients.

This manual addresses structural gaps such as the **income ranges of military personnel**, their economic life cycles, and financial needs, allowing BGR to design solutions that promote the personal and family development of this strategic segment.

In 2024, BGR conducted a **qualitative and quantitative study on financial health**, revealing that most clients maintain above-average financial well-being. However, the analysis also identified **higher debt levels among troop and retired military clients**, prompting the implementation of educational campaigns, product adjustments, and advisory programs to strengthen their financial resilience.

These initiatives reinforce BGR’s commitment to **building inclusive, resilient, and sustainable economies**, promoting financial health, equity, and social progress across its customer base.



## Human Rights and Client Protection

Respect for human rights and client protection are cross-cutting principles within BGR’s corporate culture. BGR fosters a work environment based on **diversity, equity, and non-discrimination**, ensuring the well-being of its employees and the integrity of its operations.

Aligned with international sustainability standards, BGR promotes the Client Protection Principles, strengthening its internal policies and procedures to ensure fair, ethical, and responsible treatment of all clients.

BGR is actively **working to identify and close operational gaps to obtain certification in client protection best practices**, thereby elevating its service standards and aligning with global benchmarks in financial inclusion and transparency.

Through these actions, BGR reaffirms its commitment to **responsible banking**, focused on people’s well-being, environmental stewardship, and long-term trust among clients, communities, and stakeholders.



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BGR is committed to continuously increasing its positive impacts while reducing negative impacts and managing risks to people and the environment resulting from our activities, products, and services. To this end, we will set and disclose targets in the areas where we can generate the most significant impact



## Commitment to Environmental and Social Responsibility Emissions

BGR has set clear sustainability goals in two key impact areas: environmental responsibility and social inclusion. One major commitment is to reduce CO<sub>2</sub> emissions by 20% by 2026, based on the 2022 footprint. To achieve this, BGR has implemented energy efficiency measures, digitalized processes, and adopted responsible waste management, with annual monitoring aligned to the Ecuador Carbono Cero program. In 2023, BGR received national recognition for its progress in reducing its institutional carbon footprint.

BGR also pursued the ESR (Socially Responsible Company) Distinction as part of its sustainability strategy. This goal required meeting strict standards in environmental management, social impact, and governance. Through a structured plan that strengthened internal policies, improved transparency, and integrated sustainability principles, BGR achieved this distinction, marking a milestone that validates its commitment to responsible banking and sustainable development.

## Support for Female Entrepreneurship and Partnership with CFN

Recognizing the transformative role of women in the national economy, BGR maintains a strategic alliance with the **Corporación Financiera Nacional (CFN)** to facilitate access to financing for women leading micro, small, and medium-sized enterprises.

Through this agreement, we offer credit lines with preferential conditions that drive productive reactivation, business formalization, and sustainable growth of women-led businesses. This effort directly contributes to reducing structural gaps and strengthening the female entrepreneurial ecosystem in the country.

## Visa ON Mujer: A Product with Purpose

Visa ON Mujer is Ecuador’s first credit card designed exclusively for women, launched by BGR as part of its commitment to financial inclusion and women’s economic empowerment. This product offers differentiated benefits, access to wellness programs, and tools that support financial and personal growth. It reflects BGR’s vision of responsible and inclusive banking by connecting financial solutions with the real needs of women, both as consumers and entrepreneurs.

By 2024, Visa ON Mujer achieved significant impact, with **USD 2 million placed among military and civilian clients**, demonstrating strong demand and trust in this innovative product. In addition, BGR complements this initiative with strategic alliances, such as with the Corporación Financiera Nacional (CFN), to provide preferential financing for women-led businesses, fostering productive reactivation, business formalization, and sustainable growth. These efforts contribute to reducing structural gaps and strengthening the female entrepreneurial ecosystem in Ecuador.



