

Table of contents

Message of the CEO About the Report **Materiality Matrix** Organizational Profile Mission and Strategy Philosophy Companies of the Chains Group of Time Line Value

Highlights of 2016

Governance and Sustainable Management

Corporate Governance Society structure and share composition Management board, board of directors and committees

Remuneration of administrators Conduct and ethics

Management of people Sector participation pension fund Ombudsman

Economic performance

24 Socio-environmental impact

35 GRI content

4 Credits



Message of the CEO

Everyday, we seek to make our values- cooperation, transparency, justice and attitude of serving with genuine interest - not only repeated words, but truths perceived by all our relationship audiences. Our commitment to clients, brokers, employees, suppliers, shareholders, partners, community and society in general is based on respect and continuous development. We learn from our mistakes and use those moments to grow, always in an open, simple and agile way.

And because we believe in this transparency and openness to dialog, we resume the publication of our annual sustainability report, following the parameters of the GRI (Global Reporting Initiative), the main international body in the area of environmental, social and economic management criteria. We also understand that the process of consolidating and reporting the company's performance on issues that are relevant to our stakeholders is in itself an opportunity to understand how and where we can best meet your expectations.

From the economic point of view, 2016 was a challenging year. Despite the reduction in household consumption, we were able to maintain the growth trajectory in the main lines of business. Looking at a longer term horizon, our performance is quite favorable. In the social aspect, we have also made consistent progress, especially with the janitorial and relationship initiatives with the communities close to the regions where we operate

Finally, from the environmental point of view, we operated in 2016 with initiatives to reduce the impact of our operations, while saving financial resources. We know that there are points to improve on all these fronts, but we are committed to continuing this journey of continuous learning with all our strategic audiences.

I hope that this report will fulfill its primary goal - to give transparency to aspects relevant to our relationship audiences - that your reading is pleasant and that



we can count on your participation to learn and get better more and more each day.

Best regards,

Fabio Luchetti



About the Report

Porto Seguro's Annual and Sustainability Report provides consolidated information on the company's economic, social and environmental impacts, considering the period between January 1st and December 31st, 2016.

The resumption of this practice (the last report was presented in 2014, with reference to the year 2013) represents the maturation of the thematic within the Company and the commitment to establish transparent relations with its relationship audiences.

This report presents the Porto Seguro performance indicators in the "in agreement" option Essential of the GRI (Global Reporting Initiative) guidelines, an international organization that proposes global standards for sustainability reports, which helps companies, governments and other institutions to understand and communicate the impact of business on critical sustainability issues.

The definition of the themes included in the report was based on the materiality matrix, built through a wide and careful survey with company leaders, clients, employees, brokers, partners, suppliers, journalists, community representatives, shareholders and service renderers. In addition to in-depth interviews with clients and executives, more than 100 inquiries were made via the on-line form.

Internal documents of the Company were also analyzed, such as annual reports, policies and codes of ethics and conduct, as well as national and international sector studies developed by organizations reference in sustainability. The GRI-G4 guidelines focused on the engagement of interested parties were also applied in the process.

The result of this work is described in the materiality matrix, which presents 23 topics considered material by the relationship audiences and 38 themes relevant to the Porto Seguro leadership. These themes were grouped in 7 dimensions: Performance and Economic Impact, Environment, Labor Practices, Human Rights, Relationship with Society, Responsibility for Services and Evaluation of Suppliers. It is on these aspects that this report devotes more attention and space.

Materiality Matrix

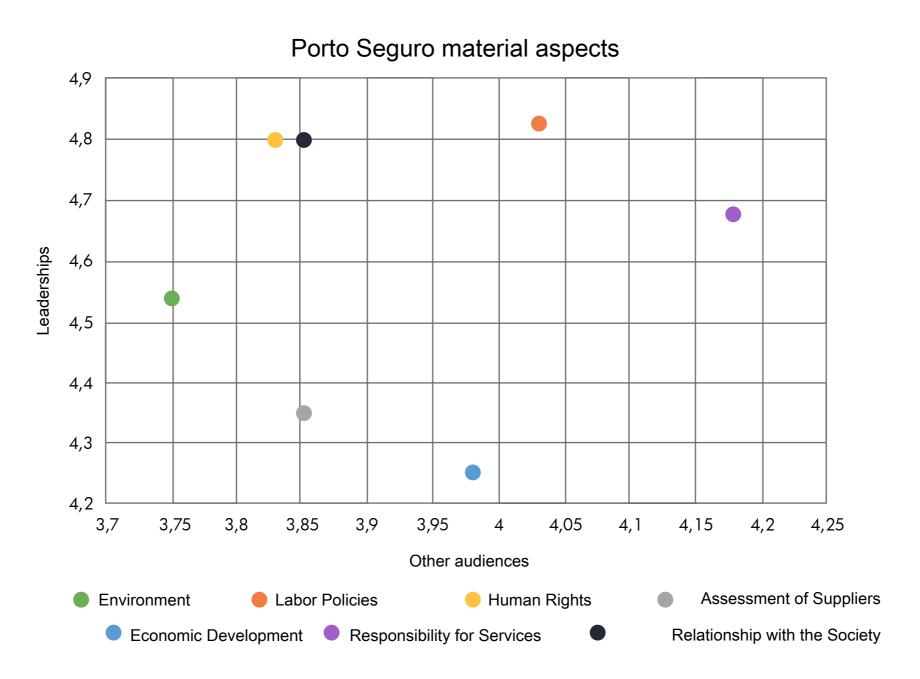
The material themes pointed out by the relationship audiences and executives were grouped into 7 thematic groups (dimensions):

- 1. Performance and Economic Development
- 2. Environment
- 3. Labor Practices
- 4. Human Rights
- 5. Relationship with Society
- 6. Responsibility for Services
- 7. Assessment of Suppliers



The content of the report was based on interviews with Company leaders, analysis of the results disclosed by the Investor Relations area, data collection with internal areas and consultations to the company's institutional websites.

For questions about the report or its contents, contact via e-mail respsocial.ambiental@portoseguro.com.br.





Organizational Profile

With more than 70 years of history, Porto Seguro S.A. is the leader in the segment of cars and houses in Brazil and has approximately 10 million customers distributed in its various lines of business.

Porto Seguro group is formed by 27 companies – among them Azul Seguros and Itaú Seguros de Auto and Houses - which operate in a wide variety of branches, such as safe financial products, emergency and convenience services, protection and monitoring, cell telephony, health insurance for Pets, among others

Headquartered in Campos Elísios, in the central region of the city of São Paulo, the company also has 117 branches and regional offices that serve more than 32 thousand insurance brokers throughout the country, as well as an insurance company with the same name in Uruguay. Currently, the Company directly employs approximately 14 thousand employees, in addition to 17 thousand service providers.

Mission and Philosophy

"What's the use of building skyscrapers if there are no more human souls to live in" (Érico Veríssimo)

Mission

Our mission is to take risks and provide services, through a familiar service that exceeds expectations, ensuring agility at competitive costs with social and environmental responsibility.

Business Philosophy

Porto Seguro is the set of people formed by its employees, managers, shareholders, brokers, service providers and business partners who, individually and collectively, are guided by the following values, examples and commitments:

- Cooperation, transparency, justice and an attitude of genuine concern are our core values.
- The pursuit of perfection requires humility, determination, and patience.
- Everyone has the right to participate and to express their opinions through dialog in an ethical and egalitarian manner.
- Mistakes happen and need to be taken over and corrected immediately, as an opportunity for learning, improvement and growth.
- The work must be carried out with enthusiasm and seen as an opportunity for development.
- The dedication of each one must go beyond the attributions of his/her
- function.

 Not to benefit from the function for personal gain and to maintain a posture



- of simplicity without selfishness.
- It is our responsibility to carry out a simple, flexible, agile and integrated administration.
- Prepare successors capable of broadening the horizons of the Corporation.
- Professional achievement should be the result of encouraging self-development and the search for new challenges.

Strategy

Porto Seguro is one of the main insurance companies in the automotive and residential segment in Brazil. To sustain its growth, it has expanded its operations in a synergistic way to the insurance business, generating greater customer loyalty. With the development of a wide range of products and services, Porto Seguro has a business strategy based on four pillars:

Segmentation

- 3 brands to meet different needs and preferences
- Different value propositions services, price, specific benefits / convenience

Distinctive service for brokers and clients

- Services based on "family care"
- Focus on long-term relationship
- Renewal number greater than the market average

Products and services

- Portfolio of synergistic products (cross-selling opportunity)
- Extended services (for home, car and people) beyond the basic
- services as the main value of brand recognition

Sophisticated risk selection and pricing model

- Pricing products with a focus on profitability
- Statistical models and a robust database
- Historical claim rate below market average

Companies of the group

Insurance segments

Our mission is to take risks and provide services, through a familiar service that exceeds expectations, ensuring agility at competitive costs with social and environmental responsibility.

Porto Seguro Companhia de Seguros Gerais: Founded in 1945, it operates with insurance portfolios of automobiles, property, bail bond and transportation.

Porto Seguro Vida e Previdência S/A: Founded in 1986, it operates exclusively in the branches of life insurance and private pension.

Porto Seguro Saúde S/A: It has been working in the health segment for more than 10 years, with collective business health insurance.

