

***RIMAC***

This Report has been prepared and submitted in accordance with Article 222 of the Corporate Act; the Regulations for the Preparation and Presentation of Annual Reports, approved by CONASEV Resolution No. 141-98-EF / 94.10, and amending and supplementing provisions; and in compliance with the Manual for the preparation Annual Reports and Common Rules for Determining Content of the Information Documents, approved by General Management Resolution No. 211-98-EF/94.11, and amending and supplementing provisions thereto.

Making the future  
a reality

LIVING  
THE  
CHANGE

# Statement of Responsibility

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This document contains true and sufficient information related to the 2014's business performance of RIMAC Seguros y Reaseguros. Notwithstanding the issuer's responsibility, the undersigned are responsible for its content according to the applicable legal provisions.



Alex Fort Brescia  
Chairman of the Board of Directors



Rafael Venegas Vidaurre  
General Manager

Lima, February 24, 2015

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## In Memoriam

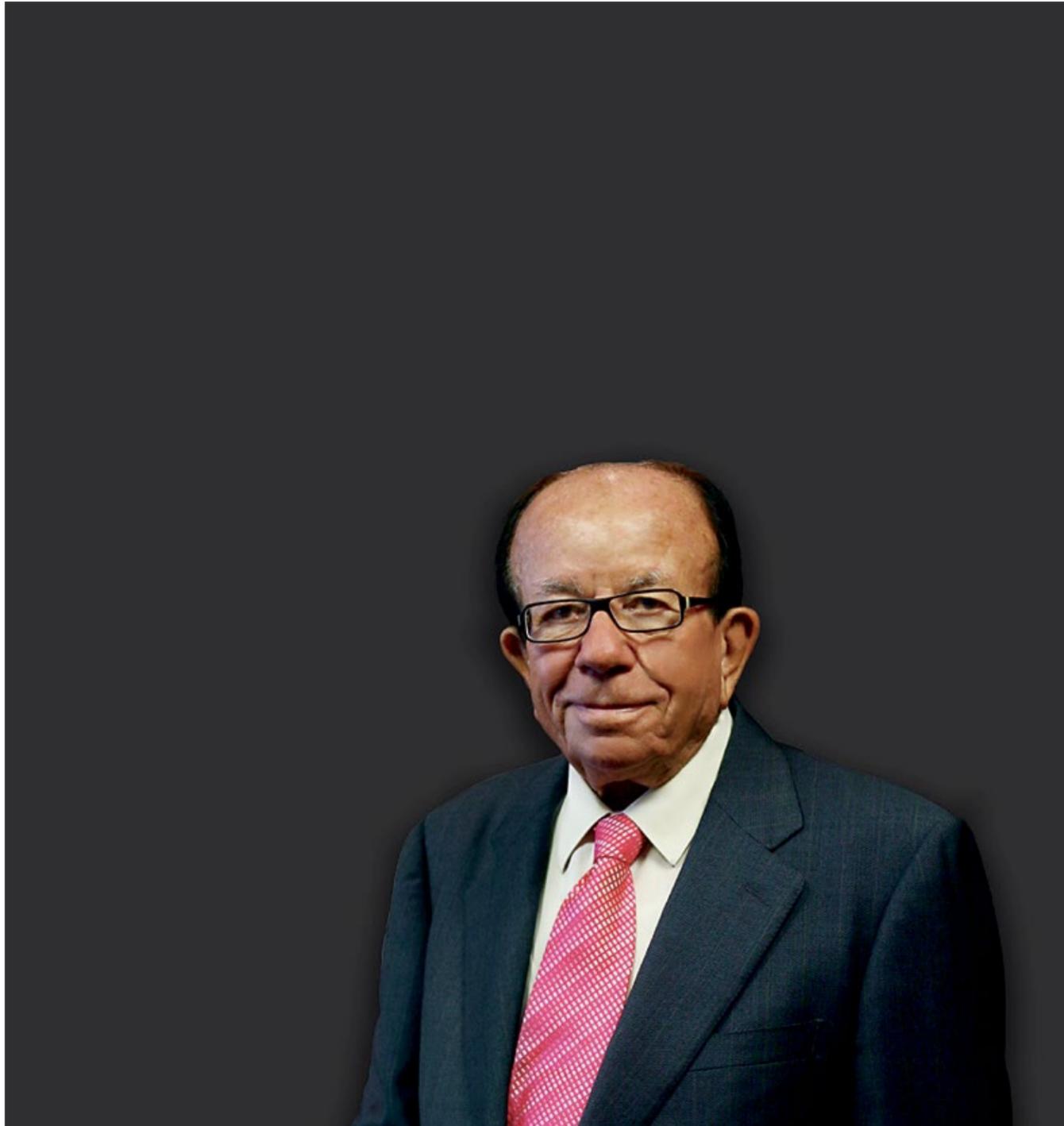
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On December 21, 2014, Mr. Pedro Brescia Cafferata, who was president of our company from 1976 to 2013, passed away.

The Board of Directors, the Management and all employees of RIMAC will remember Mr. Pedro with affection, admiration and gratitude.

His vision, leadership and exemplary work capacity were cornerstones for the progress of our institution and many other companies, contributing to the welfare of thousands of Peruvian families.

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# Letter From The President

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Dear Shareholders:

I am pleased to present the RIMAC's Institutional Memory and Financial Statements for the year 2014.

In a global economic context of varying results, the Peruvian economy grew 2.4%, the lowest rate since 2009. However, fundamentals and economic policy have remained stable, as evidenced in our Country Risk Classification, which was not affected by this context.

The Peruvian insurance market grew by 7% compared to 2013, lower rate than 15% average of the last ten years. This relates to the general decline of the economy, and can be seen mainly in the motor (3% growth) and Health risks (1% growth). However, the fall is mitigated by life insurance, especially the sections of Life Annuities and Debtor's Life Insurances, which grew 17% and 13% respectively.

Opportunities in the insurance industry remain very favourable, if we consider that the level of premiums penetration is even close to 1.6% of GDP and is among the lowest in Latin America. Increasing penetration levels requires not only work coordinated with the state and other actors in the industry to promote insurance culture in the society, but an effort to create simple and accessible products and find the right channels for massive placing in the market.

With regard to RIMAC, 2014 was the last to follow the strategic plan 2011 - 2014 in which we considered several major challenges: modernize our technology platform and our processes to lead the change in the sector towards an approach focused on customers, consolidate human capital management and reputation to ensure the sustainability of the company and build an excellent customer experience that advancing our market penetration of personal insurance. The strategic plan required to meet all these goals while maintaining the profitability of the company without neglecting the leadership RIMAC has shown as insurance company for a decade.

Thus, in 2014 we completed the main projects of the Master Plan, with an investment of nearly US\$50 million in technology, and signed a major contract for four years with IBM Global Solutions, which will allow us to incorporate world-class processes in different fields related with technical result and customer service. IBM will provide services that will enable RIMAC continue building analysis capabilities of relevant information necessary to understand customer behaviour, situations and needs.

Various local and global awards confirm the sustainability of our business practices: We are the company with the best reputation in the insurance industry, we have received several awards from Good Employers Association (ABE), the British magazine World Finance considers us the best insurance company of Peru, among others.

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On the other hand, we renew our promise of value: work for a world with fewer worries. Today, more than 1.6 million people and more than 6,500 companies trust us their health care, their assets and properties. 430,000 patient care services and practice appointments, US\$516 million paid in indemnification and 86% satisfaction rate indicates that the service provided meets in fact the rigorous goals we have set earlier this year, and also with the offer that we made to our customers when they decided for us.

Meanwhile, we sustained our leadership, with a market share of around 32% at the end of 2014, and in terms of technical profitability, we exceed budget targets. Strict work to improve the technical expenditure, greater knowledge of customers, which allows a finer subscription, and stringency in the administrative expenditure have allowed our net income grow 49% compared to 2013 and that ROE is greater than 17%.

During the course of this year 2015, there will be many challenges and opportunities for RIMAC and the insurance market. We will begin the first year of our new strategic plan 2015 - 2018, in which the efficiency, profitability and innovation will remain the cornerstones of our work and in which will maintain our high level of commitment to our customers.

I am thankful to our shareholders and Board members for their confidence. I congratulate our Management Team for the good results obtained and the entire team of employees making up RIMAC for the effort made.

To our customers, who are our very root of existence, I would like to thank you for your preference and confidence: We pledge to work so that your concerns are dwindling.

Thank you very much,

Alex Fort Brescia  
Chairman of the Board of Directors  
RIMAC

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# IN RIMAC WE ARE FOCUSED ON YOU

Today we have the technology,  
processes and information necessary  
to bring us closer to the customers.

**We build strong relationships, accom-  
panying in the lifelong process.**



# CORPORATE GOVERNANCE

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For several years, in RIMAC, we have been integrating the principles of Good Corporate Governance in our organizational and functional structure. We consider them critical basis of our core systems to achieve long-term strategic objectives. In this way, in 2014, the Lima Stock Exchange recognised us as one of the Listed Companies with the best practices of Good Corporate Governance in Peru and additionally awarded us for being the company that reached the Greatest Annual Improvement regarding our 2013 practices.

The organization meets the expectations of its shareholders, customers, employees, suppliers and other stakeholders, as with the existing legal and regulatory requirements. And, in RIMAC, commitment to respect, fulfilment and promotion of such principles is based on our firm belief that remains in force and effect the fundamental precept of the organization: the fact that as important as the results are the means used to achieve them.



## **BOARD OF DIRECTORS REGULAR MEMBERS**

ALEX FORT BRESCIA  
President

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Bachelor in Economics from Williams College (USA) and an MBA from Columbia University (USA). He is on the Board of Directors and on the Management Committee of Breca, Chairman at BBVA Banco Continental and Melon (Chile). In addition, he is Vice President at Minsur, at Corporación Peruana de Productos Químicos and at the real estate companies of Breca. He is also Director at Intursa, Agrícola Hoja Redonda, EXSA, Compañía Minera Raura, TASA, Inversiones Centenario and UCP Backus y Johnston. Therefore, he is director at various non-profit organizations as: Endeavour Perú, Comex Perú, Aporta and member of the Arts Board of Trustees of the Association of Lima Art Museum. Abroad, he is a member of G-50, group of business leaders in Latin America (Washington DC), of the Chairman's International Advisory Board the Council of the Americas/Americas Society (New York); Member of the Advisory Board of the Center for Public Studies - CEP (Santiago de Chile); member of the Latin American Business Council - CEAL (Panama); and member of the International Board of Trustees of the Foundation of Friends of the Prado Museum (Madrid). He joined RIMAC in 1981, serving as General Manager between 1992 and 2010 and has been serving as Director since 1993.



PEDRO BRESCIA MOREYRA  
Vice President

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Economist, graduated from Boston University (USA). He is a member of the Board of Directors and of the Steering Committee of Breca. He is also Chairman at Corporación Peruana de Productos Químicos, at the real estate companies of Breca and at INTURSA, which owns the hotel chain Libertador in Peru and owns and operates in Peru the Westin and Luxury Collection hotels. In addition, he is Vice President of BBVA Banco Continental and Director of TASA, EXSA, Minsur, Compañía Minera Raura, Agrícola Hoja Redonda, Melón (Chile) y Aporta. He has been Director of the company since 1998.



BERNARDO FORT BRESCIA

Architect from Princeton University and M.A. from Harvard University (USA), where he also taught as professor. Founding partner of Arquitectonica (1977), one of the leading international studios of architecture and urban planning, based in Miami (Florida). The firm has over 700 architects, operating in ten offices in North America, South America, Europe, Middle East and Asia. Arquitectonica is considered one of the world's largest architecture firms, having carried out projects in 54 countries. He was honoured as a Fellow of the American Institute of Architects and was also awarded with the Silver Medal. He serves as a Member of the Board of Directors at Melón (Chile) and at INTURSA. He is Director of RIMAC since 2005.



FORTUNATO BRESCIA MOREYRA

Mining Engineer, graduated from Colorado School of Mines (USA). serves as Vice Chairman of the Board and member of the Steering Committee of Breca. He also holds the position of Chairman of the Board of Minsur, a major tin mining company in the world; Marcobre; and Raura Mining Company. He is also Vice President at Agrícola Hoja Redonda, EXSA and TASA. He is Director of BBVA Banco Continental, INTURSA, Corporación Peruana de Productos Químicos, Melón (Chile) and of the real estate companies of Breca. He is President of Aporta, a non-profit association established by the companies of Breca for promoting sustainable development. He serves A Director of our company since 1997.