# Principle 2: Impact and Target Setting

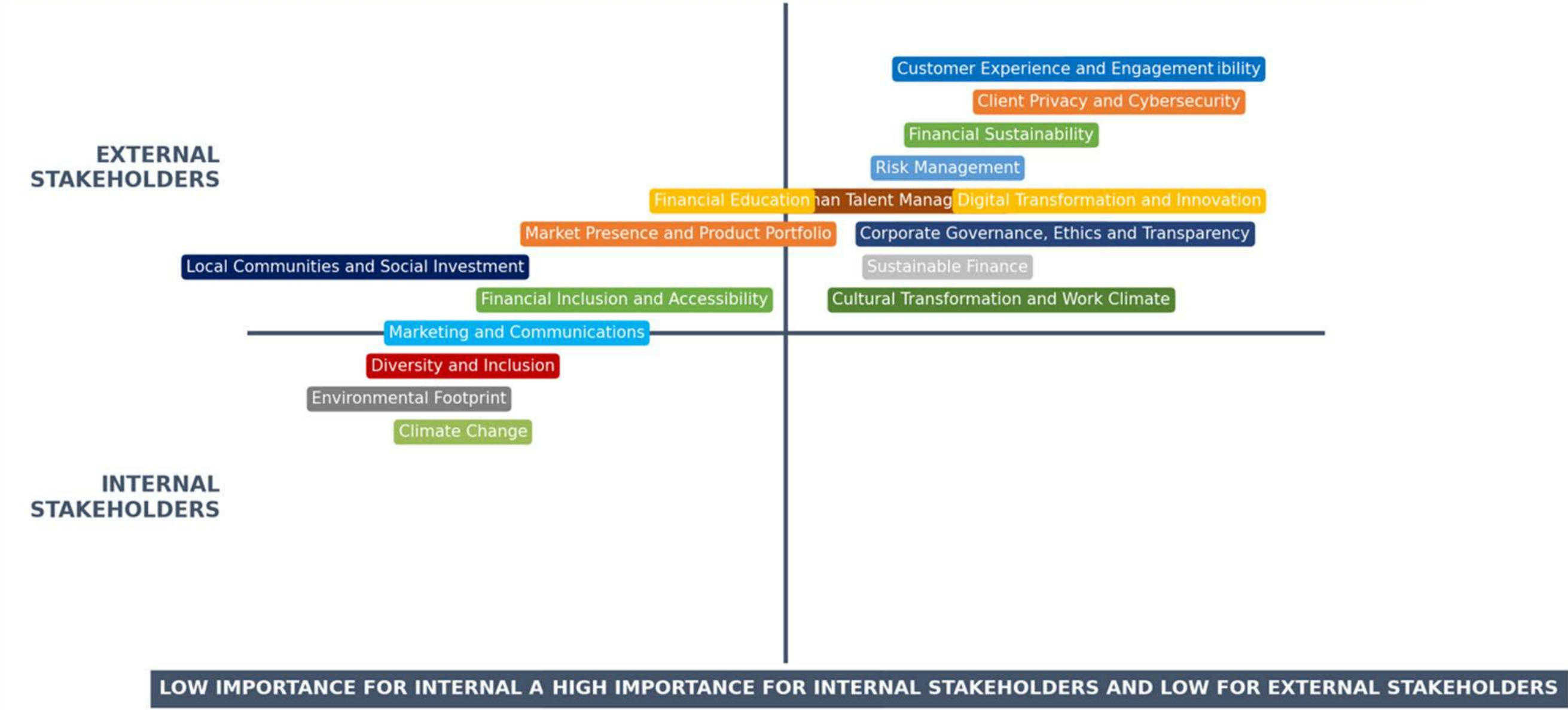
BGR is committed to continuously increasing its positive impacts while reducing negative impacts and managing risks to people and the environment resulting from our activities, products, and services. To this end, we will set and disclose targets in the areas where we can generate the most significant impact

In 2024, BGR reaffirmed its commitment to sustainability by maintaining the results of its 2023 double materiality assessment, ensuring consistency and continuity in the identification of the most relevant topics based on their influence on business strategy and their impact on stakeholders. This sustained approach reinforces BGR’s ESG management, aligning decision-making with sustainability objectives and the expectations of clients, employees, regulators, and society.