Porto Seguro Seguros del Uruguay S/A: Founded in 1995, it is Uruguay's second largest insurance company in the automotive business. It operates with several portfolios.

Azul Seguros: After acquisition of Axa Seguros, it has been part of Porto Seguro since 2004 under the name Azul Seguros. It operates in the automotive insurance business.

Itaú Seguros de Auto e Residência S.A: It has been part of Porto Seguro since 2009, following an association with Itaú Unibanco. It operates in the automobile and residence sectors throughout the country.



Porto Seguro Serviços de Saúde S.A. (Portomed): Founded on January 20th, 2010, its main activity is to operate private health care plans for legal entities.

Porto Seguro Serviços Odontológicos S.A. (Porto Odonto): Founded on June 27th, 2011, its main activity is to operate private dental care plans for legal entities.

Other segments

Portoseg S/A: Founded in 2002, it operates in the segment of payroll loans, working capital, financing and refinancing of vehicles, investment and also credit card issuance.

Porto Seguro Administradora de Consórcios Ltda.: With more than 25 years of experience in the market, it operates in the segments of consortium of automobiles, real estate and professional equipment.

Porto Seguro Proteção e Monitoramento Ltda.: Founded in 1998, it operates in the sector 24-hour monitoring of real estate, transportation and vehicle tracker.

Crediporto Promotora de Serviços Ltda.: Founded in 2007, it operates with the distribution of products from the Portoseg company.

Porto Seguro Serviços Médicos Ltda.: Founded in 1996, it operates in outpatient health services and in the preparation and implementation of programs for medical and occupational health controls.

Porto Seguro Atendimento S/A: Founded in 2009, it operates in the provision

of active and receptive telemarketing services, tele-services, call center and general services.

Porto Seguro Conecta: Created in 2010, it operates in the provision of telecommunication services.

Porto Seguro Capitalização S/A: Founded on 07/13/2012, its main activity is to operate with capitalization bonds.

Porto Seguro Renova: Its main activity is the trading and distribution of new and used automotive parts.

Bioqualynet/Bioqualynet Sul: Its activity is the provision of advisory services in occupational health, occupational safety, occupational health and hygiene, ergonomics, speech therapy, physiotherapy and outpatient health services.

Porto Seguro Faz: It operates in the sale of services for the home, the car and convenience whether for insured or uninsured. These services range from electrical and hydraulic installations and repairs to cleaning of fabrics and drycleaning of vehicles.

Porto Seguro Investimentos: It acts in the administration and management of securities, investment funds, as well as other third-party assets.

Porto Seguro Servicios: Its objective is to provide related, complementary or corelated services to the insurance activity in Uruguay.



Value chain

The supply chain of the Porto Seguro Group is very mixed, especially due to the diversity of companies, services and processes involved in the operation of all these businesses. In the base established by the Corporate Contracts Management area, these suppliers are classified by business segment and undergo internal criteria that result in the qualification or not to work with the Company.

Porto Seguro has as its premise the inclusion of the social and environmental responsibility clause in the contracting of services in general, partnership contracts and supply of products and services. This initiative seeks to protect the company and its value chain in matters related to human rights, such as child and slave labor, the National Environmental Policy and the Code of Ethics and Conduct of Porto Seguro.

All new suppliers are evaluated by environmental and social criteria, according to joint definitions of the Corporate Management of Contracts and Socio-Environmental Responsibility. In the case of regular suppliers, who undergo contractual formalization, there are also specific clauses for the protection of human rights. During the year 2016, 14.5% of the total number of approved suppliers in the company had undergone this evaluation.

In this universe, the only identified case of suppliers that may present risks of child labor, young workers exposed to hazardous work or forced labor was in the area of manufacturing of uniforms. To mitigate this risk, the evaluation of these suppliers includes a visit to the premises where the products are made.

Timeline

To know more about the history of Porto Seguro, CLICK HERE and access the timeline available on the company's website.



Highlights of 2016

Innovations in products and services

Azul Auto Leve

New auto insurance, launched throughout Brazil, with indispensable coverage of insurance, for an affordable price. Suitable for anyone looking for a more affordable price on vehicle insurance from three years of manufacturing.

Azul Auto Popular

First popular auto insurance in Brazil, launched for São Paulo Capital and metropolitan region. It allows the repair of vehicles through reuse parts, with a focus on the public that does not have auto insurance in vehicles after five years of manufacture.



Porto Seguro credit card

It was one of four pioneering credit card issuers and Samsung partners in the launch of Samsung Pay - the country's first mobile payment platform. It has also launched the Porto Seguro Credit Card application that allows the customer to manage and monitor the movements of the card on the mobile screen.

Porto Seguro protection and monitoring

Launched Mais Seguro tracker. With it, the customer has the vehicle tracking service and if the vehicle is not located, there is an indemnity of 100% of the value according to FIPE table.

Porto Seguro Auto

Acquisition of Chubb do Brasil's auto customer portfolios, which strengthened its position in the premium segment with approximately 50 thousand items; as well as AIG's client portfolio, which contributed to reinforce Porto Seguro's presence in the vehicle segment, adding around 25,000 new customers to the Company's portfolio. The product also brought a differential in insurance for people with disabilities, with 100% of the value of the vehicle based on the FIPE table and tax discharge, and launched the application of Porto Seguro Auto, which allows the customer to request services for car and home insurance

Marketing campaigns

Protect your world

Concept of the new advertising campaign of Porto Seguro Protection and Monitoring. The proposal was to unite, in a single message, all forms of protection that the product offers: tracking, alarm, closed circuit, access control and monitoring.







Porto Seguro Moto
With the slogan
"Everyone deserves it",
the campaign aimed to
show motorcyclists that
there is security
protection for the most
diverse styles of
motorcycles starting from
90 cylinders.

Institutional and cultural projects

In January 2016, the Porto Seguro Cultural Space was inaugurated, with the Great Masters Exhibition - Leonardo, Michelangelo and Raphael. Throughout the year, the

place received 47,590 people, including exhibitions, courses, experiences, workshops and lectures.

Social and Environmental Education and Sustainability

Thirty-six socio-environmental education actions were carried out for the

- internal audience. In total, 804 employees participated, with approaches of conscious consumption, selective collection, eco-efficiency of water and electricity resources, innovation week, traffic week, community garden, among others.
- With the Kitchen Oil Recycling Program of the Porto Seguro Auto product, it
 was possible to avoid the clogging of the sewage network and the
 contamination of at least 2.3 million liters of water.
- More than 150 thousand cards were collected through the Card Recycling Program. This number corresponds to 24% of the total credit cards issued by Porto Seguro Cartões in 2016.
- Through the Medication Disposal Program directed to the internal public, 71 kg of drugs were incinerated and more than 36 kg of x-ray sheets were recycled.

Eco-efficiency

33% of the waste discarded in the Comple Matrix were directed to recycling,

- with waste disposal efficiency in collectors (measurement every 4 months) of 68%.
 - The Hour of the Earth Program, where the Company's lights are switched off
- for one hour, guaranteed savings of more than 126,000 kwh, which is equivalent to more than BRL\$ 56,000. In 2016, 100 of 138 administrative buildings participated in the program Hour of the Earth.



Social projects

Corporate Volunteer Program

Its strategy is to promote various forms of voluntary action, whether individual or collective, on or off office hours, with children, adults or elderly.

- More than six thousand hours dedicated to volunteering.
- More than 150 social actions and 160 collection campaigns carried out by the Branches and Regional offices.
- More than 100 institutions served in Brazil, resulting in more than 12,000 visits.
- 127 thousand items collected in donation campaigns throughout the country;
- 6.3% of the employees, only in the region of the headquarters, dedicated their time in voluntary initiatives.

Campos Elíseos + gentil association

The Campos Elíseos + Gentil Association promotes improvement actions in conservation and maintenance of public spaces in collaboration with residents, merchants, workers and people who attend the neighborhood. Highlights to:

- 1,256 protocols sent by residents, volunteers, and neighborhood merchants in 30 streets;
- 80% of resolution by the competent bodies of the Sé Regional Hall; 415
- downloads of the alerts application and 3,217 accessions to the Association's website;
- 9 actions of socio-educational citizenship interventions with 1,507 participations of local residents and merchants.

Porto Seguro institute

Its objective is to promote the development of social-environmental and cultural projects of the region and the expansion of activities that inspire and involve the

public with which Porto Seguro relates, offering more than 10 types of vocational courses.

- 993 students graduated, with 77% retention;
- 47% of students employed through professional training courses; the Escola
- Enterpreney Project, a social incubator aimed at training entrepreneurs in the area of sewing (manufacturing uniforms and gifts) focused on work and income generation, earned a total of BRL\$ 149,736.70; support for 158
- children and adolescents in the Projeto Ação Educa, which aims to complement the activities of formal education.