MARIO BRESCIA MOREYRA

Business Administrator, graduated from the Ricardo Palma University. He is a member of the Board of Directors and of the Steering Committee of Breca. He is Chairman of TASA, the main producer of fishmeal and fish oil in the world, EXSA and Agrícola Hoja Redonda, and Vice Chairman of Melon (Chile), Aporta and INTURSA. He is also Director of real estate companies of Breca, of BBVA Banco Continental, Minsur, Compañía Minera Raura and Corporación Peruana de Productos Químicos; as well of various other companies of Breca in several sectors with operations in Peru, Brazil and Chile. He has also acted as Member of the Board of Directors of Sociedad Nacional de Pesquería en el Perú. He is Director of RIMAC since 1995.



EDGARDO ARBOCCÓ VALDERRAMA

Business Administrator from the Pontificia Universidad Católica del Perú. He serves as Director of Inversiones Centenario S.A.A and Alternate Director of the BBVA Banco Continental. He is Director of the company since 1998.



ALFONSO BRAZZINI DÍAZ-UFANO

Graduated in Economics and Business Administration from the Universidad de Pacífico and MBA in Finance from Indiana University (USA) and in Advance Finance Management Program at Harvard University. He has been the Principal Professor of Finance at the Universidad del Pacífico for 22 years. He has served as the President of Banco de la Nación, Banco Interandino and Minero Perú Comercial (MINPECO) and Director of Banco Central de Reserva, among other directories. He is currently the Chariman of the Boad of Directors of Inversiones La Rioja SA and Director of the Sociedad Minera El Brocal S.A.A., Buenaventura Ingenieros S.A., Contacto Corredores de Seguros, Pesquera Hayduk e Inversiones and Servicios Financieros S.A. He is Director of the Company since 1993.



LUIS CARRANZA UGARTE

He holds a Bachelor's Degree in Economics from the Pontificia Universidad Católica del Perú and a Doctorate in the same field from the University of Minnesota (USA), is Director of the Centre for Competitiveness and Development of the Universidad San Martín de Porres. He has served twice as Minister of Finances and Director of the Central Bank of Peru. In addition, he regularly publishes articles about fiscal and monetary issues in various international journals. Currently, he is Chief Executive Officer of Sigma Capital and advises the Infrastructure Investment Fund. He is Director of RIMAC since 2012.



RICARDO CILLÓNIZ CHAMPÍN

Civil Engineer, graduated from the Pontificia Universidad Católica del Perú and Master in Business Administration from the University of Michigan (USA). He is Chairman of Corporación Aceros Arequipa SA and Director of the company since 1979.

## BOARD OF DIRECTORS ALTERNATE MEMBERS

### JAIME ARAOZ MEDANIC

Bachelor of Business Administration from the Universidad of Lima and an MBA from Kellogg Graduate School of Management (USA). He worked in Consorcio Minero SA (now Trafigura PLC) and Investa (Stockbroker and Investment Banking at that time). After his master, he worked in various positions at Enron in Houston (USA), and subsequently in AESA as Manager of Corporate Strategy and Business. He is Director of Cementos Melon (Chile), Aporta and Instituto Peruano de Economía; and is Alternate Director of the BBVA Banco Continental. He serves as General Manager of Strategic, Corporate Centre of Breca. Since 2013, he is Director of our company.

### MIGUEL ÁNGEL SALMÓN JACOBS

Degree in Law and Political Science from the University of Lima. He worked as Legal Manager at ARMCO PERÚ and SIDER PERU and Corporate Legal Manager of El Comercio Group. He is Alternate Director of the BBVA Banco Continental. He currently serves as Corporate Legal Manager of Estrategica, Corporate Centre of Breca, and since 2013, has serves as director of our company. BBVA Banco Continental. He serves as General Manager of Strategic, Corporate Centre of Breca. Since 2013, he is Director of our company.

## ADMINISTRATION

### RAFAEL VENEGAS VIDAURRE General Manager

Industrial and Systems Engineer, he completed Postgraduate and Specialization studies in Management, Strategic Planning and Strategic Human Resources Management at Kellogg Graduate School of Management, Harvard University and Wharton Graduate School of Management (USA). He has been President and General Manager of Citibank (Peru branch), President and General Manager of Bank Boston (Peru branch), General Manager of Banco Sudamericano and General Manager of Hermes (Peru). He joined the company in December 2010 as General Manager.



It should be noted that directors Fortunato Brescia Moreyra, Mario Brescia Moreyra and Pedro Brescia Moreyra are blood relatives of the second degree in the collateral line, and fourth degree relatives in the collateral line of Mr. Alex Fort Brescia and Bernardo Fort Brescia, who, in turn, are among them, are second degree blood relatives, in collateral line.

Except regular directors, Alfonso Brazzini Díaz-Ufano, Luis Carranza Ugarte and Ricardo Cillóniz Champín, the other directors have economic and/or management and/or relationship links with major shareholders. In this regard, the directors Alfonso Brazzini Díaz-Ufano, Luis Carranza Ugarte and Ricardo Cillóniz Champín have the quality of Independent Directors.



MIGUEL CAUVI ABADÍA

Industrial Engineering from the Universidad de Lima, with Specialization studies in Information Technology and Organization Development and Transformation. He worked at the company since January 2012 and served as Executive Vice President of Services Division until June 2014.



ÁLVARO CHÁVEZ TORI

Economic Engineering from the Universidad Nacional de Ingeniería and Master of Information Systems Programming from the International Management Institute (Belgium). Furthermore, he is certified innovation coach from SIT Colombia (Systematic Inventive Thinking) and has held important positions in companies such as Hermes Transportes Blindados, Citibank, Bank Boston, among others. He joined the company in July 2013 and serves as Executive Vice President, Finance and Risk Control Division.



GONZALO DE LOSADA LEÓN

Bachelor in Economics from the Universidad del Pacífico and Master in Business Administration from Columbia Business School (USA). Before joining RIMAC, he was Regional Manager of Finance and Comptroller in Química suiza (2006-2011). He joined the company in October 2011 and since December 2014 holds the position of Executive Vicepresident in the Life Insurance Division.



WILFREDO DUHARTE GADEA

He completed his undergraduate studies in Economics in the Universidad de Lima. He was chosen District Mayor of La Punta and held that position from 2003 to 2010. He joined the company in March 2011 and since December 2014 holds the position of Executive Vicepresident of the Customer Experience Division.



SUSANA LEÓN PIQUERAS

Bachelor of Administrative Studies, Master of Strategic Human Resource Management from the Escuela de Organización Industrial de Madrid (EOI). From 2008 to 2011, she was Director of Learning and Communications at Scotiabank. She works in the company since February 2011, holding the position of Executive Vice President, Management and Human Development Division.



JOSÉ MARTÍNEZ SANGUINETTI

Economics from the Universidad del Pacífico. Master of Economics from London School of Economics. He has held important positions in institutions such as ING Barings and BANCOSUR. He works in the company since 1998 and, since December 2014, holds the position of Executive Vice President in the Investment and Pensions Division.



MARIO POTESTÁ MARTÍNEZ

He completed his undergraduate studies in Business Administration at the Universidad de Piura and postgraduate studies in International Business and Services Management at the Universidad Peruana de Ciencias Aplicadas. He also studied Project and Process Management at the Instituto Superior Tecnológico de Monterrey (México). He has held various positions at Pacífico Seguros (1995-2003). He joined the company in 2003 and, since December 2014, holds the position of Executive Vice President in the Business Insurance Division.



LEONIE ROCA VOTO-BERNAES

Lawyer from the Pontificia Universidad Católica del Perú, with postgraduate studies in Public Administration from Harvard University (USA) and at the PAD of the Universidad de Piura. She has held numerous positions in the public sector, and served as General Manager of Peru Airports until 2011. In 2012, she joined the company as Vice President in the Division of Image and Corporate Affairs, a position that, since December 2014, is called: Executive Vice President of Sustainability Division.

**ADMINISTRATION  
VICE-PRESIDENTS  
EXECUTIVES**



ÁLVARO TAPIA SABOGAL

Insurance and Reinsurance Specialist, worked at the company since 1998 and served as Executive Vice President in the Division of Risk and Reinsurance Management until September 2014.



JOSÉ TORRES-LLOSA VILLACORTA

Electronic Engineering from the Universidad Nacional de Ingeniería. Master of Business Administration at Adolfo Ibañez International School of Management (Chile). He was a partner of Ernst & Young until 2010. He joined the company in January 2011 and since February 2013, holds the position of Executive Vice President in the Operations and Technology Division.

**VICE-PRESIDENTS**

IGNACIO ARAMBURÚ ARIAS  
ROBERTO BERENDSON SEMINARIO<sup>1</sup>  
ÚRSULA BLANCO ZULOAGA  
VICENTE CHECA BOZA  
MAX DE FREITAS URRUNAGA  
CARMEN ROSA FLORES AGUIRRE  
SUSANA GOICOCHEA VELASCO  
RODRIGO GONZÁLEZ MUÑOZ  
DANIEL MACEDO NIERI<sup>2</sup>  
RICHARD MAURICCI GARRIDO  
YURI GUILLERMO NORIEGA PACHECO<sup>3</sup>  
JORGE ORTECHO ROJAS  
GUILLERMO ANTONIO RAMÍREZ SOLOGUREN<sup>4</sup>  
CARLOS FELIPE RIZO PATRÓN CELI<sup>5</sup>  
MICHELLE RUBÍN OLIVE  
CÉSAR AUGUSTO SAMBRA DÍAZ UFANO<sup>6</sup>



JOSÉ TUDELA CHOPITEA

Insurance specialist with completed studies in Chartered Insurance Institute (United Kingdom). He was a primary partner of Pardo, Tudela & Asociados, Director of the Asociación de Corredores de Seguros (APECOSE). He works in the company since the year 2000 and since December 2014 holds the position of Executive Vicepresident in the Strategic and International Relations and Reinsurance Division.



JAVIER VENTURO URBINA

Licensed in Political Science and Law by the Universidad de Lima. Master in Law from the University of Virginia School of Law (USA). He was Partner of Estudio Céspedes & Venturo Abogados until May 2006. From February 2013 he holds the position of Executive Vicepresident in the Legal and Regulation Division.