The assessment, valid for the 2023–2024 period, highlighted customer protection, financial sustainability, risk management, customer experience, and cybersecurity as the most significant topics, reflecting the alignment between operational strength and a commitment to transparency and trust.

Double materiality thus remains a strategic tool that guides BGR in managing its impacts responsibly, promoting a balance between financial growth, social well-being, and environmental protection, in line with the Principles for Responsible Banking (PRB).

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The 2023–2024 BGR Materiality Matrix highlights BGR’s alignment between its strategic priorities and stakeholder expectations.

Key topics such as **customer responsibility, financial sustainability, risk management, and cybersecurity** hold the highest relevance, reinforcing BGR’s focus on transparency and trust.

Additionally, **financial inclusion, digital transformation, and sustainable development** reflect BGR’s ongoing commitment to innovation and responsible growth.

Regarding the **subtopics of material issues**, stakeholders have identified the following as the most important to them. The percentage represents the proportion of responses selecting each material subtopic.

- Financial results – 45%
- Comprehensive risk management – 48%
- Product and service portfolio – 52%
- Customer advisory and support – 57%
- Good corporate governance practices – 47%
- Social investment projects – 70%



# Principle 2: Impact and Target Setting

**BGR** is committed to continuously increasing its positive impacts while reducing negative impacts and managing risks to people and the environment resulting from our activities, products, and services. To this end, we will set and disclose targets in the areas where we can generate the most significant impact

## Inclusion and Financial Access

BGR continues to promote access to banking services for traditionally excluded sectors through simplified savings accounts and accessible credit products. In 2024, more than 21,000 clients received financial education, fostering responsible use of financial products, particularly among youth and vulnerable communities.

## Support for MIPYMES

Recognizing the key role of micro, small, and medium enterprises in Ecuador's economy, BGR offers a robust financing portfolio designed to strengthen business growth and sustainability.

## Environmental Commitment

BGR supports initiatives focused on energy efficiency and carbon footprint reduction, aligning our operations with the Sustainable Development Goals (SDGs). In 2024, we issued our first Thematic Sustainable Bond, rated "Light Green" by Standard & Poor's, aligned with energy efficiency, clean transportation, sustainable construction, and renewable energy projects.

