

# Maximising our impact for all our stakeholders

In 2019 we conducted our first in-depth Materiality Assessment to evaluate what issues our stakeholders prioritised. It is likely that if the same exercise was conducted today, we would see a different ranking of issues across the three categories. This year we chose to actively prioritise social mobility, which our stakeholders placed in the moderate category, as well as developing a diverse and inclusive workforce and reducing our impact on climate change which our stakeholders place in the high category. We did this because each of these issues is an integral part of living up to our vision of a world where insurance is personal, inclusive and a force for good. These build on the four priorities which guide our sustainability strategy.

## Priorities

- 1 Meeting customers' needs
- 2 Investing in and supporting our people
- 3 Realising the potential of data and technology
- 4 Understanding and managing the impact of climate change

## Materiality Matrix