- 
- 1 Until March 2014
  - 2 Since January 2014
  - 3 Since May 2014
  - 4 Since June 2014
  - 5 Since July 2014
  - 6 Since July 2014
-

**MANAGERS**

ENRIQUE ROBERTO AGOIS HATTON  
 CLAUDIA MARITZA AKAMINE SERPA<sup>7</sup>  
 JUAN LEONICO ALARCÓN CÁCERES  
 MARÍA SOLEDAD AMICO DE LAS CASAS  
 AIDA BETSABÉ AYÍN LEÓN<sup>8</sup>  
 MARÍA JIMENA BECERRA ESTREMADOYRO  
 MARBÉ EDGARDO BUSTOS RODRÍGUEZ  
 SEBASTIÁN CARRILLO TEJEDA  
 JAIME FERNANDO CHACÓN LUNA  
 MARIO ERNESTO COLLADO MENDIOLA  
 MARIE LIS CROSBY RUSSO  
 MIGUEL RAÚL DÍAZ RAMOS  
 MARGIORI NATALIA DOLCI BONILLA  
 DIEGO ESCALANTE ARRUNÁTEGUI  
 JUAN FRANCISCO FIGUEROLA VALLES  
 GISELLA DEL PILAR GARCÍA DYER  
 FEDERICO MARTÍN GARCÍA-CÁRDENAS ARÓSTEGUI  
 JUANA BELISA GELDRES UCEDA<sup>9</sup>  
 RODOLFO JESÚS GRADOS FLORES  
 ANA MARÍA GRAHAM MÁLAGA  
 MIGUEL ALBERTO GUTIÉRREZ ZALVIDEA<sup>10</sup>  
 MIGUEL ÁNGEL HUAMÁN DURÁN<sup>11</sup>  
 MARCELA ROSARIO INJOQUE ZEGARRA  
 GISELLE RENEE LARCO SOUSA  
 CARMEN MARINA LEÓN ROSAS DE POBLETE  
 RENZO LÓPEZ TASSARA  
 SUSANA ELIZABETH LÚCAR RAMOS (\*)

ARNALDO ERICK MACHUCA POLO<sup>12</sup>  
 EMERSON MARQUILLO NÚÑEZ  
 PATRICIA CECILIA MEDRANDA VILLARREAL  
 LUIS CARLOS MOREYRA ORBEGOSO<sup>13</sup>  
 GONZALO FERNANDO MUÑIZ VIZCARRA<sup>14</sup>  
 GIOVANNA MARÍA MURILLO GIL  
 ARMANDO MOISÉS NÚÑEZ MENESES  
 LUIS JOSÉ PARDO ARAMBURÚ<sup>15</sup>  
 MARIANA PIÑEIRO GASTAÑETA  
 VÍCTOR ALONSO PROAÑO POLAR  
 JOSÉ LUIS RENDÓN ANDÍA  
 GIANCARLO DAVID RIVERO VEGA<sup>16(\*\*)</sup>  
 BÁRBARA ROCHA VALVASSORI DE RONCER<sup>17</sup>  
 FRANCISCO RODRÍGUEZ LARRAÍN LABARTHE  
 CLAUDIA ROCÍO ROZAS GARCÍA  
 NICOLA JORGE SABA ODE  
 DIEGO MARTÍN SALAZAR PONCE  
 JOSÉ ANTONIO SALMÓN OJEDA  
 GUILLERMO SÁNCHEZ ZAMBRANO  
 RENZO ALEJANDRO SANDOVAL URMENETA  
 CARLOS AUGUSTO SEMSCH DE LA PUENTE  
 RAFAEL FRANCISCO SOLARI PÉREZ REY  
 ERICK STEWART FREIRE<sup>18</sup>  
 NILS ENRIQUE SUMMERS RÁZURI<sup>19</sup>  
 BÁRBARA PAOLA TELAYA FRONDA  
 CONSUELO MILAGROS TERUYA QUEVEDO  
 GIAN CARLO VILLANUEVA CAHUA

**GENERAL ACCOUNTANT**

MARITZA BUSTAMANTE FERNÁNDEZ DE CÓRDOVA

**GENERAL AUDITOR**

ROBERTO JULIO LEÓN PACHECO

7. Since July 2014  
 8. Until February 2014  
 9. Until July 2014  
 10. Since June 2014  
 11. Until November 2014  
 (\*) Customer Service Officer  
 - SBS Res. N° 3199-2013  
 12. Since July 2014  
 13. Until May 2014  
 14. Until May 2014  
 15. Until April 2014  
 16. Since March 2014  
 (\*\*) Compliance Officer  
 - SBS Res. N° 37-2008  
 17. Since July 2014  
 18. Since June 2014  
 19. Since September 2014

# IN RIMAC WE TAKE CARE OF YOU

Accompanying you means taking care of you and your family to create a peaceful environment in which to grow together. Our strategy is to look at the environment, with you, our customers, in mind as the primary objective of every action and every important decision.

**In RIMAC we look at the world and what we find is your future.**



# MACROECONOMIC ENVIRONMENT



## THE WORLD WITH DISSIMILAR GROWTH: 3.33%

It is estimated that the global economy has grown approximately 3.33% in 2014.

## CHINA: LOWEST GROWTH RATE IN TWO DECADES

For the first time in 16 years, Chinese economic growth was less than expected by the government: GDP rose only 7.4%, the lowest rate in 24 years.

## USA IS RECOVERING: 2.4%

USA managed to strengthen its recovery process reaching a growth rate of 2.4% in the year, the highest since 2010, while the US stock market also achieved an increase of 11.4%, one of the best rates of return in 2014 worldwide.

## STAGNATION IN EUROPE: 0.9%

The low political and economic stability of the European continent during the year was reflected in some signs of financial stress: debt risk spreads have widened in Eurozone countries and European stock markets ended 2014 with growth of just 2.3%.

## THE STRENGTH OF PERU

The major credit ratings agencies worldwide affirm our strong fiscal policy, maintaining Peru with a positive outlook for future improvements. Moody's, for example, raised its credit rating to A3 in July.

## 2014 YEAR OF GLOBAL RECOVERY AT DIFFERENT SPEEDS

2014 was a year of marked differences in the recovery of the largest economies in the world. On one hand, US succeeded in consolidating the recovery process that began five years ago, reaching a growth rate of 2.4% for the year, the highest rate since 2010. On the other hand, the poor economic performance in Europe was surprising; it only grew by 0.9% in 2014. Japan, in turn, stalled and did not grow in the same period. With this result, it is estimated that the global economy grew 3.33% over the year.

With respect to the group of emerging countries, their performance was linked primarily to the Chinese economy. This country is in the process of implementing a new model of economic growth based more strongly on private consumption than on investment and exports. This model implies lower rates of economic growth, but more sustainable over time. Therefore, China grew 7.4% in 2014. As a result, commodity exporting countries not only suffered a contraction of the volume but also in the prices of their exports.

## USA IN 2014 CONSOLIDATED RECOVERY PROCESS

In early 2014, economic activity was affected by a historic weather event: the coldest US weather in decades, leading to the GDP growth of just 1.9% in the first quarter. However, this transient event did not prevent the economy from consolidating its recovery in the coming quarters, as was reflected in the labour market, where the unemployment rate fell from 6.7% to 5.6% (the lowest rate in more than seven years).

Furthermore, several factors contributed towards a more sustained economic recovery. On the one hand, the real estate market recovered significantly. Thus, loans for construction of new homes rose in the third quarter to the highest rate in twenty years. On the other hand, private consumption was benefited from the growth of wages as a result of the improvement in the labour market and the strong reduction in oil prices, in the second half of the year. This meant that private consumption is the main source of economic growth during 2014.

On the fiscal side, the adjustment has been declining and has been moving towards a neutral stance. Thus, the structural fiscal deficit moved from 4.8% to 4.0% of GDP at end 2014. Also, while the discrepancies between the Senate and Congress around certain policy measures were persistent, this was solved in favour of the Republicans to take control of both chambers after the midterm elections in November.

As a result of these improvements, the Federal Reserve (FED) continued the gradual exit from the program of massive injections of liquidity (Quantitative Easing or QE programs). Thus, in the monetary policy meeting in October, it was agreed to end the QE, after 37 months of uninterrupted liquidity provisions. In order to underpin the strengthening signal of the US economy, FED decided to change part of the message in its notes.

This change sent a positive signal to the markets about the US situation. In line with this economic recovery and improvement in the prospects of the companies, the US stock market ended the year with a rise of 11.4% (S&P 500), one of the best performing indices worldwide in 2014.

#### EUROPE IN THE 2014 PERFORMANCE DISAPPOINTING

Economic activity during 2014 had a lower performance level than many analysts' expectations. This was not only experienced, as in previous years, in periphery countries, but also affected the core countries, such as Germany or France. For example, unemployment is a constant problem in all countries of the region.

The labour market situation, especially in the youth sector, led to unprecedented rise in the representation of Eurosceptics groups in the European Parliament elections. The most striking results were found in France and the UK, where most votes were for the far right parties.

In addition to this important political event, in April, war was raised at eastern Ukraine between rebel pro-Russian groups and Ukrainian army. The rebels demanded annexing part of Ukrainian territory to Russia. Given the growing signs of conflict, Russia chose to intervene to protect the pro-Russian Ukrainians who lived in the Crimea. These actions were rejected by several countries, including the US and the European Union, which decided to impose sanctions on Russia, many of which remained in force until the end of the year.

However, despite headwinds in Europe, some countries such as Spain and Ireland, showed significant improvements thanks to efforts to increase competitiveness and strengthen the balance sheets of domestic firms. Also in October, the financial stress test results of European banks (Asset Quality Review) were published only 25 of the 130 banks evaluated, failed to get approval (nine of these 25 banks are in Italy).

The European Central Bank (ECB) had to deal throughout the year with a very low inflation rate (-0.2% annual in December, the lowest since September 2009), which worsened in the second half of the year as a result the sharp fall in oil prices. In response, in June, the ECB announced monetary easing. The little political and economic stability that characterized Europe in 2014 was reflected in certain signs of stress in financial markets. In fact, European stock markets ended the year with an increase of only 2.3% (DJ STOXX 50) and debt risk spreads of Eurozone countries are widened, in some cases significantly.

#### CHINA IN 2014 GREATER SLOWDOWN THAN EXPECTED

During 2014, China continued its efforts to maintain the process of rebalancing its economy, for which she executed measures to reduce excess capacity and containing certain vulnerabilities in the financial system. This process should take place in a context of sustained growth without generating sharp slowdown. Thus, at the beginning of the year, the authorities set the goal of economic growth at 7.5% for 2014. However, for the first time in sixteen years, economic growth was lower than the target established by the government. China's GDP grew 7.4% in 2014, the lowest rate in 24 years.

During the first quarter, the economy slowed significantly. The main adjustment was external, so that authorities, in the first instance, opted not to run stimulus measures and support reforms by restricting non-bank lending and expanding the exchange rate band.

Months later, effects of the credit crunch on the economy become clearer. This time domestic demand was the most affected, mainly in real estate investment, given the chains involving other sectors. In addition to the less favourable credit performance, both highly leverage of real estate companies as the highest level of residential overinvestment, led to a significant slowdown of real estate investment. The latter grew 10.5% during 2014. With this, total gross investment increased 15.7% during 2014 (less than 20.0% in 2013). In contrast, the variable that grew steadily was consumption as it contributed 51.2% of GDP (3.0 percentage points more than in 2013). This was also reflected in the growth of retail sales, which increased by 12% annually.

Given the sharp slowdown in investment and the economy, authorities executed certain specific stimulus measures, among which the following may be highlighted:

- Increase investment in railway projects amounting to US\$48.600 million (0.5% of GDP).
- Easing restrictions on the home purchase in some areas.
- Prioritize lending to first hand home buyers.
- Reduce the tax burden for small and medium enterprises.
- Progressively cropping bank reserve requirements.

In line with these measures, in November, the Central Bank of China (PBoC) cut its benchmark interest rates for the first time since 2012. While these initiatives take effect, economic structural changes should improve and deceleration could be kept under control.

**PERU IN 2014  
EXTERNAL AND INTERNAL  
SHOCKS**

In 2014, emerging economies were headline news. A complicated political calendar, in which several elections took place (in Brazil, Colombia, India, etc.) as well as decline in the prices of major commodities, led to a deterioration of economic growth of emerging market countries, including Peru. At the end of November, it is estimated that the economy grew 2.4% during 2014, the lowest annual rate since 2009.

Much of the observed slowdown was due to an unfavourable international context. Due to the compression in companies profit margins, resulting from dollar strengthening (sol depreciated 6.5%) and an environment of unfavourable commodity prices, many companies saw the need to reduce costs, decrease their investment and hiring plans. The consequences were reflected in the performance of private investment (3.1% contraction in the 2014 third quarter) and of employment (grew only 1.1% in Lima in 2014). Similarly, the Peruvian stock market ended the year with an accumulated loss of 6.1%.

In addition to weak employment growth, credit conditions were slightly more restrictive for low income families, affecting their spending capacity. Therefore, private consumption also slowed (grew 4.0% in the third quarter 2014) and consumer confidence reached its lowest annual average since 2010.

Also, occurred national problems that hurt significantly to primary sectors of the economy. First, agriculture and fisheries were affected by climatic factors. Mining, meanwhile, was affected by lower metal prices and technical problems and strikes by workers in some mines. All this cause the trade balance to deteriorate (with a deficit of US\$2,554 million). Exports accumulated a contraction of 9.3% during the year due to the decline in traditional exports (-14.5%).

Faced with the prospect of slower economic growth, the government and the Central Reserve Bank (BCR) took steps to boost the economy. Thus, in May, the government established a reactivating package amounting to S/.1,736 million (0.3% of GDP), intended for public works and in June, promoted another package aimed at reducing bureaucratic and environmental barriers. Despite these attempts to boost public spending, corruption scandals in several regional and local governments led to minimal growth in public investment, just by 2.6% in 2014 (in the case of regional and local governments fell 11.0 % and 2.0% respectively).