## Human Rights and Diversity

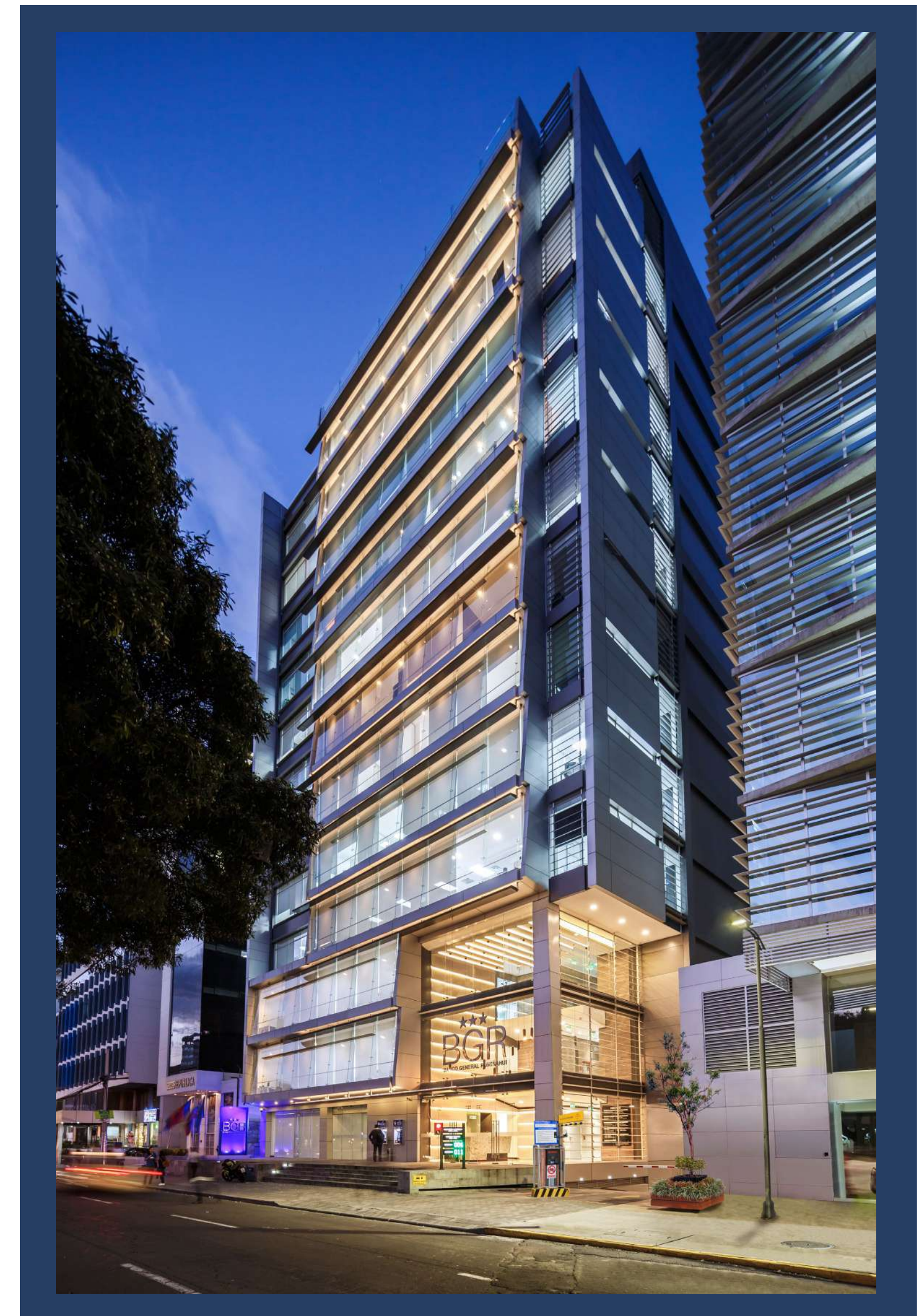
Our policies ensure equity, inclusion, and respect across all organizational levels, promoting a workplace culture that values diversity and human rights.

## Risk and Impact Management

BGR identifies and manages socio-environmental risks through structured oversight: three high-level risks are addressed immediately, twelve medium-level risks are monitored quarterly, and twenty-two low-level risks are managed through operational controls. In addition, we conducted a double materiality assessment, evaluating both financial and socio-environmental impacts using GRI and SASB methodologies.

## Key Results

In 2024, BGR disbursed over USD 37 million in social housing products, generating high social impact with low credit risk. These actions have positioned BGR as the fourth-ranked bank nationwide in financial education, reflecting our commitment to inclusive growth, sustainable practices, and social development.





# Principle 2: Impact and Target Setting

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## Inclusion and Digitalization

Through our digital channels and strategic partnerships, BGR promotes financial inclusion and supports entrepreneurs and businesses, strengthening the formalization and modernization of small enterprises. A key example is the BGR-Deuna partnership, which enables digital payments via QR codes at more than 420,000 affiliated merchants, facilitating access, usage, and quality of financial services while providing personalized support and financial education to our clients.

