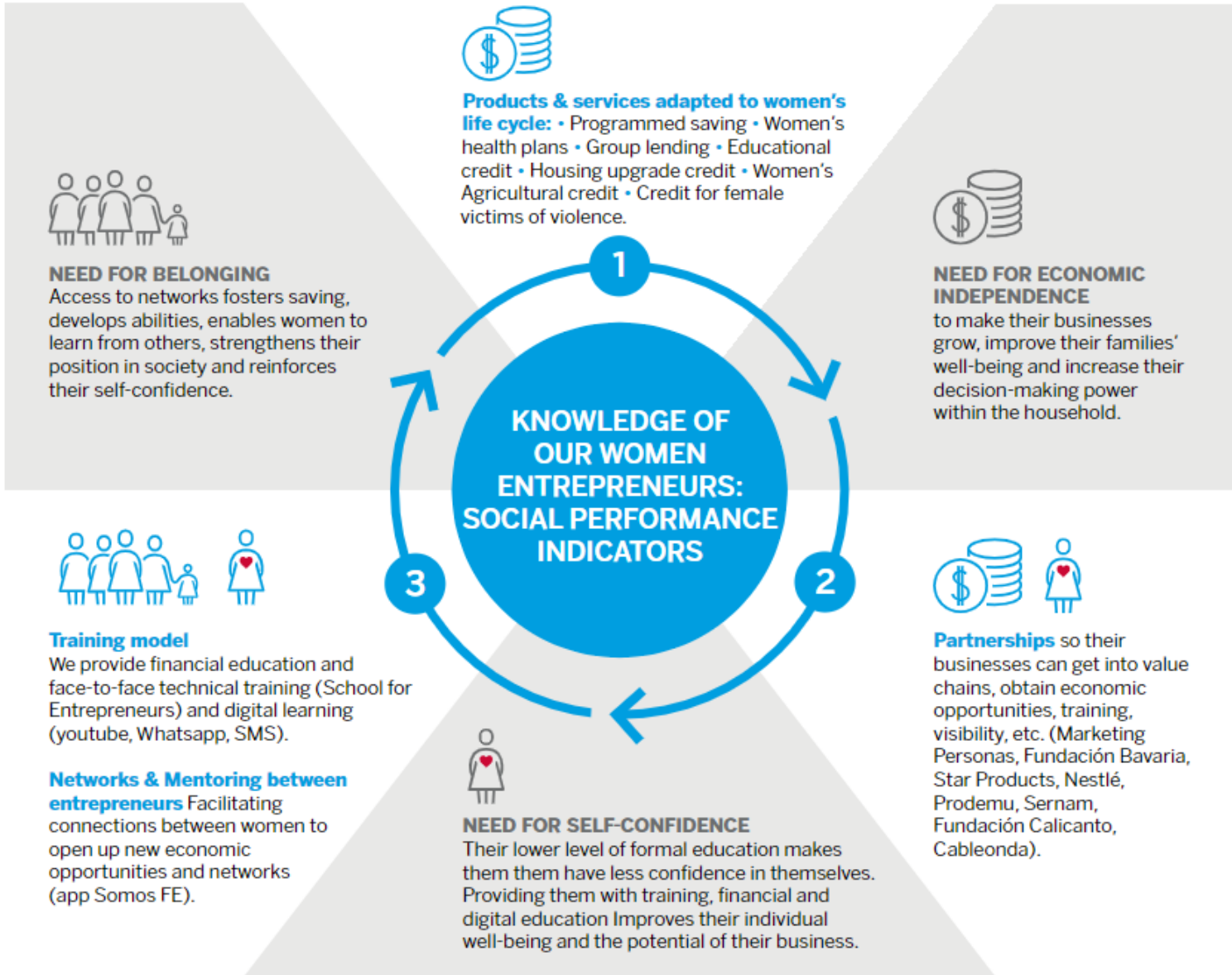




# Our Strategy

## A STRATEGY THAT MATCHES THEIR NEEDS





# Value Proposition 2019

## Panama

- **Rural Women Credit** (Ministry of Agriculture)
- **Health Assitances** for women & family
- **Training “CableOnda”**
- *Casafin- Habitat- home improvement loans*

## Peru

- **Conéctate-** Digital Financial Education (CARE Peru)
- **Mujer Segura** (cancer + life + market basket insurance)
- *Palabra de Mujer- women’s group banking*
- *Educational Loans*
- *ConstruyendoConfianza-Water.org: home Improvement and water sanitation*

## Chile

- **Fund. Kodea:** e-commerce
- **Alianza con FALP-** women’s cancer prevention campaigns
- **Group Banking -** women’s penitentiary center
- **Digital Training Tips “Aprendo y Emprendo”-** women’s empowerment
- **Web- specific contents**
- **FE “Women” Awards**
- **Time Use indicators**

- *Group Banking+ Entrepreneurship School*
- *App “Somos FE” (marketplace, networking app)*
- *“My Protected Family” Insurance*



## Dominican Republic

- **SAN Programmed Savings** campaigning for “women”
- **Gender Parity Task & Ministry of Women**
- **Gender Training for top management and credit agents**
- *Agromujer- rural credit for women*
- *Microfranchising Nestlé*
- *Star Products- beauty saloons*
- *Gender Violence victims Loans*

## Colombia

- **Area creation**
- **Women segmentation –** differential value proposition in tablet
- **Insurance: cancer,** protected handbag, “Women& Family” assistances
- **EMPROPAZ –** Gender Strategy
- **Alliances** F. Pepsico / Fundes - Natura
- **Campaign “Nosotros con ellas”**
- *MEBA- Woccu Rural Savings Lab*