Similarly, business confidence remained depressed throughout the year. Faced with the need to give a clear signal for investors, the government announced new stimulus measures, among which highlighted the reduction in the rate of income tax for both businesses and workers. This measure seeks to benefit more than 1.5 million workers with annual revenues higher than S/.26,600. The Ministry of Economy and Finance (MEF) proposed a change in income tax for businesses, in order to encourage reinvestment.

The BCR, in turn, reduced the benchmark rate to 3.5% (-25 bps on July and -25 bps on September) and continued with the policy of reduction in reserve requirements in soles, which decreased from 14% to 9.5% in December. With this measure, the BCR has released liquidity for over S/.11,000 million, since June 2013.

Inflation ended the year with a variation of 3.22%, outside the target range of BCR. The dynamics of inflation during the year was mainly due to higher prices recorded on food away from home and services such as health and education. Significantly, the country's inflation stood in 2014 as the lowest in the region.

Despite the unfavourable international and local environment, fiscal metrics continued to improve in 2014. MEF continued with the aim of reducing public debt to GDP, which closed at 18.5% in the third quarter of 2014 and net debt to GDP of 2.9%. Also, the fiscal balance ended the year at -0.1%, given the stimulus measures adopted by the government. This fiscal soundness has been recognized by the rating agencies such as Moody's, which in July raised the credit rating to A3. Similarly, other rating agencies kept Peru with a positive outlook for future improvements to its risk rating.

# PERUVIAN INSURANCE MARKET



## THE MARKET GROWS AT LOWER RATE: 7%

Premium volume reached a growth of 7% compared to 2013, amounting to US\$3,586 million. Importantly, the Peruvian insurance market has increased 3.7 times compared to the size it was in 2005.

## SIGNIFICANT IMPROVEMENT IN THE INSURANCE TECHNICAL P&L: 35%

Overall, net income market in 2014 increased by 35% compared with the previous year, mainly due to improved insurance technical P&L.

## HEALTH AND STUDENT INSURANCE X 3

Health and Student Insurance have tripled in size in the last 9 years. Within this category, the most important risk, in 2014, was Medical Assistance, which grew 1% over the previous year.

## INCREASE OF FINANCIAL PERFORMANCE: 7.5%

It is estimated that the market return on equity achieved growth of 7.5%, since the financial income of insurance companies increased 12% compared to 2013.

## AT YEAR END, PERUVIAN INSURANCE MARKET CONSISTS OF 18 COMPANIES: 7 OF LIFE INSURANCE, 6 OF CASUALTY & PROPERTY INSURANCE AND 5 MIXED.

## 2014 FINANCIAL PERFORMANCE OF THE PERUVIAN INSURANCE MARKET IS ESTIMATED AT US\$597 MILLION

At the end of 2014, the total volume of premiums in the Peruvian insurance market amounted to US\$3,586 million. Thus, an increase of 7% over last year was reached. It should be noted that, since 2005 at the end of 2014, the market has grown in average 15% annually, which means it has increased 3.7 times compared to the size it was in 2005.

This development was driven by increased sales in life insurance, which grew 12%, and the Property & Casualty Risk increased by 3%. On the other hand, Property Insurance recorded growth of 3%. One of the insurance risks that most contributed to this growth is fire, which increased 5% over the previous year and reached premiums of US\$446 million. Motor Risks grew by only 3% in the year and achieved US\$441 million in premiums.

Also, within the category of Health and Student Insurance, the most important risk was Medical Assistance, which increased 1% from 2013 and, thus, contributed an increase of US\$2 million. These businesses have increased their size 3.1 times in the last nine years.

In the category of Life Insurance, important part of the growth was due to the development of Life Annuities which grew 17% compared to 2013 and reached US\$687 million in premiums at the end of 2014. Also, Credit Life insurance grew 13% and reached US\$291 million in premiums. With regard to insurance business outcome, the technical scope of the market, excluding Life Annuities or Pension Fund, was 20% (in 2013 the indicator was 18%).

In terms of amount, the insurance technical P&L, excluding Life Annuities or Pension Fund, was increased by 17% and reached US\$532 million. However, if the set of risks are considered (including Life Annuities and Pension Fund), it is important to take note that, in 2014, the technical P&L increased by 18%.

Insurance risks that showed a more profitable development were Motor, Fire and Medical Assistance. In the first case, the yield increased from 15% in 2013 to 20% at the end of 2014, while in the second (Fire) from 9% to 16%. Motor is the risk with greatest impact on growth in profitability of Property Insurance, which increased by 4% compared to last year (from 16% to 20%), showing a lower claims record compared to the previous period.

For Health and Student Insurance, technical system margin increased from 13% in 2013 to 16% in 2014, while in Life Insurance, excluding Life Annuities or Pension Fund, technical margin was reduced from 24% to 21% from one year to another, mainly because the Individual Life Risk.

On the other hand, financial income of insurance companies grew 12% over the previous year, reaching US\$597 million. It is estimated that the financial profitability of market reached 7.5%.

Regarding market efficiency, administrative expenditure on premiums without Life Annuities, we note that this ratio is reduced, ie slightly improved 18.5% in 2013 to 18.2% in 2014.

Finally, market net income increased by 35% compared to 2013, primarily due to improved insurance technical P&L.

#### PERUVIAN INSURANCE MARKET STRUCTURE

At year-end 2014, the Peruvian insurance market consists of 18 companies, of which 7 are specific for Life, 6 for Property and Casualty and 5 are Mixed:

#### Property & Casualty and Life Risks

BNP PARIBAS CARDIF S.A. Compañía de Seguros y Reaseguros  
PROTECTA Compañía de Seguros  
RIMAC SEGUROS Y REASEGUROS  
ACE SEGUROS S.A.  
INTERSEGURO Compañía de Seguros S.A.

#### Property & Casualty Risks

Aseguradora Magallanes Perú S.A. Compañía de Seguros  
INSUR S.A. Compañía de Seguros  
PACIFICO PERUANO SUIZA Compañía de Seguros y Reaseguros  
LA POSITIVA Seguros y Reaseguros  
MAPFRE PERÚ Compañía de Seguros y Reaseguros  
SECREX Compañía de Seguros de Crédito y Garantías

#### Life Risks

Compañía de Seguros de Vida Cámara S.A.  
EL PACÍFICO VIDA Compañía de Seguros y Reaseguros  
MAPFRE PERÚ VIDA Compañía de Seguros  
Seguros SURA  
LA POSITIVA VIDA Seguros y Reaseguros  
Rigel Perú S.A. Compañía de Seguros Vida  
Ohio National Seguros de Vida S.A.

# IN RIMAC WE ARE COMMITTED TO YOU

We are the leading company in the Peruvian insurance market.

We are committed to our customers and our society to build every day a world with less worry. Build your future with us: based on our strong support, we become all your financial plans reality.



# GENERAL INFORMATION



## RIMAC SEGUROS Y REASEGUROS BACKGROUND

The name of the company is RIMAC SEGUROS Y REASEGUROS.

The social objective is to perform all the operations of insurance, reinsurance and coinsurance as well as develop all operations, acts and contracts necessary to extend the coverage of risks, among other transactions allowed. It can also run any business activity directly or indirectly related to such operations.

The activities of the company are included in the No. 6603-6 group of the International Standard Industrial Classification (ISIC) established by the United Nations.

The company is registered in the Entry No.11022365 on the Registry of Legal Entities of the Registry Office of Lima. The term of duration of the Company is indefinite.

The headquarters is located at calle Las Begonias 475, piso 3, San Isidro, Lima. The legal domicile is Av. Paseo de la República 3505, piso 11, San Isidro, Lima.

In Lima, we have agencies in the districts of San Isidro and Miraflores, and in provinces, in the cities of Arequipa, Cajamarca, Chiclayo, Cusco, Huancaayo, Iquitos, Piura and Trujillo.

The number of employees at December 31, 2014 was 3,565 (3,684 at December 31, 2013 and 3,294 at December 31, 2012). This includes the sales force, consisting of 1,678 employees (1,635 at December 31, 2013 and 1,259 at December 31, 2012), broken down as follows:

	2014	2013	2012
Permanent Officials	152	152	164
Permanent Employees	3,297	3,424	3,040
Temporary Workers	116	108	90

Rimac Seguros y Reaseguros is the result of the merger of Compañía Internacional de Seguros del Perú and Compañía de Seguros Rimac.

Compañía Internacional de Seguros del Perú began operations on July 25, 1895 and was incorporated by public deed on August 17 of that year. Compañía de Seguros Rimac began operations on September 3, 1896 and on September 26 of the same year, the articles of incorporation were issued before the notary Dr. J. O. de Oyague.

On April 24, 1992 the public deed was signed, formalizing the merger of Compañía de Seguros Rimac and Compañía Internacional de Seguros del Perú, agreed at the extraordinary general meeting of shareholders dated March 2, 1992, with the business name Rimac Internacional Compañía de Seguros y Reaseguros.

In December 2002 was carried out the acquisition of the property and casualty insurance portfolio of Wiese Aetna Compañía de Seguros de Riesgos Generales. With this transaction, Rimac Seguros increased its market share significantly.

In February 2004, the acquisition of 100% of the shares of Royal & SunAlliance Vida was conducted, and in April of the same year, the Public Tender Offer of shares of Royal & SunAlliance - Seguros Fénix was completed, whereby Rimac Internacional was awarded with 99.26 % of shares.

Subsequently, on June 11, 2004, at the general meeting of shareholders, the merger of both companies was approved by Rimac Internacional Compañía de Seguros y Reaseguros, and this decision was formalized by public deed of September 17, 2004.

On March 28, 2012, by mandatory annual shareholders meeting was agreed changing the corporate name of the company to Rimac Seguros y Reaseguros, being formalized by public deed dated 21 May 2012.

At December 31, 2014 we have the following authorizations:

- SBS Resolution No. 423-92 dated 21 April 1992 authorizing the merger between Compañía de Seguros Rimac and Compañía Internacional de Seguros del Perú. Also, through this resolution the change of company name to Rimac Internacional Compañía de Seguros y Reaseguros was authorized.
- SBS Resolution No. 2838-2012 dated 11 May 2012 authorizing the change of company name to Rimac Seguros y Reaseguros.
- SBS Resolution No. 996-2007 dated 19 July 2007, authorizing the extension of the operating license of the company for performing trusts and fiduciary assignments.
- SBS Resolution No. 2847-2013 dated 10 May 2013 authorizing the extension of the operating license of the company so that it can issue bonds.

Finally, the company participates as a majority shareholder in Rimac S.A. Entidad Prestadora de Salud with 99.3%. And, in turn, Rimac EPS is shareholder of Clínica Internacional with 98.91%.

## ECONOMIC GROUP

RIMAC is part of Breca group, which is currently one of the main economic groups in the country and also has a significant presence in Latin America. It has diversified investments in various industrial areas, such as industry, finance, mining, agribusiness, real estate, hotel, chemist and services. The main group companies are:

MINSUR: Engaged in activities involving the mining industry, mainly the exploration and exploitation of mineral deposits and beneficiation of minerals (smelting plants, minerals refining as well as all operations relating to these).

TASA: A company dedicated to fishing activities of the extraction, processing and marketing of aquatic resources for direct, indirect human consumption and non-food. It follows the way, manner and conditions established by the general law of fishery, its regulations and other complementary norms.

INTURSA:: Dedicated to the construction, operation, management and overall, the exploitation of hotels and other establishments of touristic interest, for example, the passenger transportation.

EXSA: Dedicated to the manufacture, processing, industrial exploitation, representation, development, research, import and export of explosives, welding and other chemical and metallurgical products in general and their supplies and accessories, related and derivatives.

### CAPITAL STOCK

By public deed dated April 21, 2014, executed before a notary public, Dr. Ricardo Fernandini Barreda, registered in the Entry No. 11022365, Record: B-00020, the Registry of Legal Entities, was formalized the capital increase from S/.800'000,000 to S /.888'000,000.

Consequently, the share capital subscribed and paid of the company is S/.888'000,000, represented by 888'000,000 common shares, each with a nominal value of S/.1.00.

