

# sustainability activities of the K&H Group 2024





# about the report

This document provides an overview of the K&H Group's sustainability activities for 2024. Please note that this report is not the same as the mandatory sustainability report required by the Accounting Act under sections 95/E-95/I or the ESG report required by Act CVIII of 2023.

Being a financial institution, K&H Bank is not subject to the ESG Act; it is also exempted from the sustainability reporting obligation under the Accounting Act by virtue of being included in the consolidated sustainability report of its parent company KBC.

KBC's 2024 annual report is available [here](#).

This report is a voluntary initiative of K&H, intended to inform interested parties of the company's climate protection and corporate social responsibility activities and achievements. The report is not audited by any third party. Unless otherwise noted, the reporting period is from 1 January 2024 to 31 December 2024.

Should you have any questions or comments regarding this report, please e-mail them to us at [kh@kh.hu](mailto:kh@kh.hu)





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# CEO's welcome

At K&H, we believe in delivering outstanding outcomes for all our stakeholders: our customers, our shareholder, our employees. And we feel deeply committed to the Hungarian society in which we develop our business. It is only natural that we seek to develop our business in way that is long term sustainable.

A key priority is for K&H is to actively engage with our customers and partners to address the global challenges of climate change. To this end, we develop and offer financial products and services that directly support the transition to a low-carbon economic model for a sustainable common future.

Last year, we again took big steps towards this goal. To encourage our customers to invest sustainably, we have further expanded our portfolio of responsible investments, with 27 funds to choose from. Assets under management in these funds nearly reached HUF 1000 billion at the end of the year. Our lending policy also plays an important role in our sustainability strategy, and we continue to place a strong focus on financing renewable energy production.

We are helping our residential and corporate customers on their path to sustainability with a range of calculators. Our Energy Calculator has been enhanced with several features to provide our customers with accurate and convincing results on how much they can save in the short and long term by renovating their homes. And the K&H Agricultural CO<sub>2</sub> Calculator is not only popular with our agricultural customers but has also won numerous professional awards as a niche tool to quantify the carbon footprint of their agricultural business.

Of course, the driving force behind our operations and growth is the expert work of our colleagues, for whom we strive to create opportunities for professional development. In addition to building their future proof skills in a world of increasing technological change we also continuously seek to increase their support for our sustainability endeavours through focused learning programs, where topics such responsible behaviour, biodiversity, and environmental pollution are addressed.

At K&H sustainability also involves a systematic commitment to financial education, developing entrepreneurship and supporting a healthier society - and we launched several new initiatives in this respect. Through our K&H STEM competition, we recognise talented IT students and provide development opportunities by involving them in IT projects in banking, while our K&H fit for life programme helps young adults in child protection care to start independent lives. Our K&H for Sustainable Municipalities award supports green efforts in local communities, and our Team Blue employee challenge aims to encourage employees to volunteer one working day a year.

K&H is a market-leading provider of bank & insurance services, and proud of its role in the Hungarian economy. We work hard to give our customers the best-in-class service that they deserve. And we seek to so in a way that contributes to a sustainable environment and a conscious society. This journey we can only make together with our customers and partners, and I thank them for their trust.

*Peter Roebben*  
CEO, K&H Group





# I. 2024 in a nutshell





# about K&H Group

As one of Hungary's leading financial institutions, it is K&H's aim to always serve its clients' needs at the highest standard of quality and to offer them the most comprehensive product range possible. K&H operates 195 retail customer points across the country and the Group provides around 1.6 million clients with financial services. It supports the Hungarian economy through financing households, small businesses, corporates and municipalities with loans and other credit products to the tune of HUF 3800 billion. Approximately 2300 Hungarian suppliers and around 700 banking and insurance agents receive regular purchase orders and business from the Group.

**3875**  
employees

at group level  
**1.6 million**  
retail, sme,  
insurance and  
corporate clients

## financial results

**as of 31 December 2024:**

- » after-tax profit of K&H Bank (IFRS consolidated, unaudited): HUF 129 billion
- » total assets of K&H Bank (IFRS consolidated, unaudited): HUF 6054 billion
- » after-tax profit of K&H Insurance (IFRS consolidated, unaudited): HUF 4.2 billion
- » total assets of K&H Insurance (IFRS consolidated, unaudited): HUF 223.4 billion

**loans to public institutions as of 31 December 2024:**

- » schools: HUF 1.2 billion
- » hospitals: HUF 1.75 billion





# our corporate strategy

**bankinsurance** - We offer our clients a unique bank-insurance+ experience combining traditional banking and insurance with non-financial solutions.