Awards

Porto Seguro received several awards, in different categories, highlighting:

- Most Beloved Brands of Brazil (Consumidor Moderno magazine): elected the Most Beloved Brand of Brazil in the category "Automobile Insurance";
- Satisfaction and Perceived Quality Survey (National Telecommunications Agency): Porto Seguro Conecta was the leader in the "Post-paid Personal Mobile Service" segment;
- Top of Mind 2016 Award (Folha de São Paulo): brand most remembered by consumers in the category "Finance / Insurance";
- Brands of Confidence 2016 (Seleções Magazine): elected the "Most Trusted Insurer of Brazil";
- Insurer most cited in all editions of The Elect (Quatro Rodas Magazine):
 Porto Seguro was remembered by 32% of the interviewees, in the Insurance category.
- The Best Service Providers in Brazil (O Estado de S. Paulo Newspaper):
 Porto Seguro won: 1st place in Auto and Home Insurance category



Brazilian Most Valuable Brands (Exame Magazine - Interbrand ranking) - Porto Seguro ranked 16th among the 25 most valuable Brazilian brands;



Governance and Sustainable Management

Corporate Governance

Porto Seguro shares are traded on the "New Market", a special segment of the B3 stock market exclusively for companies that meet minimum requirements and accept to be subject to differentiated corporate governance rules. The items below summarize the main points that characterize the New market and are applicable to the company:

- Division of the capital stock exclusively into common shares;
- In the sale of control, even if by successive sales, the business must be conditioned to the same conditions offered to the controlling shareholders, including the same tag-along price, are extended to minority shareholders;
 From the second fiscal year after joining the New Market, the disclosure of
- the financial statements in English and in the international standards "US GAAP" or "IFRS" becomes mandatory;
 - Extension for all shareholders of the same conditions obtained by the
- controlling shareholders when selling the company's tag along.
 Completion of a public tender offer for all outstanding shares, at least, for the
- economic value, in the event of closing the capital or canceling the trading register in the New Market.

- Board of Directors with a minimum of five (5) members and a unified term of office of up to two (2) years, reelection is allowed. At least 20% (twenty percent) of the members must be independent counselors.
- Improvement in information regarding each fiscal year, adding to the Standardized Financial Statements (DFPs) - a document sent by the listed companies to CVM and to BOVESPA, available to the public and containing annual financial statements - among others, the statement of cash flows.
 Improvement in the information provided, adding to the Annual Information
- (IANs) a document that is sent by the listed companies to CVM and BOVESPA, made available to the public and containing corporate information - among others: the number and characteristics of the securities issued by the company held by the controlling shareholders' groups, members of the Board of Directors, officers and members of the Tax Council, as well as the evolution of these positions.
 - Conduct public meetings with analysts and investors at least once a year.
- Presentation of an annual calendar, which includes the scheduling of corporate events, such as assemblies, disclosure of results, etc.
- Disclosure of terms of the agreements entered into between the company and related parties.



- Disclosure, on a monthly basis, of the trading of securities and derivatives issued by the company by the controlling shareholders. Maintenance of a
- minimum number of outstanding shares, representing 25% (twenty-five percent) of the company's capital stock.
- When making public distributions of shares, adopt mechanisms that favor the capital distribution.
- Adherence to the Market Arbitration Chamber for resolution of corporate conflicts.

Corporate structure and shareholding composition in the period of 2016

Shareholder	Share	Number of shares
PSIUPAR (1)	70,82%	228.941.890
Market	29,18%	94.351.140
Total	100%	323.293.030

⁽¹⁾ Controlled by Jayme Brasil Garfinkel with 57.07% and Grupo Itaú Unibanco with 42.93%.

Board of Directors, Board of Directors and committees

Porto Seguro has a Board of Directors composed of at least five and at most seven members, elected for a unified term of two years in the General Meeting, which may be re-elected. Of these directors, at least 20% are independent. The main function of the Board of Directors is to establish the fundamental guidelines of the Company's general policy, as well as to verify and monitor its execution.

To support the Board of Directors, the Company also has an Audit Committee, which is permanent. The main objective of this group is to "provide support to the management of the companies of the Porto Seguro conglomerate in the performance of Corporate Governance, focused on the transparency of business to shareholders and investors."

In order to implement the guidelines defined by the General Meeting and by the Board, as well as the activities required to achieve the Company's corporate purpose, the Board of Executive Officers has full powers of action.

In order to support the decision-making of these Bodies provided for in the Bylaws, Porto Seguro has a governance structure commensurate with the relevance and complexity of its operations. In general, the company adopts the management model based on the "three lines of defense" approach, in which business units have primary responsibility for identifying and managing risk and control. Corporate areas, such as Internal Controls and Risk Management, supervise the activities carried out by the business areas, acting as a second line of defense in exercising the effective monitoring of the Company's internal control environment. All of this process, activities and business areas and corporate management are supervised by the third line of defense, composed of Internal and External Audit, whose role is to assess the efficiency and integrity of internal controls. All areas have individualized and independent teams and management, periodically reporting to their respective executive, business or corporate boards, which guarantees the best indices of impartiality and independence.

In addition, Porto Seguro also has a Risk Management Policy, which establishes the set of principles, guidelines, actions, roles and responsibilities necessary for the identification, evaluation, treatment and control of the risks to which the company is exposed, considers risk and capital management key elements for decision making.



In order to achieve synergies throughout the risk management process, there is permanently a high-level forum at the Company, called the Integrated Risk Committee (CRI). This group has the responsibility of advising the Board of Directors on the approval of institutional policies and limits of exposure to risks, analyzing the relevant risks submitted to it, as well as validating mitigation actions and strategies for the continuous development of management processes of risk.

The composition of the Board and its committees is available on the Investor Relations website of Porto Seguro.

Population: Directors and above (Dec/2016)

	Sex	Total	
Female	male	iolai	
5	26	31	
16%	84%	-	

37-44	45-51	Age range 52-58	59-65	65+	Total	
6	13	6	3	3	31	
19%	42%	19%	10%	10%	-	

Remuneration

The main purpose of remuneration practices is to align managers with the objectives of the Porto Seguro Group, encouraging professionals to generate economic value for shareholders and to respect the interests of other stakeholders in the short, medium and long term.

A significant portion of management compensation is tied to results, so that, through risk sharing and other elements of incentive and control, align the interests of managers with those of the Company, the Porto Seguro group and all other persons and companies that contribute and depend on the proper development of the group's activities. The remuneration of the members of the board of directors, statutory board and audit committee adopted by the Company is unified and comprises all the companies of the Porto Seguro group seeking as main objectives:

- Encourage managers to achieve superior performance, in line with shareholders' expectations;
- Attract, develop and retain managers who demonstrate excellence, with a focus on achieving the strategic objectives of the group;
- Generate incentives and controls that encourage managers to balance opportunities and risks, focusing on the achievement and preservation of results in the long term;
- Stimulate the continuous development mentality of the Porto Seguro group and the commitment to projects, initiatives and ideas that are relevant to the group's future.
- In line with best market practices, the remuneration practices adopted by the Company also consider and aim at the internal consistency of the group, its external competitiveness and the professional motivation of the managers.



Conduct and ethics

Porto Seguro has Ethics and Conduct and Anti-Corruption Policies that apply to all employees. In addition, the company's Internal Controls area monitors bimonthly in relation to participation in the web-training course on prevention and anti-corruption, periodically charging the managers of employees who did not take the course. The same area is responsible for the monitoring of operations in various structures and updates in the mapping of risk. The areas classified as being of high risk inherent in corruption purposes are those that present greater contact or relation with public agencies.

People management

The Porto Seguro group ended the year 2016 with 14,849 employees,

10,048 people in insurance companies and 4,801 in other companies. 691 employees were hired in diversity programs: "Young Apprentice Program" and "Program for the Inclusion of People with Disabilities". The company ended 2016 with 2,019 employees in the "Home Office Program" (13.6% of all employees), with high levels of favorability and productivity.

BRL\$ 11.5 million were invested in training programs for employees, totaling 512,000 hours. Among the programs, the Leadership Network stands out, which offers specific training for leaders, totaling more than 19 thousand hours, which represents an average of 37 hours per employee.

In Porto Seguro, the development of all employees is governed by the Company's Competencies and Values. The evaluation process, of which all employees are eligible to participate, is annual and the leaderships are oriented to make continuous and present day-to-day feedback. In addition,

the employees are encouraged to complete their Individual Development Plan (IDP), based on their development needs. The idea is that the actions to be worked are composed of formal learning actions and practical experiences.

On Vision 2020, the company's culture and organizational vision, the Sustainability Plan started in 2015 was maintained in 2016, reinforcing the institutional actions: "Dialogs of Leaders with Teams" and "Ambassadors of Vision 2020".

Through the Life Quality area, actions were promoted focusing on the health and well-being of the employee. There were more than 10,378 participations in various activities, such as: street races, dance classes, pilates, muay thai, acupuncture, among others. Two new actions were highlighted in 2016: the "Restroom" and the "Music Festival" which had, respectively, 3,715 and 9,951 participations.

The turnover rate, which measures the ratio of hired and unplanned employees (voluntarily and involuntarily), was 15.7%. In the career transition process, which supports and prepares employees for retirement, 72% of eligible employees participated in the program. The rate of return to work after maternity leave was 99.41%. Finally, improvements were made to systems that allow the employee's integrated vision and use and the automation of internal processes, focusing on increasing productivity.



Distribution of Work Force (Dec / 2016)

Category	Category	Male	Total
Collaborators	7.962	6.253	14.215
Providers	-	-	10.062
Temporary	-	-	36
Total	7.962	6.253	24.313

Note.: We do not have information by Gender on Provider and Temporary Services.