## Sustainable Product Portfolio

Our portfolio of products and services is designed to channel funds toward responsible investments and support the transition to sustainable practices. By 2025, BGR will consolidate a green commercial strategy focused on sustainable products aimed at construction, energy efficiency, clean transportation, accessible energy, and sustainable infrastructure projects, aligned with our Green Bond Framework, encouraging the adoption of responsible financial solutions and strengthening our clients' contribution to sustainability

## Social Inclusion and Financial Wellbeing

BGR remains committed to social inclusion and the holistic development of its clients, especially military personnel and their families, as well as clients from the public and private sectors. Through accessible products, financial education, and personalized support, we promote economic stability and the overall development of our clients, enhancing their financial resilience.

## ESG Risk Management

Automation of the Environmental and Social Risk Analysis System (SARAS) to assess credit portfolios and define mitigation measures.

3 high risks with immediate action plans, 12 medium risks with quarterly monitoring, and 22 low risks under continuous operational control.

## Towards a New Proposal Health Banking

As part of this projection, BGR is developing a specialized line called *Health Banking*, aimed at providing tailored financial solutions for doctors, nurses, dentists, and other healthcare professionals.

This new offering will include personalized products such as preferential accounts and loans, insurance, and financial advisory services that recognize the important role of the health sector in Ecuadorian society. The goal is to support their professional and personal growth, facilitate access to financial tools that promote development, the acquisition of medical equipment, and improvement of their productive practices, all under principles of responsibility and sustainability



# Principle 3: Client and Customer engagement

At BGR, we work responsibly with our clients to promote sustainable practices and enable economic activities that create shared prosperity for current and future generations.

## BGR's Commitment to Sustainability and Shared Prosperity

At BGR, we recognize that sustainable development is key to building a fairer, more resilient, and prosperous future. That's why we integrate sustainability into our corporate strategy, our client relationships, and the evolution of our products and services. This approach allows us to generate shared value and actively contribute to the country's economic, social, and environmental well-being.

We work responsibly and with long-term vision alongside our clients and customers, promoting sustainable practices that generate economic, social, and environmental value.

Our management is guided by three strategic pillars:

- **Financial Strength:** Maintain leadership in financial performance within Ecuador's private banking sector.
- **Customer Loyalty:** Deliver unique experiences that strengthen client trust and satisfaction.
- **Workplace Climate:** Foster a positive work environment that motivates and prepares our team.

In 2024, we strengthened our portfolio of impact-driven products, including mortgage loans for social housing, which accounted for **67% of our portfolio growth**. We also advanced financial inclusion through education programs that reached over 21,000 individuals, positioning BGR as a leader in financial literacy.

Our digital strategy **enabled 78%** of our customers to access secure and efficient banking services online. Through data analytics, we identified new market opportunities and enhanced customer experience, achieving a loyalty index of 88.7%.