### SHAREHOLDING STRUCTURE

The company, as of December 31, 2014, has 570 registered shareholders, of which 98.24% are domestic shareholders 1.76% and foreign shareholders. The shareholders of more than 5% of the paid and subscribed capital are as follows:

NAME AND SURNAME COMPANY NAME	NATIONALITY	ECONOMIC GROUP	NUMBER OF SHARES	PARTICIPATION (%)
Inversiones Breca S.A. (Antes Holding Breca S.A)	Peruvian	Breca	609'242,218	68.608357%
Minsur S.A.	Peruvian	Breca	128'774,470	14.501629%

#### Voting Shares

The total shares of the Company are voting shares and are distributed as follows:

SHARE HOLDING	NUMBER OF SHAREHOLDERS	PERCENT OF PARTICIPATION
Less than 1%	566	10.08
Between 1% - 5%	2	6.81
Between 5% - 10%	--	--
More than 10%	2	83.11
<b>TOTAL</b>	<b>570</b>	<b>100.00</b>

### INFORMATION ON SHARES

During 2014, the equity shares of the company have had the following monthly quotations:

MONTH	OPENING S/.	CLOSING S/.	MAXIMUM S/.	MINIMUM S/.	AVERAGE S/.
January	1.65	1.60	1.65	1.60	1.65
February	1.61	1.59	1.61	1.58	1.59
March	1.59	1.47	1.59	1.47	1.53
April	1.50	1.60	1.60	1.50	1.60
May	1.60	1.65	1.68	1.60	1.63
June	1.51	1.40	1.51	1.40	1.44
July	1.40	1.53	1.53	1.38	1.41
August	1.55	1.55	1.55	1.55	1.55
September	1.55	1.51	1.55	1.51	1.52
October	1.55	1.55	1.60	1.55	1.56
November	--	--	--	--	--
December	1.48	1.50	1.55	1.48	1.50

Book value per share, as of December 31, 2014, was S/.1.49.

Consequently, the major quotations were:

SHARE QUOTE	S/.
Opening	1.65
Maximum	1.68
Average	1.54
Minimum	1.40
Closing	1.50

#### Return on Equity

Distributed during 2014:

2.268% en efectivo
11.00% en acciones liberadas

The cash dividend in the amount of S/.18'287,757 was delivered to shareholders in April 2014 and the shares were delivered in June of that year.

**GENERAL GUIDELINES FOR INVESTMENT**

The portfolio management model adopted by the company establishes differentiated investment policies and strategies, each based on the structure and specific risks of the liabilities it supports.

Given the nature of RIMAC business, investments are mainly concentrated in long-term fixed income securities, stocks and real estate.

Consequently, our current investment policy is to satisfy the following objectives:

- Adequately support the investment obligations, resulting from the operation of the insurance business. The coverage of these investment obligations must comply with the regulations established by the Superintendency of Banking and Insurance (SBS).
- Ensure management of the investment portfolio is aligned with the strategic objectives of the company.
- Enforce operational standards minimizing the risks of implementation of investment policies.

**RISK RATING**

In July 2014, the international credit rating agency Moody's, raised our rating from "Baa3" to the "Baa2" category with a stable outlook, this improvement clearly reflects the financial strength of the company. Furthermore, in November, the International Classification agency Fitch Ratings has affirmed our "BBB" rating with a stable outlook, the highest category obtained by an insurance company in Peru. Thus, RIMAC is the only company with operations in the casualty and property, health and life risks, that has two ratings of international investment grade.

It should be noted that in 2007, RIMAC became the first insurance company in the country in obtaining this investment grade, which recognized our ability and strength to face our obligations. The strengths of the company are well supported by the good operating performance, adequate business diversification and good quality of investment portfolio.

Furthermore, companies of local rating Apoyo y Asociados and Equilibrium ratified our category "A", which is the highest risk category according to the system established by the Superintendency of Banking and Insurance.

**LEGAL PROCESSES**

Currently, RIMAC keeps judicial, administrative and an arbitration proceeding under way, acting as claimant and defendant, or in which RIMAC is incorporated as third parties (civil respondent). These complaints are related to the company's line of business, it means as insurance company.

As claimant, the processes are for collecting premiums to defaulting debtors, to collect rent from property leasing and evictions, and to recover via subrogation compensations paid to policyholders under insurance contracts. As defendant, processes essentially consist of claims from policyholders requesting policy compensation, third parties claims requiring liability indemnity and, to a lesser extent, in labour demands and complaints against the INDECOPI and the Organism for the Defense of the Insured.

In relation to these processes, it is necessary to indicate that the amounts involved do not represent significant contingencies that may affect the results of operations or financial position of RIMAC.

**EXTERNAL AUDITORS SERVICES****SERVICES PROVIDED BY THE EXTERNAL AUDIT COMPANIES**

	2014 S/.	2013 S/.	2012 S/.
<b>AUDIT FEES</b>	<b>690,000</b>	<b>595,225</b>	<b>543,195</b>
<b>Medina, Zaldivar, Paredes &amp; Asociados Sociedad Civil de Responsabilidad Ltda.</b>	<b>690,000</b>	<b>595,225</b>	<b>543,195</b>
Audit of Financial Statements	485,000	476,225	267,625
Audit of Financial Statements IFRS	205,000	119,000	275,570
<b>TAX FEES</b>	<b>78,063</b>	<b>75,406</b>	<b>53,786</b>
<b>Ernst &amp; Young asesores Sociedad Civil de Responsabilidad Ltda.</b>		<b>21,316</b>	<b>19,324</b>
Tax advisory		21,316	19,324
<b>Medina, Zaldivar, Paredes &amp; Asociados Sociedad Civil de Responsabilidad Ltda.</b>		<b>2,500</b>	
Tax advisory		2,500	
<b>PricewaterhouseCoopers Sociedad Civil de Responsabilidad Ltda.</b>	<b>78,063</b>	<b>51,590</b>	<b>34,462</b>
Tax advisory	78,063	51,590	34,462
<b>OTHER FEES</b>	<b>271,870</b>	<b>114,061</b>	<b>658,322</b>
<b>Beltrán, Gris y Asociados Sociedad Civil de Responsabilidad Ltda.</b>			<b>240,146</b>
Advice on the interpretation and application of actuarial techniques and IFRS			30,955
Project for creation of reserve verification models			209,191
<b>Dongo-Soria Gaveglio y Asociados Sociedad Civil</b>		<b>9,261</b>	
Advice and preparation of report on financial derivatives		9,261	
<b>Ernst &amp; Young asesores Sociedad Civil de Responsabilidad Ltda.</b>	<b>71,370</b>	<b>43,200</b>	<b>203,006</b>
Assistance in channel of integrity	5,616		
Assistance in developing procedures for evaluating controls	43,260		
Assistance in the diagnosis and definition of controls - management approval levels and the risks they mitigate.		43,200	36,000
Assistance in implementing procedures	16,064		
Preparation of report on electronic invoicing	6,431		
Assistance in assessing internal control of processes related to operations			44,801
Assistance in the review of risks in branches			106,205
Design review of results measure reports by line of business			16,000
<b>Medina, Zaldivar, Paredes &amp; Asociados Sociedad Civil de Responsabilidad Ltda.</b>	<b>22,500</b>	<b>22,500</b>	<b>150,305</b>
Assistance in evaluating laundering prevention system	22,500	22,500	17,415
Implementation of IFRS			132,889
<b>PricewaterhouseCoopers Sociedad Civil de Responsabilidad Ltda.</b>	<b>38,000</b>	<b>39,100</b>	<b>64,866</b>
Development of Transfer Pricing Study	23,000	26,000	41,326
Validation of Good Corporate Governance practices	15,000	13,100	13,100
Estudio Sataroga 2012			10,440
<b>KPMG Asesores Sociedad Civil de Responsabilidad Li</b>	<b>140,000</b>		
Validation of calculation of technical reserves process	140,000		
<b>TOTAL GENERAL</b>	<b>1,039,933</b>	<b>784,692</b>	<b>1,255,303</b>



## Management and Results

## We achieve the best results

In RIMAC we deliver security to achieve peace: Because each of our actions creates an environment of stability and confidence in which your dreams come true and life effort is rewarded.

# MANAGEMENT AND RESULTS

## OUR NET INCOME INCREASED ALMOST 50%

Our 2014 net income amounted to US\$72 million, representing an increase of 49% compared with the previous year.

## SUSTAINED GROWTH IN LIFE RISK

Our portfolio of Life insurance increased 9%, reaching US\$438 million, through the impetus of Life Annuities (11% growth) and Pension Fund (20% growth). With this level of sales, we obtained 24% of market share.

## SIGNIFICANT IMPROVEMENT IN MEDICAL ASSISTANCE

In Medical Assistance, we achieved a great growth, which allowed us to expand our market share at 37.9%.

## THE BEST INSURANCE TECHNICAL P&L IN THE MARKET

Thanks to our technical profit and loss, which represented the highest in the market, we achieved a growth of 21% compared to 2013, mainly due to Fire, Motor and Medical Assistance Risks.

## WE LEAD THE PERUVIAN INSURANCE MARKET WITH IMPACT

At the end of 2014, RIMAC increased the volume of its premiums by 3% compared to the previous year, reaching US\$1.135 million and maintaining our place as the leading company of the Peruvian insurance market for more than 10 consecutive years.

## GROWTH FOR MORE THAN 10 CONSECUTIVE YEARS

At the end of 2014, RIMAC recorded premiums for US\$1,135 million, representing an increase of 3% over the previous year. With this level of sales, our company remains as the leader of the Peruvian insurance market for more than ten consecutive years.

Our market share was 31.6% at year end. Businesses that most contributed to our growth in premium volume were Pension Fund and Life Annuities Risks.

Importantly, our portfolio of Life Insurance grew 9% and reached US\$438 million, driven mainly by Life Annuities (11% growth) and Pension Fund (20% growth). With this level of sales, we obtained 24% of market share.

With regard to Health and Student Insurance, we reached US\$99 million, while in Medical Assistance we achieved a growth rate of 1%, so that our market share reached 37.9%.

In Property Risks, we reached US\$598 million, while it decreased 1%, ranked first in this category, our market share reached 39.7%. The risk fields that decreased are Transport (we lead the market with 40% share); SOAT (Mandatory Traffic Accident Insurance) and Motor (ranked first in market share with 37.2%). The decrease in transport is mainly due to the slowdown in investment by the public and private sectors, as well as falling commodity prices that affected the value of imports. On the other hand, the Motor and SOAT Risks have decreased mainly due to falling sales of new vehicles. Thus, the Peruvian Automobile Association reported that, at the end of 2014, the new vehicle sales decreased 4.8% compared to 2013.

In addition, our insurance Technical P&L was US\$161 million, excluding the business of Life Annuities or Pension Fund. This represented the highest score of the market and represents a growth of 21% compared to 2013, mainly due to Fire, Motor and Medical Assistance Risks.

Direct annual claims record of the company achieved, in 2014, 43% (in 2013, it had reached 44%) while the retained annual claims record also reached 43% (in 2013, it was 45%). This improvement in claims, largely is due to the price update, optimization in underwriting practices (conducted in 2013) and the reduced presence of natural hazards (such as those occurred in early 2013). These indicators are much similar to the average Peruvian insurance market that gained 43% for direct claims record and 42% for the retained annual claims record.

# COMPREHENSIVE RISK MANAGEMENT



Furthermore, in 2014, RIMAC financial income was nearly US\$143 million (with a yield of 7.1%). Our administrative expenses totalled US\$162 million, increasing 6% compared to 2013.

Consequently, net income for the year was US\$72 million, representing an increase of 49% over 2013; growth well above the market, which only managed an average of 35%.