Category	Category	Male	Total
01- Temporary	272	186	458
02- Intern	8	10	18
03- Employees	7.677	6.031	13.708
04- Statuaries (Directors and above)	5	26	31
Total	7.962	6.253	24.313

Region	Category	Category	Male	Total
	01- Apprentice	1	2	3
Mid-west	03- Employees	63	86	149
	Total	64	88	152

Region	Category	Female	Male	Total
	01- Apprentice	5	3	8
Northeast	03- Employees	128	125	253
	Total	133	128	261
	01- Apprentice	-	1	1
North	03- Employees	22	14	36
	Total	22	15	37
	01- Apprentice	263	175	438
	02- Intern	8	10	18
Southwest	03- Employees	7.334	5.648	12.982
	04- Statuary	5	26	31
	Total	7.610	5.859	13.469
	01- Apprentice	3	5	8
South	03- Employees	130	158	288
	Total	133	163	296
Total		7.962	6.523	14.215



Statuary

Porto Seguro employees are represented in formal health and safety committees composed of employees of different hierarchical levels, according to the Regulatory Norm NR5 of the Ministry of Labor. The company's parent company is required to establish an Internal Accident Prevention Commission (CIPA), made up of 7 representatives of the employer (by appointment) and 7 representatives of the employees (election). The other units (Branches and Regional offices) do not have this obligation, but an employee is always designated as responsible for the length of NR objectives

- prevention of accidents and diseases arising from work. In addition, Porto Seguro has, in all buildings, employees trained in fire brigades and periodically conducts training and simulation of abandonment of buildings.

Porto Seguro also offers a Specialized Service in Engineering and Labor Law - SESMT, which evaluates the risk grade of the main activities. This team consists of an Occupational Physician, an Occupational Safety Engineer, an Occupational Nursing Assistant and two Occupational Safety Technicians.

With these initiatives, in 2016, the company registered the following indexes related to accidents involving removals, considering the entire Porto Seguro workforce:

Month	January	February	March	April	May	June
Frequency rate	0,02	0	0,10	0,03	0,02	0,95
Severity rate	4,05	1,93	1,96	21,12	0,87	0,95
Accident index	0,04	0,02	0,02	0,21	0,009	0,01
Days lost	14	0	16	26	58	17

Month	July	August	September	October	November	December
Frequency rate	0,01	0,41	0	1,01	1,94	0
Severity rate	0,73	17,96	0,24	36,52	17,48	0
Accident index	0,007	0,18	0,002	0,38	0,19	0
Days lost	3	121	0	5	18	0

Complimentary pension plan

Porto Seguro employees' pension plan is managed by Portoprev

- Porto Seguro Previdência Complementar, a closed supplementary pension entity (EFPC), which is not for profit and was established on October 1, 1994 by Porto Seguro Cia. De Segs. Gerais. Currently, Portoprev manages two benefit plans: PORTOPREV and PORTOPREV II Plans, which total an adhesion rate of 43%.

In order to participate in the Plan, the employee must submit a "Proposal for Membership", and from the time of his / her enrollment, he / she will be called a "participant". PORTOPREV Plan is closed for new accessions, which means that it can no longer be offered to employees, since Plan II is offered to all employees who are not yet participants. The companies in the economic group that have signed an agreement to join the Plans are called "sponsors". In Plan I the contribution is equal to 1% up to 5UP * + 1% to 6% freely chosen by the participant on the portion that exceeds 5 UP. In Plan II, the contribution is chosen according to the salary range of the participant, and it may reach 8%. (UP Jan/17 = BRL\$ 366.66). The sponsors contribute with the same value chosen by the participant.



PORTOPREV Plan offers three forms of income: short-term income, temporary and variable income, and lifetime income.

The form of income is chosen by the participant when he meets the requirements to receive the benefit, which are termination of employment and minimum age.

All the obligations of the Plans are foreseen in the actuarial evaluation and do not confuse with the general resources of the organization. The actuarial valuation is calculated annually and shows that the Plans are in technical equilibrium. The Balance Sheet for 2016 presents provisions totaling BRL\$ 427,712 million, of which BRL\$ 354,675 are benefits to be granted and BRL\$ 73,037 are benefits granted.

Sector participation

Porto Seguro has an active participation in the entities that represent its sector of activity. The table below details the company's share in these various fronts:

Director	Entity	Title
Jayme Garfinkel	CNSeg (National Confederation of General Insurance Companies, Private Pension and Life, Supplementary Health and Capitalization)	1st Vice Chairman of the Board of Directors and Member of the Board of Directors
Luiz Pomarole	Fenseg	Vice Chairman of the Board of Directors of Auto
Marcelo Picanço	Fenseg	Board Member

Director	Entity	Title
Celso Damadi	DPVAT	Vice-Chairman of the Board of Directors of the Insurance Company Leader of the Insurance Consortia DPVAT S.A.
Lene Araújo	Fenseg	Member of the Legal Matters Committee
Fabio Morita	SindSeg SP	Board Member
Fabio Luchetti	Fenasaúde	Board Member
Roberto Santos	SindSeg RJ/ES	Chairman of the Board of Directors and Advisory Board
Alexandre Salgado	CNSeg	Member of the HR Commission
Izak Benaderet	Fenseg	Member of the Investment Committee
Superintendent	Federation	Title
Rafael Veneziani Kozma	CNSeg	Member of the Risk Management Committee

In addition, the company has representatives in several Thematic Commissions of CNSeg. Updated compositions of these working groups are available on the entity website.



Economic Performance

This chapter presents the main information on the operating, financial and profitability results of Porto Seguro in 2016. For more details, access the administration report of the company.

The year 2016 was challenging for the Brazilian economy. Reduced consumption, especially the decline in sales of new vehicles, and the increase in violence negatively affected sales and profitability, respectively. In order to achieve the expected results in the midst of these difficulties, a number of initiatives were undertaken, such as process improvements, investments in technology platforms and launch of new products, such as more affordable auto insurance (Azul Light, Popular Blue and Porto Seguro Insurance).

Porto Seguro grew in its main lines of business in 2016, with several segments growing in double digits, such as life insurance, property and casualty insurance, consortium and mobile telephony (Porto Seguro Conecta). The profitability of the company fell due to the reduction of margin in the auto insurance segment, due to the intense competitiveness in the period. However, this decrease was partially offset by an increase in financial and service business.

In the insurance operation, premiums¹ ended the year with a growth of 4%. The number of vehicles insured reached 5.5 million (+ 4%). Due to the increase in vehicle theft in some regions of Brazil and the competitiveness caused by the economic crisis, the combined index² of Porto Seguro worsened, reaching 99.1% (+2.6 pp) in 2016. On the other hand, the administrative expenses index fell by 0.5 percentage point in the year, because of the improvement in operating efficiency.

Revenues from financial services and services grew 8% in 2016, boosted by the increase in sales of the mobile telephony business and credit operations.

The accumulated net profit of the year reached R \$ 923 million, suffering a reduction of 9% compared to 2015, with ROAE³ of 15.5%.



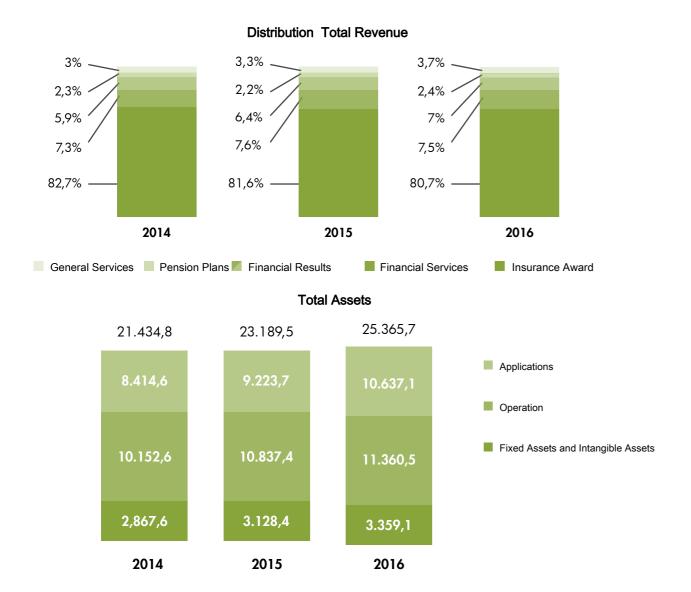
¹ The sum of money paid by the insured to the insurer to assume responsibility for a particular risk.

² Indicator is formed by the sum of the claims ratio (difference between the amount collected and the indemnities paid) and expense index. An insurance company earns operating profit when its combined ratio falls below 100%.

³ Return on average equity.