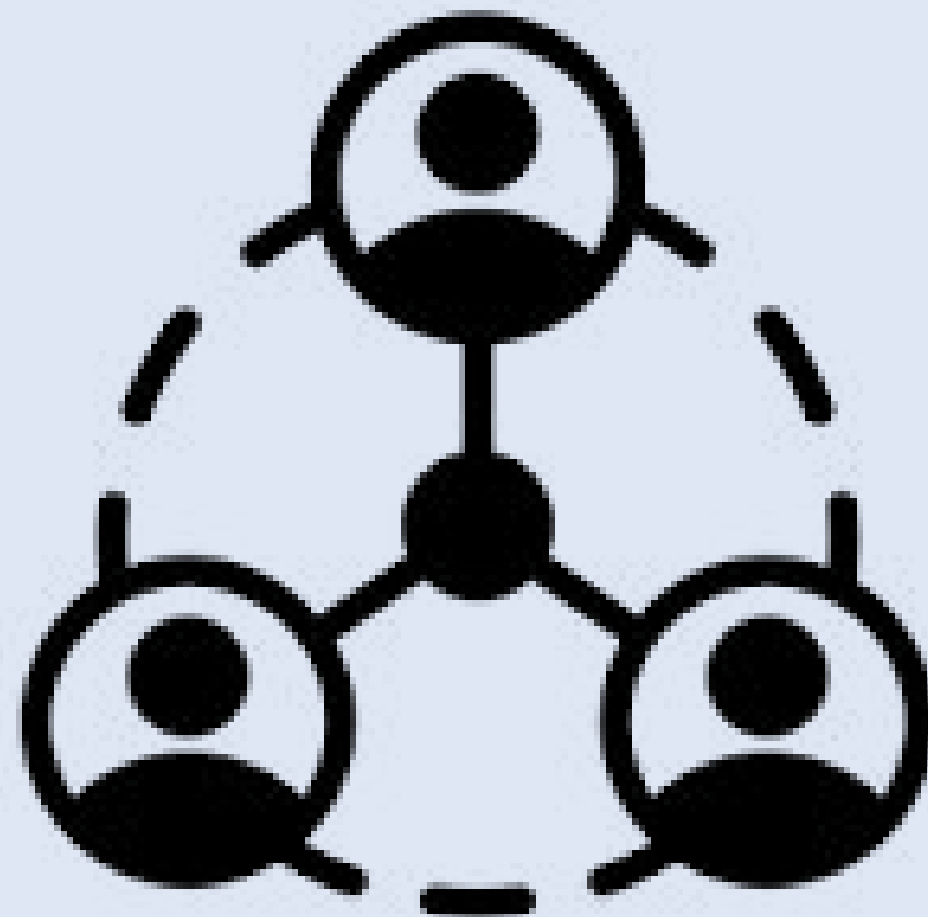
Sustainability is embedded in our DNA. We have aligned our operations with international standards such as GRI and SASB, and continue to invest in technology, talent, and cybersecurity to ensure long-term value for current and future generations.





# Principle 4: Stakeholders

BGR will proactively and responsibly engage with key stakeholders to support collective efforts toward sustainable development and social well-being.



## Identification and Engagement of Stakeholders

At BGR, we maintain ongoing and transparent dialogue with our stakeholders, strengthening relationships based on trust, collaboration, and the creation of shared value. Our sustainability commitment involves the active participation of clients, employees, suppliers, shareholders, the community, and regulatory entities, with the goal of aligning our actions with the Principles for Responsible Banking (PRB) and contributing to the sustainable development of the country.

We engage through multiple communication and participation channels such as surveys, training sessions, meetings (both virtual and in-person), newsletters, and feedback spaces, which allow us to understand stakeholder expectations and continuously improve our internal processes.

### Key Actions 2024:

- **Clients:** We strengthened our active listening model through surveys, digital channels, and in-person meetings, enabling us to enhance the customer experience, optimize service response times, and adapt our products to client needs. Additionally, we promoted **financial education** as a key tool for financial well-being.
- **Employees:** We fostered a work environment based on trust and professional development by communicating available benefits, listening to expectations, and implementing improvement plans that enhanced the organizational climate.
- **Suppliers:** We implemented an evaluation and support model to encourage **sustainable practices**, fostering ethical, environmental, and social compliance throughout the supply chain.
- **Community:** Through financial education and social support programs, we promoted the development of families and vulnerable communities, prioritizing inclusion and well-being initiatives.
- **Shareholders and Regulators:** We ensured transparent communication through **sustainability reports, informative meetings, and strict regulatory compliance**, reinforcing our institutional responsibility and commitment.

Through these efforts, BGR strengthens its sustainable management model, consolidating a culture of participation that drives continuous improvement, responsible innovation, and shared progress with all stakeholders.



# Principle 5: Governance and Culture

We will fulfill our commitment to these Principles through strong governance and by fostering a culture of responsible banking.

## Inclusion at BGR

BGR is committed to promoting financial health and inclusion. Our goal is to reach 30,000 people by 2025 through financial education programs and initiatives that encourage responsible credit use, with a focus on vulnerable segments such as the military community.