## COMPARATIVE ANALYSIS OF RESULTS

In thousands of dollars

PROFITS AND LOSSES	2014	2013	2012
<b>PREMIUMS</b>	1,134,662	1,106,192	997,420
Property & Casualty	412,204	407,007	365,265
Motor y SOAT	185,645	197,198	165,360
Health	98,615	99,102	86,976
Life	438,199	402,885	379,819
<b>Technical Risks</b>	96,503	69,834	62,589
Property & Casualty	64,985	48,125	46,118
Motor y SOAT	43,212	32,940	35,854
Health	21,589	14,536	15,857
Life	-33,284	-25,767	-35,240
<b>EXPENSES</b>	161,713	153,156	143,299
<b>Operating Results</b>	-65,210	-83,322	-80,709
Financial Income	142,968	131,656	146,897
<b>RESULTS BEFORE INCOME TAX</b>	77,758	48,334	66,187
Income Tax	-5,892	0	108
<b>NET PROFIT</b>	71,865	48,334	66,295

## RESPONSIBLE INFORMATION MANAGEMENT

Thanks to our information security management system, we focus on protecting our business information through the timely identification and treatment of risk, compliance and generating a strong organizational culture in information security.

## PROTECTION OF REPUTATION

Thanks to the excellent management of reputational risk, we focus primarily on prevention and learning, and we get that only 3% of the information concerning the company are of negative content.

## WE FOLLOW THE EXAMPLE OF THE BEST INTERNATIONAL PRACTICES

In 2014, RIMAC optimized and consolidated governance of risk management, given the increasing complexity of its activities, exposed to internal and external threats of various kinds. This important initiative has been implemented through efficient risk management, focused on the following topics:

**Market and credit risk management**

The ongoing investment management, inherent to our activities, requires properly manage those variables that can influence the business performance. Therefore, we identify, quantify and monitor, on an ongoing basis, changes in interest rates, in exchange rate, in price of shares and in real estate as well as in concentration risks and credit risks. The latter is expressed in three subcategories: down-grade, default and corporate surcharges.

**Technical Risk Management**

We control the technical risks inherent in the insurance business: such as the risk of underwriting, pricing (ie, when the premiums charged are insufficient to cover claims), lack of reserves, the solvency risk (or if there is no capital available to cover variances of the loss) and finally the risk of fit between asset and liability flows for life annuities.

**Operational risk management**

To prevent and mitigate the resulting loss, we monitor the control environment in internal processes, the technology and the critical suppliers, based on the best market practices. Through the business continuity management system, we continue to strengthen our contingency plans and providing instructions and protocols to address any strategic, tactical or operational problems that may arise upon the occurrence of a contingency. Thanks to the program of tests and exercises, we effectively continue to raise our level of preparedness.

In turn, through the information security management system, our activities focused on protecting business information against unauthorized disclosure incidents, improper alteration or loss through the timely identification and treatment of risk, related compliance and generating a strong organizational culture in information security, by all our partners and suppliers.

**Governing bodies in risk management**

Following the example of international best practices, risk management in RIMAC is supervised by the Committee for Comprehensive Risk Management, senior board for risk management in the organization. It is composed of three previously established directors, the General Manager of the company and the Executive Vice President for Finance and Risk Control, who are in charge of outlining policies and define, approve and monitor action plans to help meet business objectives.

**Management of reputational risks**

Sustainability Division, during 2014, was responsible for the comprehensive management of RIMAC reputational risk, at all times ensuring compliance with policies and procedures.

Thus, we focus primarily on prevention and learning, always taking a proactive approach to risk situations to which can be exposed. We got an organizational commitment to timely mitigate these potential risk situations and we get that only 3% of the information concerning the company are of negative content. This effort was led by the area of Communications and Institutional Relations.

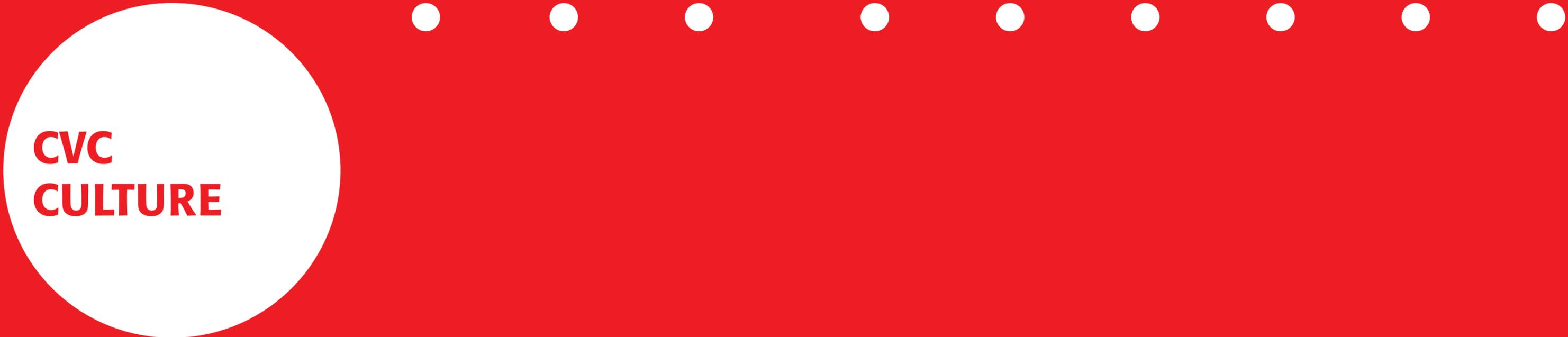


**Focus on  
our clients**



**At each stage  
of your life**

In RIMAC we have state of the art technology to be aware of you at all times: accurate information that lets us know you better and offer the solutions you require.



## CVC CULTURE

# Comprehensive View of the Customer

We think and act according to our customers

For RIMAC, our customers are our very root of existence of our business. Therefore, we adapt our organization, processes, products and technology to meet your needs.

Our culture of Comprehensive View of the Customer supposed reinvent us every day to become a company looking strong and lasting relationships with customers. It involves transforming our platform to access new technologies that can store much more information and process it quickly. Thus, we can use the necessary analytical tools to gain deeper knowledge of our customers. The more connected we are, the more we know them, we better know what they need and how to fill those gaps in innovative and enjoyable ways. Our main interest is not selling insurance, but to build a strong and abiding relationship with our customers.



**Focus On  
Companies**

## **Connected with a country that grows**

In RIMAC know that the future of a country begins to build a stable platform that encourages sustainable development. Our financial strength, soundness and experience allow us to ensure the most important investment projects of Peru: we are a mainstay in the evolution of our society.

# FOCUS ON COMPANIES

## THE MOST IMPORTANT COMPANIES IN THE COUNTRY TRUST IN RIMAC

Of the 10,000 largest companies in the country, 64% are insured with RIMAC. This success allowed that our market share of companies reached 40.2% at the end of 2014, with a volume of premiums higher than the US\$560 million.

## WE ARE COMMITTED WITH THE DEVELOPMENT

We are committed to insure investment projects in basic infrastructure of the country, such as the Metro de Lima, the Longitudinal Highway in the Highlands and South Peru Gas Pipeline.

## PERSONALIZED CONSULTING

Through our innovative Chronic Disease Program "Cuidate (Take care)", we have achieved a comprehensive and personalized offer of Health, world class, which has more than 10,000 patients extremely satisfied (satisfaction rate of 94%).

## WE PREVENT ALL RISKS

In the Peruvian insurance market, we became the first and only company certified with ISO 9001: 2008 Occupational Risk Prevention. In addition, Lloyd's Register Quality Assurance recognized our efforts in managing and promoting a safe and healthy workplace, and granted us the OHSAS 18001: 2007 certification.

## WE HAVE THE LARGEST NATIONWIDE COVERAGE

We have a program of annual inspections of largest coverage in the country; it covers more than 1,200 customers companies nationwide.

## CONQUERING SOUTH AMERICA

We managed to register the company as reinsurer in multiple countries of South America, such as Chile, Colombia and Ecuador, with an approximate reinsured value of US\$600 million.

## MORE THAN US\$516 MILLION IN PAYMENT OF CLAIMS

During 2014, we paid more than US\$516 million to our clients for claims, fulfilling effectively and responsibly with our value basis.

At the end of 2014, our businesses market share was 40.2% with a premium volume higher than the US\$560 million. Of the 10,000 largest companies in the country, 64% have their insurance with RIMAC.

Our soundness, financial strength and experience in Property Risk has allowed us to ensure the most important investment projects in the country 2014 - 2017, especially in infrastructure concessions, transportation, construction, energy projects, including:

- Lima Metro - Line 1, Section II - Consorcio Tren Eléctrico.
- Lima Metro - Line 2, Section I and Branch 4 - Consorcio Nuevo Metro de Lima.
- Gambetta Tunnel - Consorcio Túnel Callao.
- Longitudinal Highway of the Highlands - Section II - Consorcio Consierra Tramo II.
- Modernization of Talara refinery.
- General San Martín Port Terminal - Pisco - Consorcio Paracas
- South Peruvian Gas Pipeline - Consorcio Gasoducto Sur Peruano.

On the other hand, we have among our customers, a number of Peruvian companies with operations at regional level, which has led us to seek alternatives to offer our customers coverage elsewhere. Therefore, we have managed to register the company as a reinsurer in Chile, Colombia and Ecuador, with an approximate reinsured worth of US\$600 million.

Also, we have the representation of the leading insurance companies in the world, as Zurich Insurance Group, RSA Group (or RSA), Generali Group, AIG, American International Group, Inc., Chubb Group of Insurance Companies, Allianz Insurance, FM Global, Tokio Marine, HDI-Gerling America Insurance Company, XL Group or Liberty Mutual Insurance.

(\*) According to AM Best  
 (\*\*) According to Standard & Poor's  
 (\*\*\*) According to Fitch Ratings

MAIN REINSURERS	ORIGIN	CLASSIFICATION
Everest Reinsurance Co	United States	(*) A+
General Reinsurance Ag	Germany	(*) A++
Hannover Rueck Se	Germany	(*) A+
Lloyd'S	United Kingdom	(*) A
Markel Europe Plc	Ireland	(***) A
Munich Reinsurance Co.	Germany	(*) A+
Navigators Insurance Co.	United States	(*) A
Partner Reinsurance Europe Se	Ireland	(*) A+
Irb Brasil Resseguros S.a.	Brazil	(*) A-
R+V Versicherung Ag	Germany	(**) AA-
Scor Reinsurance Co.	United States	(*) A
Sirius International Ins Corp (Publ)	Sweden	(*) A
Swiss Reinsurance America Corp.	United States	(*) A+
Odyssey Reinsurance Company	United States	(*) A
XI Re Latin American Ltd	Switzerland	(*) A

**WE HAVE THE MOST IMPORTANT SUPPORT IN PREVENTION OF OCCUPATIONAL RISKS**

RIMAC initiated a policy of international certifications for prevention of occupational risks, where the rigor is evident in the implementation of procedures for management systems. We are the first and only company in the insurance market certified with ISO 9001: 2008 in Occupational Risk Prevention and also received the OHSAS 18001: 2007 certification from Lloyd's Register Quality Assurance in recognition of the efforts in managing and promoting safe and healthy working environment.

In RIMAC, we offer our clients Occupational Risk Insurance advice, continuous improvement and training for reducing accidents at work. We also have orientation courses in prevention within the Comprehensive Free training Plan (PIC) with national coverage, which we conducted in partnership with ESAN. During 2014, we have conducted more than one hundred training lectures nationally, in which more than 3,038 workers of 395 companies in Lima and Provinces participated.

In this line, rather than a website, [www.prevencionlaboralrimac.com](http://www.prevencionlaboralrimac.com), it is a self-management tool for our clients, which allows access to different types of documents, applications and support tools. This platform helps us perform, inter alia, self-evaluation of Safety and Health at Work Management System, seek advice or participate in workshops and courses. Currently, it has twelve internationally certified online courses and at the end of 2014, more than 5,200 workers in 234 companies managed to obtain certificates in it.

We recognize the effort made by companies with Best Practices Labor and fewer fatal incidents at work through our annual award "Excellence in Occupational Risks Prevention" and "Successful Experience in Occupational Risk Prevention". Thus, in 2014, nineteen companies were recognized and awarded; they had the opportunity to share their excellent practices with other companies in the same category in Medellin (Colombia), city in which an internship with all winners was performed.

**A TEAM OF SPECIALISTS SERVING OUR CUSTOMERS**

We have annual inspections program with widest coverage in Peru, covering over 1,200 customer company nationwide. Our area of prevention engineering seeks to identify and / or update the various risks to which the portfolio of our company is exposed and contributes to serve as a tool to minimize the impact of claims on it.