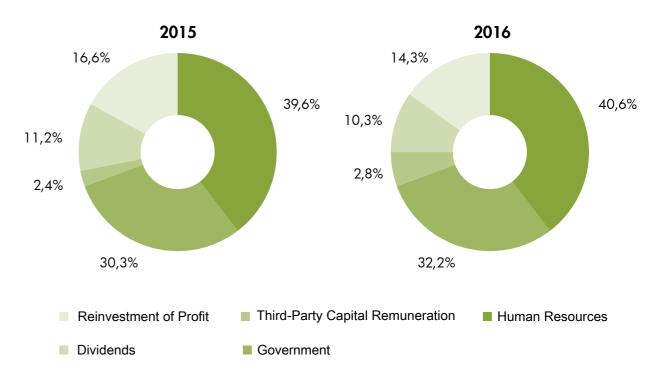
Financial result

The financial result totaled BRL\$ 1,219 million in 2016, an increase of 14% compared to the BRL\$ 1,070 million in 2015. This increase is mainly due to the growth in the portfolio of financial investments (+37% in the total portfolio and + 29% in the portfolio without pension reserves), favored by the Real Interest + Inflation positions and the variable income positions. Thus, the portfolio profitability (with and without pension) was 14.7% in the year (105% of CDI).



Added value

In 2016, the value added by the Company totaled R \$ 3,729 million, an increase of 4% over the amount of BRL\$ 3,597 million in 2015, as shown below:



Risk management

Porto Seguro is exposed to a set of risks related to its activities and therefore has a series of principles, guidelines, actions, roles and responsibilities necessary for the identification, evaluation, treatment and control of risks. The risk management government counts on the participation of all areas and seeks to protect the result and the shareholders, contribute to its sustainability and value generation, involving aspects related to transparency and accountability. In this context, risk management is done in an integrated and



independent way, preserving and valuing the environment of collegiate decisions. These initiatives increase operational efficiency and reduce losses, as well as optimize the use of available capital. Reflecting the commitment to risk management, the Company has the Corporate Risk Management area whose mission is to ensure that risks are effectively identified, mitigated, monitored, and reported independently. The Integrated Risk Committee exists precisely to achieve synergies throughout the risk management process. This group supports the Senior Management of Porto Seguro in the approval of institutional policies and limits of exposure to risks, analyzes the relevant risks presented to it and approves the mitigation actions and strategies for the continuous development of the risk management processes. Financial, insurance and operational risk management comprises the following categories: credit, liquidity, market, insurance / underwriting and operating risks. For more details regarding the theme, access the administration report of the company.



Socio-environmental impact

Social and environmental responsibility is part of Porto Seguro's Mission. In this way, the company adopts a strategic direction based on the principle that its sustainable development generates positive impacts in the community in which it is inserted and in other stakeholders.

For Porto Seguro, to be a socially responsible company is to have the capacity to listen to the interests of the most diverse segments of society and be able to incorporate them into the planning of its business. Therefore, the company implements initiatives that reduce or offset the social and environmental impacts caused by its business operations and act to raise awareness of the importance of social and environmental causes in search of a better world for present and future generations.

Social management

Porto Seguro Socioambiental Institute is the initiative that concentrates and manages the company's actions in the area of social investment. It is a space for education and income generation for the surrounding community - through socio-pedagogical workshops, generation of work and income, and vocational training. These same guidelines are applied in the region of Campos Eliseos, in the center of São Paulo (where the company is headquartered), and in all branches and

regional offices. The initiatives are concentrated on three fronts:

Professional Training

Employability and hope for the future

The professional training courses have the objective of providing a better socioeconomic condition and the recovery of the self-esteem of the residents of the neighborhood, through individual valuation and access to employment. They are Electrical and Hydraulic courses, Automotive Mechanics, Funneling and Painting, Basic in IT, Office Assistant, Friend of Insurance - Administrative Techniques with emphasis on Insurance, Commercial and Administrative Techniques, Beauty (Hairdressing, Manicure and Eyebrow Design), Computer and Auto Rescuer. In 2016, there were 993 students graduated, with 77% retention and 47% employees through the professional qualification courses.







Income Generation

Valuing the talent of the artisans

The five-month handicraft workshops aim to stimulate income generation, as well as to encourage and value the work of artisans. Among the instructors of each module are residents of the neighborhood, who multiply their talents to other people - such as painting techniques in fabric, biscuit bijoux and industrial sewing. In this context, we also highlight the Entrepreneurship School, a social incubator of the Porto Seguro Institute. Aimed at generating income, it aims to train entrepreneurs in the area of industrial sewing. Students are prepared to open their own companies, with Porto Seguro and other companies being clients in the purchase of gifts and corporate uniforms. The objective of the Entrepreneurial School is to train seamstresses capable of setting up their own business, as well as generating employment and income, as an instrument of social inclusion.



Ação Educa

Citizenship for young people and adolescents

The Ação Educa project is an initiative of the Porto Seguro Institute that aims to complement the activities of formal education, making learning more attractive for children and adolescents from 06 to 15 years of age.

In 2016, 158 children and adolescents were cared for. The project was born to offer recreation for the children of the district of Campos Elíseos, in São Paulo, due to the lack of cultural and leisure spaces in the region.

Through sports and sociocultural activities, Ação Educa contributes to the development of cooperation and citizenship of these young people. To participate in the project, they must be properly enrolled in public education and have a proven low-income family situation, in addition to residing in the district of Santa Cecilia.

After reaching the maximum age of 15, students can migrate to professional training courses and then be nominated to the job market, including Porto Seguro, to start their professional career.





Campos Eliseos +gentil association

In addition to the possibility of working directly with the public assisted by the social organizations accredited to the Voluntary Port, the employees of the Matrix can also contribute to the improvement of the district of Campos Elíseos, where the company's headquarters is located, through the Campos Elíseos Association + gentle. Since 2014, the association has promoted janitorial activities to make the neighborhood cleaner, more functional and safer, aiming at the conservation of public spaces and the well-being of people who live, work or attend this region.

Through the site or the application of the association, each volunteer indicates the necessary improvement points for the items: cleaning (trash on the sidewalks, clogged culverts, amount of cardboard in the corners, among others) and maintenance (tree pruning, broken sidewalk or bumpy, loose wires in the mains and burned-out lights). The Campos Elíseos + Gentile Association monitors the occurrences received with the responsible public bodies, seeking to facilitate the relationship of the population with these institutions in favor of more agile solutions.

In 2016, 60% of the alerts were demanded by the voluntary janitorial carried out by employees of the Company, who choose a route to take care of, informing about the occurrences along that route. The other calls are made by residents and merchants of the neighborhood. In 2016, 32 meetings were held with these publics, with more than 200 participations.

The resolution of alerts in the Regional City Hall varies, in general, between 24 and 48 hours. Of the 1,256 protocols opened in 2016, 80% were attended by the Sé Regional Government, responsible for the region's management.

More info about Campos Elíseos +gentil Association in 2016:

- 1,256 protocols sent by residents, volunteers, neighborhood merchants in 30 streets;
- 80% of resolution by the competent organs of the Sé Regional Government;
- 43 active volunteers:
- 415 downloads of the application to open and follow alerts and 3,217 accesses to the Association's website;
- 9 actions of socio-educational citizenship interventions with 1,507 participations of local residents and merchants.





Volunteering

In addition to the actions carried out by Instituto Porto Seguro Socioambiental, the company invests in improvements to the living conditions in the communities in which it operates. Volunteer initiatives began 18 years ago, starting with a first movement organized by the employees themselves, who raised donations for a day care center in São Paulo.

This initiative led another group of employees to start work with these children on weekends. In this spontaneous way, the volunteer program and the fund-raising campaigns were launched in the Branches and Regional Centers, which benefit thousands of people together.



745 (6.3%) employees dedicated their time to volunteering				
204 volunteers 588 volunteers				
16 one-off actions	40 recurring shares during the year			

In 2016, the actions of Porto Voluntário, a volunteer program of Porto Seguro aimed at employees of the Matrix, impacted about 2,000 people from 12 different institutions. The activities are divided into three categories: punctual, recurrent and thematic. The punctual actions are initiated and concluded on the same day, since the applicants have longer duration and allow the volunteer a deeper contact with the institutions. Among the available activities are reading groups, computer and music workshops, children's walks and exchange of correspondence. Thematic actions are linked to collection campaigns such as coats or toys, in which participation occurs spontaneously and without generating a link.

In the different forms of participation, the employees of Porto Seguro did,



in 2016, more than 6 thousand hours of volunteer work. In the CIA headquarters alone, 745 employees (6.3% of the staff) spent their time in voluntary initiatives, with 204 volunteers in 16 pon- tic actions and 588 volunteers in more than 40 recurring actions during the year.

Community garden

One of the actions originated from the Volunteer Program was the construction of a community garden. The objective is to collaborate with the development of children assisted by the organizations supported by the Porto Seguro Institute and to encourage the consumption of organic foods such as cabbage, lettuce, chives, basil and rosemary. Children participate in the whole process - from planting to harvesting - and still take food home.

Scope of social action in Brazil

Branches and Regional Officials from all over the Country can also contribute. For them, there are specific item collection campaigns and volunteer actions that positively impact about 116 accredited organizations.

In 2016, 8% of Branch and Regional employees participated in these one-off actions and thematic campaigns where the items collected in the campaigns are delivered to the institutions. There were more than 150 social actions and 160 reorganization campaigns carried out by Branches and Regionals throughout the year. The organizations benefited received more than 137 thousand items donated, performing at least 125 thousand calls

Crescer Sempre association

Crescer Sempre association, with the main sponsor of Porto Seguro, has as its mission "To promote the improvement of the quality of education, the training of children, youth and adults, the valuation of professionals in this area, in order to contribute to the development of the Paraisopolis community and region, as well as inspiring models of educational action for Brazilian society."