We deliver workshops, run digital campaigns, and partner with educational institutions, tracking progress through beneficiaries reached and improvements in debt management. By 2024, more than 15,000 people had benefited, strengthening our flagship program “Your Financial Well-being.”



¡El equipo es nuestra fortaleza  
para generar experiencias únicas!

## DAS-ERES

This Experience Vision was created as a comprehensive response to the need to view clients and employees as a single ecosystem, where both are essential for BGR’s sustainable growth. Its development resulted from an in-depth analysis that included participatory workshops with clients, employees, former employees, leaders, and managers, complemented by a detailed study of Customer Journey Maps and Employee Journey Maps, all aligned with organizational values.

DAS represents the key attributes valued by clients: Availability, Advice, Empathy, and Timely Solution, while ERES reflects what employees consider essential: Efficiency, Recognition, Empathy, and Solution. This integrated vision acknowledges that when BGR meets the needs of its employees, it directly enhances the quality of service delivered to clients, creating a synergy that drives excellence and mutual growth.

Thus, the DAS-ERES Experience Vision not only guides BGR’s actions but also reinforces its commitment to building strong, meaningful relationships that go beyond daily interactions, transforming them into true value-driven experiences.

The attributes valued by clients are measured periodically to prioritize their experience. By doing so, BGR increases its perceived value, optimizes financial performance, reduces costs associated with dissatisfaction, and creates an ecosystem where trust and loyalty become drivers of sustainable growth. In this context, focusing on the client is not just a trend but a strategic necessity to remain relevant and competitive.

## Employee Culture and Experience

At BGR, employee experience is a key pillar that strengthens organizational culture and enhances the external customer experience, with loyalty as the main indicator. Through strategic and operational services aligned with BGR’s objectives, the overall employee experience is continuously evaluated, driving improvements that translate into quality service for customers.

Thanks to periodic measurement and continuous improvement management, the culture of service and employee experience is consolidated, achieving the following results as of December 2024:

- **Employee Loyalty: 88.42%**
- **Recommendation (NPS): 86.01%**
- **Satisfaction (INS): 88.41%**
- **Effort (CES): 9.16%**

These metrics reflect significant improvements during 2024, with higher satisfaction and recommendation scores and reduced perceived effort by employees.



# Principle 5: Governance and Culture

We will fulfill our commitment to these Principles through strong governance and by fostering a culture of responsible banking.



## Promote a culture of responsible banking

At **Banco General Rumiñahui**, Corporate Governance is defined as a set of operational practices and regulations aimed at supervising and guiding the institution. This responsibility lies with the **Board of Directors** and Senior Management. These practices are designed to regulate BGR's relationship with its shareholders and society as a whole, establishing guidelines for the institution's activities and business operations.

The **Board of Directors**, as the main governing body, focuses on implementing regulations designed to protect shareholders' interests. This involves preventing deviations that could negatively affect BGR's performance and efficiency.

The Regulatory Committees of Banco General Rumiñahui (BGR) ensure that strategic and operational decisions comply with current regulations and best corporate governance practices.

Upon appointment by the Shareholders' Meeting, new Directors receive an **Information Dossier** updated with regulatory, corporate, commercial, and operational guidance, enabling informed participation in each committee. The committees include relevant management representatives and are chaired or composed by delegates from the Shareholders' Meeting or the Board, as applicable.

These committees strengthen BGR's **culture of compliance and transparency**, promoting responsible decisions aligned with regulations and institutional objectives.



# Principle 6: Transparency

We will regularly assess both our individual and collective adherence to these Principles, maintaining transparency and accountability regarding the positive and negative impacts of our actions..

Every year, Banco General Rumiñahui (BGR) prepares its Sustainability Report following GRI and SABS standards, applying the double materiality approach. BGR also reports on its adherence to the Principles of Responsible Banking, aligned with UNEP FI requirements. This information is shared on our website and communicated to our Board of Directors, branches, and all relevant stakeholders, ensuring transparency in our actions.







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