For the second consecutive year, we conducted the risks certification program for our employees, with which we seek to strengthen the knowledge of both business executives, as subscribers on the casualty and property risks and fire protection. This has involved approximately 75 hours of training per person.

**PROPOSAL INNOVATIVE PREVENTION HEALTH**

Health On the front, RIMAC adopted a model of prevention education and turned it into an innovative strategy with tangible benefits for both the company and its customers (the community). Thus, for ten consecutive years, we have been developing our "Take Care" program, created especially for our policyholders who suffer from a chronic disease such as asthma, hypertension, dyslipidaemia, or diabetes. To these people we present a comprehensive offering that includes personalized medical and nutritional counselling, a drug plan, laboratory tests, informational workshops and other services designed primarily for them.

Our goal, through "Take Care" is for significantly reduce hospitalizations and emergency care. At the end of 2014, over 10,000 patients were part of this program, which has a 94% satisfaction rate. The control of chronic diseases in patients exceeded 80%, which is comparable to similar programs in more developed countries. This makes "Take Care" in Chronic Disease Program world class and leader in the private insurance market in Peru.

**FULFILMENT OF OUR VALUE BASIS**

The expertise of our technical and commercial team is evident in the advice we provide to our clients business, to which we support and guarantee that, in case of loss, the operation will be restored as soon as possible. During 2014, we paid over US\$516 million to our clients for claims. In this way, we meet effectively and responsibly with our value basis.

**OUR BUSINESS PARTNERS**

Brokers and insurance agents are our main business partners with a 80% participation in the insurance brokerage business. Consulting and shared services allow us to meet the requirements of our customers.

In 2014, we launched Brokers Specialization Program, for which we have delivered over 100 hours to more than 200 people nationwide. Also, we strengthened the brokers section of our website ([www.rimac.com/corredores](http://www.rimac.com/corredores)), it has utilitarian information about the business, our processes, events and activities, campaigns and promotions. At the end of 2014, we recorded an average level of more than 15,000 visits per month.

**EFFICIENCY IN COMMERCIAL MANAGEMENT**

During 2014, we implemented the use of Commercial Management tool, by which we achieve greater effectiveness in our business processes. Execution of Insurance Administration System has allowed us to include various issuance processes, replacing our technological self-service applications and be ready for deployment in our business partners and customers, allowing better communication with our company and more agility in documents issuance.

## Connected with each person

Our relationship with each client is unique and special. So we are with you every step you take, ensuring each goal, every improvement, and every obstacle. We feel every important moment of your life.



Focus on  
People

# FOCUS ON PEOPLE



## WE INSURE MORE THAN 1.6 MILLION PEOPLE

## SATISFIED CUSTOMERS

In 2014, we achieved 86% in measuring the rate of customer satisfaction, an outstanding result, over an already demanding target of 83% we established.

As part of our strategy to build long-term relationships, we maintain a comprehensive approach to our customers and try to understand their needs to offer products specifically made to them. Today, we insure more than 1.6 million people, who trust us with their health, their lives and their most precious possessions.

According to the initiatives developed in the fronts of positioning and experience, and as the focus of Comprehensive View of the Customer, in 2014, we worked through multiple distribution channels in the development of flexible, affordable products and at competitive costs.

These new products primarily focused on meeting the demand of our customers. To identify the major unmet needs of our potential customers, constant market studies were performed. Thus, during 2014, we managed to present to the market new insurance products in various risk fields such as Health, Personal Accident, Life, Motor, among others.

## WE SELL INSURANCE FOR EVERYONE AND THROUGHOUT THE ENTIRE COUNTRY

We are the largest insurance sales network of the country, because we have more than 80 distribution channels nationwide: banks, financial entities, department stores, supermarkets, and many others.

## WE INNOVATE OUR PRODUCE

Among others, our insurance "Life with Return" allows us to receive the benefit of insurance while the customer is alive, at very reasonable costs, eliminating market perception that life insurance is very expensive and do not provide any benefit to the customer.

A clear example of innovation is our safe "Life with Return": a life insurance for a B segment of the population that allows to receive the benefit while the customer is alive, at very reasonable costs, eliminating market perception that life insurance is very expensive and do not provide any benefit to the customer.

In this line, we also put at your disposal products that complement the portfolio RIMAC offers, such as the "University Insurance" means a life insurance policy that guarantees payment of higher education of the children if the parents were missing.

## AT THE FOREFRONT OF TECHNOLOGY 9,326 DOWNLOADS OF THE RIMAC APP

Thanks to the renewal of our RIMAC app for smartphones, we are now at the forefront of technology, offering more options for our customers: virtual medical guidance, request a driver for replace, policy information, evacuation routes in case of earthquakes, etc.

## TRANSFORMING PROCESSES WITH A WORLD CLASS FIRM

In 2014, we have been working with IBM a major project that will transform the entire information processing from now on, it will achieve better operational efficiency and better use of technology to capture business knowledge and to simplify interaction with our customers.

## NEW CHANNELS TO GET TO OUR CUSTOMERS

We are, in fact the largest insurance sales network of the country. We have over 80 distribution channels nationwide (banks, finance companies, department stores, supermarkets, etc.). It is important to note that 64% of the universe of our customers has an insurance acquired via non-traditional channels, among which life and unemployment insurances were those that registered higher growth.

In seeking to promote accessibility and facilitate the purchase of insurance to our customers, was enabled the selling products, as SOAT and Travel Insurances by credit card at the institutional web ([www.rimac.com](http://www.rimac.com)). At the end of 2014, 1800 travel insurance certificates were acquired under this system.

Also, through the website, various insurance for specific market segments were introduced, as new "Cyclist Accident Insurance" and "Runners Accident Insurance", which offer the possibility of supporting athletes of any of these activities, in case some misfortune happen while performing such sports; and the "Home Workers Accident Insurance" which allows to insure up to two employees working at home and provides medical assistance.

Another of the facilities of our virtual channel was the improvement of the option of listing and purchasing motor insurance, with a score of 2,400 policies sold via web. On the other hand, it was also improved the quoting system and search system of products for individuals and the process of generating leads for FFV in life and health insurance from our website was strengthened.

In addition, we stand at the forefront of technology, as we enhance our application (RIMAC app) for smartphones with more and more options for our customers: virtual medical guidance, request a driver for replace, policy information, evacuation routes in case of earthquakes, among others. In 2014 we managed 9,326 app download and health risk field led the leads, against SOAT motors and life risks. 4,373 assistances were granted through virtual medical guidance and driver for replace were provided. Finally, the "My Insurances" option was the most used, followed by virtual medical guidance, emergency calls and RIMAC Guide.

#### STRENGTHENING OUR BRAND

During 2014, our communication was focused on capitalizing on the built in recent years, make our accessibility, closeness and trust attributes tangible.

For example, our 2014 summer campaign showed our clear determination to be getting closer and available to our customers, offering our services through our website and our emergency and assistance centre "Alo RIMAC".

In our next advertising campaign, we decided to strengthen our accessibility attribute through the relaunching of our new Comprehensive Cancer Insurance.

At the end of 2014, marking indicators showed that the effort paid off, positioning us as the first insurer in the minds of people, with greatest difference between with the following insurer.

#### OUR SATISFACTION INDICATORS SHOW EXCELLENCE IN QUALITY OF SERVICE

According to our mission of "Work for a world with fewer worries", in 2014 we achieved 86% in measuring the level of satisfaction of customers who marked the option "Very Satisfied" and "Satisfied" (this evaluation was conducted by IPSOS Peru). This means an excellent result, over an already demanding target of 83% we established ourselves.

We also consider crucial to highlight the results of our following services:

- Motor Emergency reached 90% of satisfied customers.
- Health Emergencies, 88% of satisfied customers.
- Our Customer Service Centre also exceeded the target, reaching 86% of satisfied customers among our three locations in Lima.
- Our network of clinics reached a 86% satisfaction.
- Attendance at workshops achieved a measure of 80% satisfaction, which shows that our management with suppliers is getting better.

#### WE REINFORCE THE TEAMWORK WITH OUR SERVICE PROVIDERS

RIMAC works with a network of high quality suppliers to provide procurement services, mechanical assistance, crane, ambulance, home health, network of clinics and workshops.

During 2014, the quality and training supervision was held to ensure continued compliance with satisfaction goals. For the third consecutive year, the loyalty program aimed at improving the quality of service was developed, considering four fronts:

- Satisfaction Indicator Monitoring, resulting from surveys conducted to policyholders who used the services of the network.
- Supervisions in field to validate compliance of protocols, contracted service levels and opportunities for improvement.
- Training programs to provide tools to improve the level of communication with our policyholders to front staff working in the various network providers. They are trained in the areas of products, processes and soft skills.
- Loyalty and Recognition Program, in which staff and teams that achieve service goals proposed for 2014 are awarded.

In 2014, our Loyalty program train more than 1100 people from different providers: 700 people from Health providers, 200 people from workshops and 250 people from emergency providers.

#### ON THE ROAD TO TECHNOLOGICAL TRANSFORMATION

RIMAC is a leading company that can adapt to new trends and even anticipate to them. In that vein, three years ago we started to implement the Master Plan, a large project whose purpose is to give the company a base technology platform to stop being an organization focused in products and Technical Profit and Loss by Risks and business lines, and start a transformation process that leads us to become a company focused on the client.

During 2014, the first phase of RIMAC Transformation Project was prepared, it has been working in partnership with IBM and aims to achieve the following:

- Operational efficiency to reduce costs or rework in processing claims.
- Implementing a comprehensive insurance platform that enables a consistent approach.
- The better use of technology to capture business knowledge and to simplify interaction with the user.

Also, our telecommunications and Contact Centre platform was renewed. This new centre not only has updated its basic functions but has also added new features to improve the experience of our insured through the various communication channels which we are now able to offer (telephone, mail, chat, social networks, SMS). All this has made us a Multichannel Contact Centre.



## Relations with Stakeholders

## Relations for building a better world

Our commitment is reflected in all actions and recognitions we received. In RIMAC we know that good relationships with our partners and the social environment provide us the foundation for further growth.

# RELATIONS WITH STAKEHOLDERS



## WE ARE COMMITTED WITH THE EDUCATION

In 2014, we published three more stories from the collection "Learning how to taking care of myself", about road safety, savings and care issues, in order to improve reading comprehension of 30 schools in Lima, guided by la Escuela de Capacitación Pedagógica.

## CULTURE OF PREVENTION FOR CHILDREN

Through the program "I take care of myself", our web portal dedicated to creating a culture of prevention among the educational community, we approach many more people nationwide, especially students, teachers and parents.

## WE PROTECT THE ENVIRONMENT

In cooperation with the REDD Project of Parque Nacional Cordillera Azul, at the end of 2014 we compensate 100% the whole process of CO<sup>2</sup> emissions of the policies of our customers.

## MORE THAN 5,000 PEOPLE BENEFIT WITH RIMAC VOLUNTEERING

Our volunteer benefited around 5,486 people, both in Lima and in the provinces, bringing together more than 754 participants from various areas of the company, who gave 2.797 hours of work.

## WE ARE THE EXEMPLARY COMPANY IN LATIN AMERICA

The strength of our multiple efforts has earned us the recognition as "Exemplary Company in Latin America", supported by Perú2021, the Centro Mexicano para la Filantropía (Mexican Center for Philanthropy - CEMEFI), the Forum Empresa Network and Alianza por la Responsabilidad Social Empresarial in México (AliaRSE).

## RECOGNIZED AGAIN FOR OUR PRACTICES OF CORPORATE GOVERNANCE

In 2014, we not only be recognized again by the Lima Stock Exchange as one of the companies listed on the stock with the best practices of good corporate governance in Peru, but also we got recognition as the "Greatest Annual Improvement" of the year.

Our management with each stakeholder is fully integrated and is explained fully in the Sustainability Report prepared in 2014 under the new guide G4 of the Global Reporting Initiative (GRI). This report makes us the first Peruvian company to report under this new guide. The strength with which we make this effort, has earned us the recognition as "Exemplary Company in Latin America", supported by Perú2021, the Centro Mexicano para la Filantropía (Mexican Center for Philanthropy - CEMEFI), the Forum Empresa Network and Alianza por la Responsabilidad Social Empresarial in Mexico (AliaRSE).