Founded in 1998, the Crescer's School of Early Childhood Education aims to meet the needs of the Paraisópolis Community in the care of children



in pre-school age, a service that did not exist in the community at the time. The physical space increased with the passing of the years and, of 150 students in 1998, they began to attend about 300 students in the age group of 4 to 6 years. The services provided to children are totally free.

In order to continue with its Educational Project, the Crescer Sempre Association, in 2008, was the first group of high school students. Today there are 105 students distributed in the three years of high school, who complete a daily work of 10 hours / class composing a full time, where they receive from the Grow Always teaching, food in the place, uniform and didactic material.

The pedagogical proposal of the regular course of Higher Education of the Crescer Association is always based on projects focused on technology, the study of the environment, the sciences and entrepreneurship, also contemplating issues emphasized by society, media, research and legislation in force.

Being a resident of Paraisópolis is the initial criterion for joining this course. The students go through a selective exam, interview and social visit. The "willing" of the young person, the commitment of the school and the participation of the family result in the success of this work.

In 2016, the Crescer Sempre association achieved the following results:

- Child education: 320 children attended;
- High school: 131 adolescents attended and 30 adolescents trained; Projeto
- Jovem Crescer 147 young people from public schools in Paraisópolis and surrounding communities participate in daily activities that develop their school knowledge in Portuguese and Mathematics;
- Professional courses: 300 trained people and 150 employees. Courses offered: Administrative Assistant, White Line, Basic Line, English

Access Controller, Secretarial Techniques, Informatics, Manicure and Eyebrow Design.

Environmental management

As a company with an extensive portfolio of services and products, Porto Seguro understands that its operations generate environmental impacts that can be mitigated or compensated with the objective of contributing to the fight against climate change. In the area of environmental management, these are the main initiatives of the company:

Automotive Waste Management

Implantation of an automotive waste management system in Porto Seguro Automotive Centers and referenced workshops. Hazardous waste is recycled or destined for industrial landfills, minimizing environmental impacts. Automotive scrap is intended for recycling, avoiding shipping to landfills or dumps. In 2016, 377,332 kg of scrap, plastic, rubber and cardboard were collected and destined correctly in the referenced workshops and 278,080 kg in the CAPS, totaling 601,526 kg of materials sent for recycling.

Collec	tion (2016)
Workshops	377.332 Kg
CAPS	278.080 Kg
Total	601.526 Kg



Recycling of Solid Waste

Porto Seguro has a Program of Selective Collection and Recycling of waste. The waste is directed to specialized companies, cooperatives and social projects that direct recyclable waste directly to the recycling industry, generating work and income, as well as enabling social inclusion and transformation. Organic wastes are then sent to sanitary landfills, according to current legislation.

In 2016, Porto Seguro achieved the following percentage of implementation of the Program of Selective Collection and Recycling of waste:

- 100% South
- 92% Southeast
- 75% Midwest
- 62% Northeast
- 80% North

532 tons of organic waste and 259 tons of recyclables were properly collected and destined. In the Matrix, 33% of the waste discarded were recycled. In the Branches of Greater São Paulo, this number is 15%



Reverse logistic

In Porto Seguro, the work of Reverse Logistics aims to correctly collect and dispose of materials and equipment purchased for corporate use and which are no longer used. The company manages materials with the Porto Seguro logo, group companies or specific product campaigns, such as uniforms, T-shirts, banners, bands and strings, among others; Fixed asset materials, such as computers, TVs and furniture in general; General materials purchased with company resources such as mice, keyboards, batteries and batteries, corporate mobiles, wires and cables, headsets, chargers and small furniture, among others.

For all waste discarded, Reverse Logistics follows an order of priority: Firstly, the sale of the material (re-use) is sought when it is in good condition; If this is not possible, the donation to registered institutions (re-use) is attempted; When this alternative is also not feasible, the company disposes of the material with registered companies to ensure the best disposal (recycling). This process aims to use the principles of the 3 Rs: reduce, reuse and recycle.

Following this methodology, the following results were recorded in 2016: Sales:

24,356 items

Donation: 475 items

• Waste: 83 items

Reduction of water and electricity consumption

Porto Seguro adopts practical day-to-day measures that allow the reduction of up to 26% of nominal electricity consumption. Among the measures are: fixed time to turn on and off air conditioning and electricity; replacing incandescent lamps with PL lamps; awareness of employees and employees regarding good practices in the use of microcomputers; implementation of



energy transformer devices as capacitors, for power factor correction, eliminating surplus energy expenditures.

Another measure that avoided the waste of natural resources was the installation of flow regulating devices in every hydraulic environment of real estate. With this, Porto Seguro achieved savings of 20% of all water consumed in its facilities.

In 2016, Porto Seguro also carried out the Hour of the Earth Program, which generated only 46,229 kWh in the matrix, equivalent to BRL\$ 20,803.00. In the Branches were 79,432 kwh of economy, equivalent to BRL\$ 35,744.00. In the building of Azul insurance, were 438 kwh of economy, which is equivalent to BRL\$ 217.00.

Paper Economy

In 2016, good practices were also adopted to reduce printing, both at the corporate level, through the use of printers with access control, and in the scope of business (reducing the size of the policy and replacing paper with documents digital), which guaranteed, in total, an economy of approximately:

- 60 million
- A4 sheets
- 9 million liters of water
- 5 thousand trees
- 2,000 TCO2 and BRL\$ 9 million

Ecologic air conditioning

Most of the company's air conditioning equipment has its towers fed by ground water. In this way, despite requiring a greater chemical treatment for the operation, there is a saving of drinking water. Besides,

Porto Seguro has adopted eco-friendly refrigerant gas in its air-conditioned facilities, not harming the environment.

Corporate Social and Environmental Education

In the area of environmental awareness, 36 social and environmental education actions were carried out in 2016 for the internal public of Porto Seguro, with the participation of 804 employees. In the activities, topics were addressed such as conscious consumption, selective collection, ecoefficiency of water and electricity resources, innovation week, traffic week and community garden, among others.

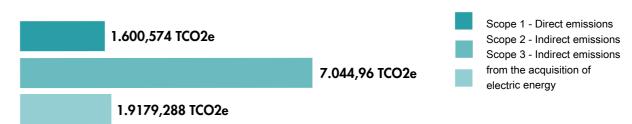
Social and Environmental Education for the community of Campos Elísios

- Guidance to merchants on how to preserve the neighborhood, with tips on recycling, cleaning and separation of garbage;
- Educational campaigns in neighborhood schools;
- Lectures and educational activities with adults and children at Instituto Porto Seguro Socioambiental, on Saturdays, with voluntary participation;
- Visits in ecological parks with children of community institutions.

Greenhouse gases

Since 2012, Porto Seguro has carried out an inventory of greenhouse gas emissions. The 2016 inventory received the silver seal, which guarantees that the information for the publication is complete and had the following results of Emissions 27,824.82 TCO2e, divided as follows:







Products and services

All actions, projects and sustainability programs developed in the businesses, products and services of Porto Seguro originate from studies, research and diagnostics prepared by the Sustainability area. Products, services and businesses can directly contribute to the sustainability aspects through specific projects and adopted causes, such as the following:

Portinho city

Developed by Porto Seguro Auto, the project aims to bring traffic education in a playful way, for children from all over Brazil. Portinho City started in 1998 with a permanent headquarters and since 2006 it has been a totally inflatable itinerant structure, which presents the proposal of a mini-city. In almost 10 years of project, 672 cities were visited in 17 states and more than 393,766 children received traffic education.

In the event, children learn in theory and practice to respect the traffic rules, through lecture, educational video and practical class on the bike lane. It is still offered an activity space with painting of drawings with the theme of traffic and in the exit, the children receive a kit with material of support. In 2016, 15,324 children were served in 21 editions of Portinho City.

Mobile Vehicle Inspection

Another initiative of Porto Seguro Auto is the free supply of analysis of pollutants. The project, aimed at customers who own light vehicles and pickups up to 4,000Kg, contemplates vehicle diagnostics with computerized equipment and analysis of items that affect the safety of the vehicle in 8 minutes. Items such as alignment, suspension, brakes, lights, battery and alternator are checked. At the end of the service, the drivers receive a technical report of the service. In 2016, the project served

5311 customers, in 74 events held throughout the year.





Health Promotion

Organized by Porto Seguro Saúde, the Health Promotion Program offers preventive care lines for hypertension, diabetes, spinal problems and kidney stones. In 2016, hundreds of clients benefited from health care focused on health promotion and prevention of more serious diseases, generating better quality of life and reducing costs for the health system.

Kitchen Oil Recycling Program

The Auto Product through the Kitchen Oil Recycling Program (still in the pilot phase), collected 91 liters of oil for biodiesel production in the corporate campaign for the Collection of Vegetable Oil from Kitchen, thus avoiding the clogging of the sewage network, the contamination of 2,275,000 liters of water and the emission of 0.23 kg of CO2 in the air.

Card Recycling Program

Through the Card Recycling Program of the Card product, 150 thousand cards were collected, corresponding to 24% of the total credit cards issued by Porto Seguro in 2016.



Correct Disposal Program for Drugs and X-Ray Plates

In 2016, a program that aims to offer Porto Seguro's employees, as well as the surrounding community, a correct place for the proper disposal of medicines and x-ray plates. In that year, 106.9 kg of residues were collected, being 71.1kg of medications and 35.9 of x-ray plates. This number was 39% higher than in the period of 2015.

My Financial Sustainability Project

A pilot project developed by PortoSeg, a financial company of Porto Seguro, together with Social and Environmental responsibility management, with the objective of offering employees of Porto Seguro a personal financial development plan. The project started on May 23, 2016 and around 5,000 employees are eligible to the pilot. As this is a development project, participation is voluntary. In December 2016, about 455 employees participated in the project, which will run until November 23rd, 2017.

Pilot Program for the Recycling of Electronics

In December 2016, a prototype model was started with 70 service providers in the city of São Paulo. The goal is that when a help desk, basic and white line is installed in the customer's home, this provider offers the possibility of collecting small electro-electronic waste, ranging from a stack to a 20 "TV.

Porto on foot

In 2016, Porto Seguro implemented the service using public transportation as the main form of travel for some providers in São Paulo. In addition to serving customers with agility, this initiative seeks to contribute to the improvement of urban mobility, using the public transport structure available in the city.

The services provided are available to Porto Seguro Auto customers, Porto Seguro Faz and Porto Seguro Residência. See the services provided:

- Hydraulic and electrical services;
- Facilities: roof rail, shelves, supports and hooks;
- Appliances facilities: microwave, washing machine and fans.

Porto Faz

The protection of the environment is on the list of concerns of Porto Seguro Faz and its service line Faz Bem. Services include hunt for water leaks in the residence, installation and maintenance of faucets, mixers and discharge valves. In 2016, Faz Bem also started offering Aguawell, a collector that stores up to 6 liters of shower water, which is generally lost while waiting for the water to heat, saving up to 360 liters of water per month. In some cases, the economy can reach up to 30% of the volume spent per day. Stored water can be used for flushing, watering plants, washing clothes, dishes and floors.

Customer satisfaction

In Porto Seguro, research results and other channels of customer interaction are used to improve internal processes and to adapt products and services. The insured parties assess the service through grades between 1 and 5. For grades 1 and 2, the company calls the client in order to understand the reason for this grade and to classify it using the same SAC criteria, which generates reports and action plans for improvement.

Renova Ecopeças

Every day more vehicles circulate in Brazil. And the more vehicles in the



streets, more cars go out of circulation too, be it because of crashes, stealing or simply aging. The average age of the Brazilian fleet is 13 years. And what happens with those cars that leave the streets? In terms of recycling, almost nothing.

While in the United States 95% of cars that are out of circulation are recycled, here this percentage drops to only 1.5%. Many vehicles end up in landfills, most of which are illegal, posing a risk to nature due to improper disposal of parts and waste. Besides putting the environment at risk, it is also a great waste. A single vehicle can be reused and recycled by up to 95%. Considering that, in Brazil, there are almost 10 million cars in a recycling situation, it is a large market that has been little explored. This is why Renova Ecopeças was created.

Using a sustainable dismantling process, Renova reuses and recycles almost every part and component of a car. The parts in great condition or with small defects return to the market, with provenance and guarantee. Parts and components that cannot be reused are recycled by partners or specialized companies. In 2016, this process generated revenue of R \$ 1,113,188.69 and the correct disposal of:

Aluminum and Copper	127,72 ton	Paper	26,84 ton
Battery	0,89 ton	Plastic	203,30 ton
Rubber	7,10 ton	Glass	5,2 ton
Metallic / Ferrous Scrap	2.612,61 ton	Automobile oil	7.601 litros

Cultural management

Porto Seguro theater

Porto Seguro, with the aim of encouraging Brazilian culture, inaugurated the Porto Seguro Theater in May, 2015. Located in the central region, in the district of Champs Elysees, the theater has a total area of 4,100m², with a capacity for 496 seats, on-site parking and a gourmet café inserted inside a Cultural Complex.

The lineup is eclectic and dialogs with all audiences and trends, such as theater plays, children's shows, concerts by established artists and even exclusive montages of great musicals, in an accessible format with fixed seasons. In 2016, 49 attractions were promoted, bringing together a total audience of 94,497 people, 54% more than in 2015





Cultural space

The Porto Seguro Cultural Space is a platform for the most diverse artistic and cultural manifestations with an emphasis on contemporary thinking. Conceived as an integral part of the Porto Seguro Cultural Complex, composed of cultural space, theater, restaurant and café, it acts in various aspects of artistic expression.

Opened in January 2016, it is located in the central region of São Paulo and has 961m², with capacity for 300 people. It is composed of an educational area that includes classrooms, multipurpose space for courses and workshops, including an experimental studio equipped to host programming in various artistic languages and PortoFabLab, a digital manufacturing laboratory deployed to receive proposals for art projects. There is also the event venue, where fairs and outdoor shows are held. In 2016, the Cultural Space received 48,285 people to 346 activities (between courses and workshops) and four exhibitions: Great Masters, Brazil Photography Award, Graphic Landscapes and Frida Kahlo.





GRI Content

GRI Indicator	Appearance	Description	Location / Response	Omissions
		General standard contents		
G4-1	Strategy and analysis	Statement of the main decision-maker	Message of the CEO	
94-2	Strategy and analysis	Description of key impacts, risks and opportunities	Message of the CEO	
94-3		Name of Organization	Organizational Profile	
94-4		Main brands, products and services	Organizational Profile	
94-5		Organization headquarters location	Organizational Profile	
G4-6		Number of countries in which the organization operates	Organizational Profile	
94-7		Nature of ownership and legal form of organization	Governance and Sustainable Management	
G4-8	Organizational Profile	Markets in which the organization operates (with geographical breakdown, sectors covered and types of customers and beneficiaries)	Organizational Profile	
54·9		Size of organization: Total number of employees Total number of operations Net sales (for private sector organizations) Total capitalization broken down in terms of debt and equity (for private sector organizations) Quantity of products or services provided	Organizational Profile / Economic Performance	
3 4-10		Total number of employees, broken down by labor contract and gender. Total number of own employees, broken down by type of employment and gender. Total labor force, broken down by own and outsourced workers and by gender. Total work force, broken down by region and gender. Report whether a substantial part of the organization's work is performed by workers legally recognized as self-employed or by individuals other than self-employed or outsourced employees, including employees and outsourced employees Significant changes in the number of employees (eg, seasonal variations in the number of employees in the tourism or agricultural sectors).	Governance and Sustainable Management	
94-11	1	Percentage of total employees covered by collective bargaining agreements	100%	



		Conteúdos padrão gerais	
G4-12		Supply chain of the organization	Organizational Profile
G4-13		Significant changes occurring during the period covered by the report in relation to the size, structure, shareholding or chain of suppliers of the organization	There were no significant changes
G4-14	Organizational Profile	How the organization adopts the approach or principle of precaution	There were no significant changes
G4-15	Organizational Profile	Letters, principles or other externally developed economic, environmental, and social initiatives that the organization endorses or endorses	GHG Protocol CDP Climate Change PSI (Principles of Sustainability in Insurance)
G4-16		Participation in associations (e.g. sectoral associations) and national or international defense organizations in which the organization: - Has a seat on the board of governors - Participates in projects or commissions - Contributes with financial resources beyond the basic rate as an associated organization - Considers its participation to be strategic	Governance and Sustainable Management
G4-17		Entities included in the consolidated financial statements or equivalent documents of the organization. Please state whether any entity included in the consolidated financial statements or equivalent documents of the organization was not covered by the report	Organizational Profile / Economic Performance
G4-18		Process adopted to define the content of the report and the limits of the Aspects. Implementation of the Principles for Defining Report Content.	About the Report
G4-19	Material aspects identified and	Material aspects identified in the process of defining the content of the report	About the Report
G4-20	limits	For each material Aspect, report the Aspect Limit within the organization	About the Report
G4-21		For each material aspect, report its limit outside the organization	About the Report
G4-22		Effect of any re-statements of information provided in previous reports and the reasons for such revisions	There were no reformulations
G4-23		Significant changes in relation to periods covered by previous reports in Scope and Aspect Limits	About the Report
G4-24		List of stakeholder groups engaged by the organization	About the Report
G4-25		Base used for the identification and selection of stakeholders for engagement	About the Report
G4-26	Stakeholder Engagement	Approach adopted by the organization to engage stakeholders, including the frequency of their discriminated engagement by type and group	About the Report
G4-27		Key topics and concerns raised during stakeholder engagement and the steps taken by the organization to address these issues and concerns, including the reporting process	About the Report
G4-28		Period covered by the report	About the Report
G4-29	Report Profile	Date of most recent previous report	About the Report
G4-30		Reporting cycle	About the Report