## RELATIONS WITH COLLABORATORS

Throughout the 2014, we work strategically on several fronts to contribute with the transformation of RIMAC in a world-class company and to strengthen it with a culture that always keep in mind a Comprehensive View of the Customer.

The various initiatives we approach along this year focused on professional development, personal growth and commitment, performance and training of our collaborators, which helped to improve our tools and platforms, as explained below.

## LEADERSHIP AND PROFESSIONAL DEVELOPMENT

During 2014, thanks to our leadership program, continue with the training of more than 130 leaders of the organization. Furthermore, through the Programs "+ Internal Opportunities" and "+ Corporate Opportunities", 76 collaborators achieved positions of greater responsibility within the company.

In the RIMAC Business School, we work to bridge the gaps between knowledge, skills and attitudes. To do this, we use training programs and lectures taught by expert facilitators. In total, we spent 283.715 hours of hard work in training programs to improve performance. In addition, more than 2,353 new employees participated in our training activities, including our sales force.

2014 was also a key year for the transformation of technology and our processes RIMAC. Human Resources helped develop in our employees the acceptance and flexibility in the face of changes.

As for our strategy of attraction and selection of talent, we focus on enhancing the brand "RIMAC Employees", participating in more job fairs and promoting our virtual channels for better future contacts information. Also, we implemented a "Summer Internship Program" to the direct families of our employees.

**INTEGRAL WELLBEING AND WORK/LIFE BALANCE**

During 2014, we strengthened the integration and camaraderie to foster teamwork. Various efforts were made on this front, such as "Challenge RIMAC 2014," a long-term initiative with activities focused towards the major interests and preferences of various segments of our population: physical activities, talent, artistic, social responsibility, competitions of different types. All this allowed the participation and integration of collaborators of Lima and Provinces.

As to foster personal, occupational and health balance, we continue with our program "Live Well", which has significant benefits in insurance, educational institutions and commercial establishments. This helps to promote the education of our employees and their families as well as to optimize their economy. We also carry out preventive medical check-ups, vaccinations and various activities such as workshops, classes and discounts fairs on the various sites of Lima.

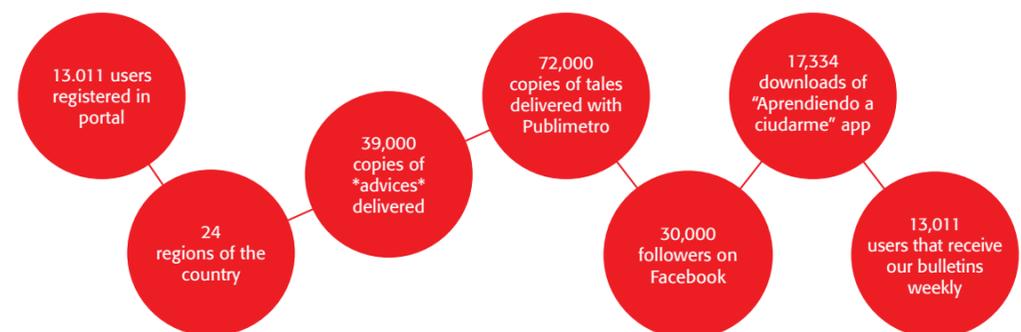
**RELATIONS WITH THE COMMUNITY**

Regarding our social investment, in 2014 we continue forward in one of our main projects of prevention education: the web portal [www.yomecuido.com](http://www.yomecuido.com). Through this program, we provide information on various topics of health prevention, domestic accidents, road safety and natural disasters to schoolchildren, teachers and parents of students nationwide.

Also, we published three more stories from the collection "Learning how to taking care of myself", about road safety, savings and care in summer issues. These were used in 30 Lima schools to improve reading comprehension of students, guided by Escuela de Capacitación Pedagógica. We also joint similar projects with Odebrecht and Taxi Directo companies. Similar was the case with Samsung and LG, with whom an application (app) for their SmartTVs was developed, which included the animated versions of stories, songs and other prevention contents for children.

The RIMAC volunteering also made great strides, bringing together more than 754 participants from various areas of the company, who gave 2.797 hours of volunteer work and benefited around 5,486 people, both in Lima and the provinces. Significantly, in 2014, the first volunteer "Blood Bank" of the company was launched to benefit the collaborators and their families if need blood donations.

**COMMUNICATION IMPACTS OF THE PROGRAM I TAKE CARE OF MYSELF**



**RELATIONS WITH THE ENVIRONMENT**

About our environmental performance, in 2014 we compensate 100% the whole process of policies issuance to customers, which involves the purchase of 146 tonnes of Carbon Dioxide. This is done with the REDD Project of Parque Nacional Cordillera Azul.

We also launched carpooling program "RIMAC Aventones", with which we make available a secure platform for the collaborators that allows them to share a car or taxi with other partners, and reduce CO<sup>2</sup> emissions in the way of their homes to work. During 2014, more than 754 collaborators were active members of this platform, which has saved 1,587 kilograms of CO<sup>2</sup> and over 240 hours of social harmony.

**MEANS OF COMMUNICATION AND OPINION LEADERS**

The strategic communication management involves planning aligned to business objectives. For this reason we focus on developing our messages into five main attributes, the most appreciated by our stakeholders: efficiency, innovation, strength, leadership and social responsibility.

Under these guidelines, the information generated about the company transmitted service and utility content messages for mass reach spaces in traditional media and, likewise, through social networks (mainly Twitter).

So that, again, according to internal measurements, RIMAC Seguros led, in 2014, communication in the sector, with 499 appearances in various media (newspapers, magazines, television, radio and websites). This represents 36% of the total information published by our competitors in the Peruvian insurance market.

Among other achievements, in addition, we strengthened the presence of RIMAC as a leader who promotes the culture of insurance, carrying out "training in house" for journalists of the Gestion and La Republica newspapers, as well as to develop the I Journalism Competition.

**STATE AND UNION ORGANIZATIONS**

At the institutional level, we maintained a proactive attitude of regulatory risks, allowing us to engage more closely on key issues of our business.

We continue with the reorganization of the management of cameras for a greater presence on committees and / or associations of the sector, mainly in the Peruvian Association of Insurance Companies (Asociación Peruana de Empresas de Seguros - APESEG), with which we maintain a permanent and coordinated plan of work.

Also, following the promotion of the importance of insurance policies in the country, we support the IFB CERTUS to provide training in health insurance, SOAT and EPS in the Congress. This event was well received and we hope that in 2015 it can be replicated in other entities.

# ACKNOWLEDGEMENTS / AWARDS 2014

\*"The Best Acknowledgement Program" con "All Deserve Applause"  
"The Best Rewards for Performance Program"

\*\*In addition, we kept other qualifications already achieved:  
- Fitch Ratings: BBB in Insurer Financial Strength Rating (IFS)  
- Apoyo y Asociados: A+  
- Equilibrium: A+

## ONE OF THE MOST BELOVED BRANDS IN PERU

The Arellano Marketing consultant not only recognized RIMAC as one of the seven leading brands most loved by consumers in 2014, but nominated it as the insurance company most remembered of the country. Thus, we can be proud to be part of the identity of Peruvians.

## THE BEST INSURANCE COMPANY IN PERU FOR THE THIRD CONSECUTIVE YEAR

The prestigious British magazine World Finance, considered as one of the most respected publications in economics, finance and business globally, recognized us as "The Best Insurance Company of Peru" into two categories: Property and Casualty Risks and Life Insurance. In total, we received this award over four years: 2010, 2012, 2013 and 2014.

## THE COMPANY WITH THE BEST REPUTATION, SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE OF THE PERUVIAN INSURANCE MARKET

In the 2014 edition of the Monitor Empresarial de Reputación Corporativa (MERCOR), RIMAC Seguros ranked 18th, so we can consider ourselves as the insurer with the best reputation in Peru.

## THE BEST INSURANCE COMPANY FOR BUSINESSES FOR THE FOURTH CONSECUTIVE YEAR

The XIV Annual Survey of Executives, conducted by the Chamber of Commerce of Lima in 2014, recognized for the fourth consecutive year as the "Best Insurance Company for Businesses".

## THE FIRST COMPANY IN THE INSURANCE INDUSTRY TO ACHIEVE THE DISTINCTION OF "EXEMPLARY COMPANY IN LATIN AMERICA"

In 2014, we obtained the distinctive "Exemplary Company in Latin America" with the support of Perú2021, the Centro Mexicano para la Filantropía (Mexican Center for Philanthropy - CEMEFI), the Forum Empresa Network and Alianza por la Responsabilidad Social Empresarial in Mexico (AliaRSE), for meeting standards of social responsibility voluntarily and publicly, committing ourselves to a socially responsible management.

## ONE OF THE COMPANIES LISTED IN THE LIMA STOCK EXCHANGE WITH THE BEST PRACTICES OF GOOD CORPORATE GOVERNANCE IN PERU AND ACHIEVING THE HIGHEST ANUAL IMPROVEMENT

In 2014, we not only be recognized again by the Lima Stock Exchange as one of the companies listed on the stock with the best practices of good corporate governance in Peru, but also we got recognitions the "Greatest Annual Improvement" in good corporate governance, with growth of 33.75 points in the total rating with respect of the previous year.

## THE FIRST AND ONLY COMPANY IN THE INSURANCE MARKET CERTIFIED ISO 9001:2008

In 2014, we obtained the ISO 9001: 2008 by the Société Générale de Surveillance (SGS) in two key processes of the company: "Prevention of Occupational Risks" and "IT Development Project Management".

## THE ONLY INSURANCE COMPANY IN PERU TO OBTAIN THE OHSAS 18001:2007 FOR PREVENTION OF OCCUPATIONAL RISK

In December 2014, RIMAC became the first company in the country to receive the OHSAS 18001: 2007 by the international certification body Lloyd's Register Quality Assurance, in recognition of the efforts in managing the prevention of occupational risks, and promote a safe and healthy workplace.

## WE OBTAINED FIRST PLACE IN THE ABE AWARDS FOR "SOCIAL LABOUR RESPONSIBILITY 2014" IN TWO CATEGORIES\*

The goal of the ABE award is to show and disseminate the outstanding work practices in the industry and highlight the most important management models of participating companies. Thus, merit and leadership of companies that constitute a model is rewarded. The association wants to achieve more companies recognize and prosecute these models in benefit of their own employees.

## MOODY'S INVESTORS SERVICE UPGRADED OUR INTERNATIONAL RISK RATING TO "INVESTMENT GRADE BAA2"\*\*\*

The rating was based primarily on our continued leadership in the insurance market, our good diversification of the investment and products portfolio, our profitability and to join the Breca Group.

IN RIMAC  
WE WORK TOWARDS  
A WORLD WITH  
FEWER  
CONCERNS



# AGENCIES IN LIMA AND PROVINCES

**RIMAC**

Calle Las Begonias 475, Floor 3,  
San Isidro, Lima

Phone: 411-1000

Fax: 421-0555

[atencionalcliente@rimac.com.pe](mailto:atencionalcliente@rimac.com.pe)

[www.rimac.com](http://www.rimac.com)

## BRANCHES – LIMA

### Customer Service

- Av. Comandante Espinar 689, Miraflores
- Av. Paseo de la República 3082, San Isidro
- Av. Paseo de la República 3505, piso 1, San Isidro

### Broker Care Centers

- Av. Paseo de la República 3505, piso 2, San Isidro

## BRANCHES – PROVINCES

### Arequipa

- Pasaje Belén 103, Urb. Vallecito  
Ph: (054) 38-1700

### Cajamarca

- Jr. Belén 676  
Ph: (076) 36-7299

### Chiclayo

- Av. Salaverry 560, Urb. Patazca  
Ph: (074) 48-1400

### Cusco

- Calle Humberto Vidal Unda G-5,  
Urb. Magisterio, 2da Etapa  
Ph: (084) 22-9990

### Huancayo

- Jr. Ancash 125  
Ph: (064) 23-1801

### Iquitos

- Jr. Putumayo 501  
Ph: (065) 22-4399

### Piura

- Calle Libertad 450-454  
Ph: (073) 28-4900

### Trujillo

- C.C. Mall Aventura Plaza  
Av. América Oeste 750, local 1004,  
Urb. El Ingenio  
Ph: (044) 48-5200