		Conteúdos padrão gerais		
G4-31		Contact point for questions about the report or its content	About the Report	
G4-32	Papart Profile	"In agreement" option chosen by the GRI Content Summary organization for the chosen option Reference to the External Verification Report if the report has been subjected to such verification	About the GRI Report / Content	
G4-33	Report Profile	Current policy and practice adopted by the organization to submit the report to an external audit Scope on the basis of any external verification performed Relationship between the organization and the party responsible for external verification If the highest governance body or top executives are involved in the search for external verification for the organization's sustainability report	This reporting cycle does not rely on external auditing	
G4-34	Governance	Governance structure of the organization, including committees of the highest governance body Committees responsible for advising the board in making decisions that have economic, environmental and social impacts	Governance and Sustainable Management	
G4-52	Role of the highest governance body in the evaluation of economic, environmental and social performance	Process adopted for the determination of remuneration. Report whether compensation consultants are involved in determining compensation and whether they are independent of the administration	Governance and Sustainable Management	
G4-56	Ethics and integrity	Values, principles, standards and norms of behavior of the organization, such as codes of conduct and ethics	Organizational Profile / Economic Performance	
		Specific standard content - Economic		
G4-EC1		Report the direct economic value generated and distributed, based on the accrual basis, including the basic components of the organization's global operations	Economic Performance	
G4-EC2	Economic performance	Financial implications and other risks and opportunities for the organization's activities as a result of climate change	Economic Performance	
G4-EC3		Coverage of obligations under the pension plan	Governance and Sustainable Management	
G4-EC4		Financial assistance received from the Government	Porto Seguro does not receive direct financial assistance from the Government	
G4-EC5	Market presence	Variations of the Lower Salary Ratio, broken down by gender, compared to the Local Minimum Wage	The company's lowest wages are in line with the Local Minimum for employees of both genders	
G4-EC6		Proportion of senior management members hired in the local community in major operational units	All members of senior management are hired in the regions in which Porto Seguro operates	
G4-EC7	Indirect economic impacts	Level of development of significant investments in infrastructure and supported services and current or expected impacts on communities and local economies. Report positive and negative impacts that you consider important	Socio-environmental impact	
G4-EC8	maneot economic impacts	Identified examples of significant indirect economic impacts of the organization, both positive and negative	Socio-environmental impact	
Specific standard content - Environmental				
G4-EN3	Power	Total consumption of fuels from renewable or non-renewable sources in joules or their multiple Consumption and eventual sale of electricity, heating, cooling and steam Total Power Consumption	Socio-environmental impact	



		Specific standard content - Ambiental	
G4-EN15		Direct emissions of greenhouse gases	Socio-environmental impact
G4-EN16		Other indirect greenhouse gas emissions	Socio-environmental impact
94-EN17		Other indirect greenhouse gas emissions	Socio-environmental impact
94-EN18	Emissions	Rate of GHG emission intensity	Socio-environmental impact
64-EN19	Liniosions	Reducing greenhouse gas emissions	Socio-environmental impact
G4-EN20		Emissions of substances that deplete the ozone layer (ODS)	No such issue is followed up
G4-EN21		Emissions of NOx, SOx and other significant atmospheric emissions	Not applicable. The emission of air pollutants is limited to the vehicles of providers, which are already included in the GHG inventory (Socioenvironmental impact chapter)
G4-EN29	Conformity	Significant fines and non-monetary sanctions	No occurrences of this type were recorded
G4-EN32	Environmental Evaluation of Suppliers	Percentage of new suppliers selected based on environmental criteria	Organizational Profile
		Specific standard content - Social	
G4-LA1		Total number and rate of new hiring of employees and turnover	Governance and Sustainable Management
G4-LA2	Employment	Benefits regularly granted to full-time employees of the organization, but not to temporary or part-time employees, broken down by major operating units	Benefits are granted to employees under collective bargaining agreements
94-LA3		Rates of return to work and retention after maternity / paternity leave	Governance and Sustainable Management
G4-LA4	Working relationship	Minimum notice period in weeks, generally given to employees and their elected representatives prior to the implementation of significant operational changes that may materially affect them	There is no pre-established deadline
94-LA5		Percentage of workforce represented in formal health and safety committees	Governance and Sustainable Management
G4-LA6		Types and rates of injuries, occupational diseases, days lost, absenteeism and number of work-related deaths, broken down by region and gender	Governance and Sustainable Management
94-LA7	Health and safety at work	Employees involved in occupational activities that have a high incidence or high risk of specific diseases	Governance and Sustainable Management
G4-LA8		Formal (local or global) agreements with unions addressing health and safety issues	Employee health and safety standards are based on regulations that are part of current legislation and are contained in trade union conventions
94-LA9		Average number of hours of training performed by the organization's employees	Governance and Sustainable Management
94-LA10	Training and Education	Programs of management of competences and continuous learning	Governance and Sustainable Management
94-LA11		Percentage of total employees, broken down by gender and functional category, who received performance evaluation and career development	Governance and Sustainable Management
94-LA12	Diversity and Equality of Opportunities	Composition of Groups responsible for Employee Governance and Discrimination	Governance and Sustainable Management



G4-LA13	Equal Pay for Women and Men	Mathematical reason for wages and remuneration between women and men	Variation of 26% in the average salary of men and women	
G4-LA14	Evaluation of Suppliers in	Percentage of new suppliers selected based on criteria related to labor practices	Organizational Profile	
G4-LA15	Labor Practices	Real and potential negative impacts on labor practices in the supply chain and measures taken	Organizational Profile	
G4-HR1	Human Rights - Investments	Agreement and Significant Investment Contracts that include human rights clauses or that have been submitted to evaluation	Organizational Profile	
G4-HR2	Tiulilan Nights - investments	Hours of Employee Training in human rights policies	Information not available	
G4-HR3	Human Rights - Non-Discrimination	Total number of cases of discrimination	Information not available	
G4-HR4	Freedom of Association and Collective Bargaining	Operations and suppliers where the right to exercise freedom of association and collective bargaining may be being violated or at risk of violation	No such risks were identified	
G4-HR5	Human Rights - Child Labor	Operations and suppliers that may present significant risks of occurrence of cases of: - Child labor - Young workers exposed to hazardous work	Organizational Profile	
G4-HR6	Human Rights - Forced or Analogous to Slave Labor	Operations and suppliers that present significant risks of occurrence of cases of forced labor or analogous to slave labor, broken down by: - Type of operation (e.g. factory) and supplier - Countries or geographical areas with operations and suppliers considered at risk Measures taken by the organization during the period covered by the report to contribute to the elimination of all forms of forced or slave labor.	Organizational Profile	
G4-HR7	Safety Practices	Percentage of security personnel who have received formal training in specific human rights policies or procedures	-	Information not available
G4-HR10	Human Rights - Supplier	Percentage of new suppliers selected based on criteria related to human rights	Organizational Profile	
G4-HR11	Evaluation	Negative and potential negative impacts on human rights in the supply chain and measures taken	Organizational Profile	
G4-HR12	Mechanisms for Complaints and Complaints Related to Human Rights	Total number of complaints and complaints related to human rights impacts recorded through formal mechanisms and how many were: - Processed during the period covered by the report - Solved during the period covered by the report	-	Information not available
G4-SO1		Percentage of operations that implemented community engagement, impact assessment, and local development programs	Socio-environmental impact	
G4-SO2	Society - Local Communities	Operations with actual and potential significant negative impacts on local communities	There are no real and potential significant negative impacts	
G4-SO3		Total number and percentage of operations subject to risk assessments related to corruption	Governance and Sustainable Management	
G4-SO4	Society - Fighting Corruption	Communication and training in anti-corruption policies and procedures	Governance and Sustainable Management	
G4-SO5		Confirmed cases of corruption and measures taken	No occurrences of this type were recorded	
G4-SO6	Society - Public Policies	Total amount of financial contributions for political and political parties, by country and recipient / beneficiary	Porto Seguro did not make contributions to political parties	
G4-SO7	Society - Unfair Competition	Legal Actions Driven by Unfair Competition, Trusteeship and Monopoly Practices and Their Results	No occurrences of this type were recorded	



G4-SO8	Society - Compliance	Significant non-monetary fines and sanctions	No occurrences of this type were recorded		
G4-SO9	Evaluation of Suppliers on Impacts in Society	Percentage of new suppliers selected based on criteria related to impacts on society	Organizational Profile		
G4-PR1	Product Responsibility - Customer	Percentage of categories of significant products and services for which health and safety impacts are assessed for improvements	Socio-environmental impact		
G4-PR2	Health and Safety	Total number of cases of non-compliance with regulations and voluntary codes related to impacts generated by health and safety products and services	-	Information not available	
G4-PR3		Information and Labeling of Products and Services	Socio-environmental impact		
G4-PR4	Product Responsibility - Product and Service Labeling	Non-compliance with Regulations and Relative Voluntary Codes and Information and Labeling of products and services	-	Information not available	
G4-PR5		Customer Satisfaction Survey Results	Socio-environmental impact		
G4-PR6	2 1 2 1 2	Sale of Prohibited or Contested Products	Porto Seguro does not sell products or services challenged by their relationship publics		
G4-PR7	Product Responsibility - Communication and Marketing	Non-compliance with regulations and voluntary codes relating to marketing communications, including publicity, promotion and sponsorship	-	Information not available	
G4-PR8	Product Responsibility - Customer Privacy	Complaints and complaints concerning privacy violations and customer data loss		Information not available	
G4-PR9	Product Liability - Conformity	Total monetary value of significant fines	No occurrences of this type were recorded		
	Sector - Financial Services				
FS8	Sector	Monetary value of products and services with environmental benefits, separated by each line of business and broken down by objective	Socio-environmental impact		
FS14	Sector	Initiatives to improve access to financial services for disadvantaged people	Socio-environmental impact		



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