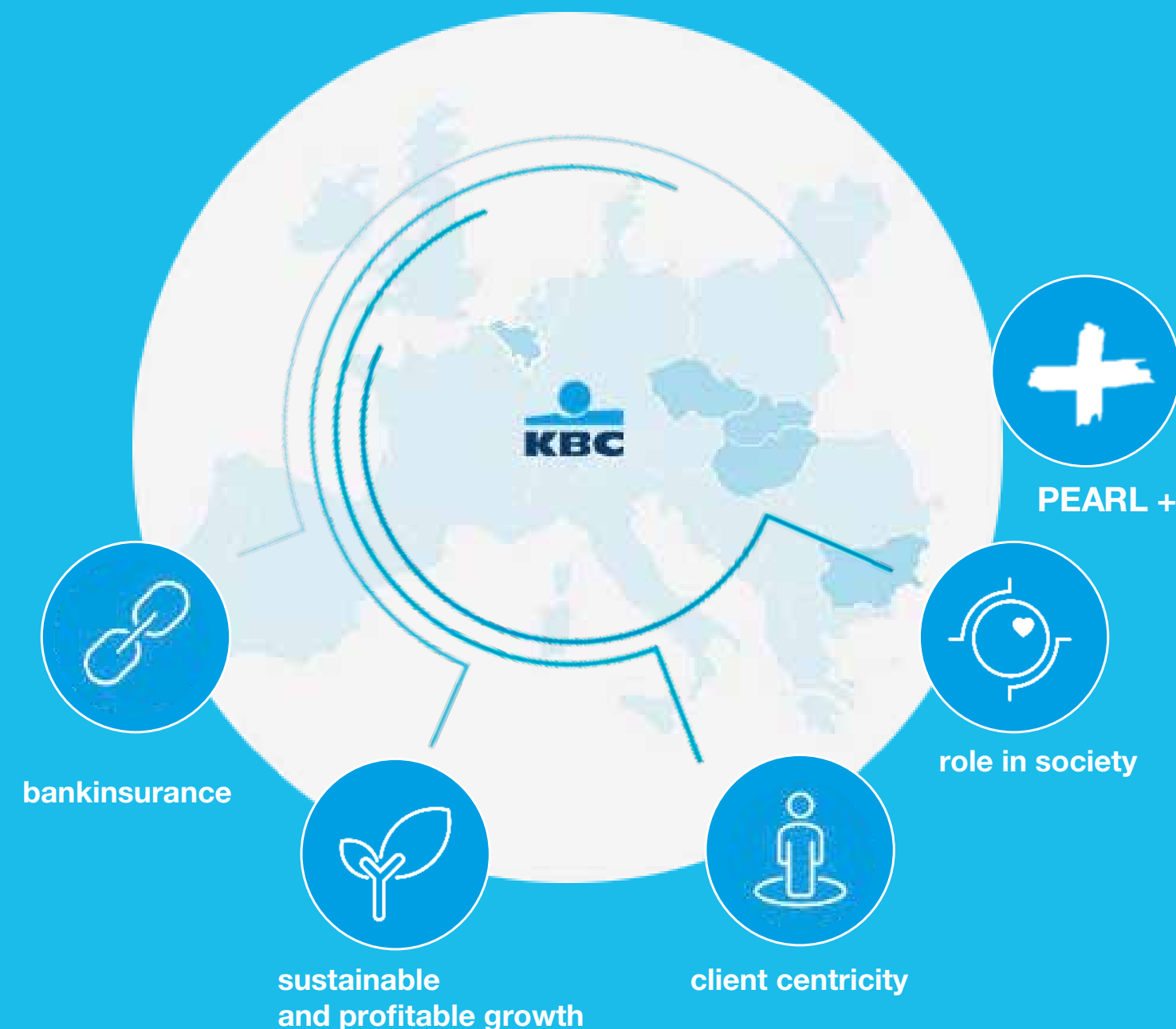
**sustainable and profitable growth** – We focus on long-term development even as we strive to maintain our commitment to sustainable and profitable growth.

**client centricity** - We put our clients' interests at the heart of everything we do.

**role in society** – We assume our role in society and local economies.

**PEARL +** We build upon the PEARL+ values and focus on the joint development of solutions, initiatives and ideas within the group.

We implement our strategy within a strict risk, capital and liquidity management framework.



The consistency created by PEARL culture and attitude has enabled KBC to set an example. PEARL will therefore remain a cornerstone of our operations. We have enhanced that strong corporate culture and will uphold the extra dimension determining the unity of PEARL+.

## the main pillars of PEARL+:

**Performance:** at K&H we deliver outstanding performance above and beyond the expectations of our stakeholder groups

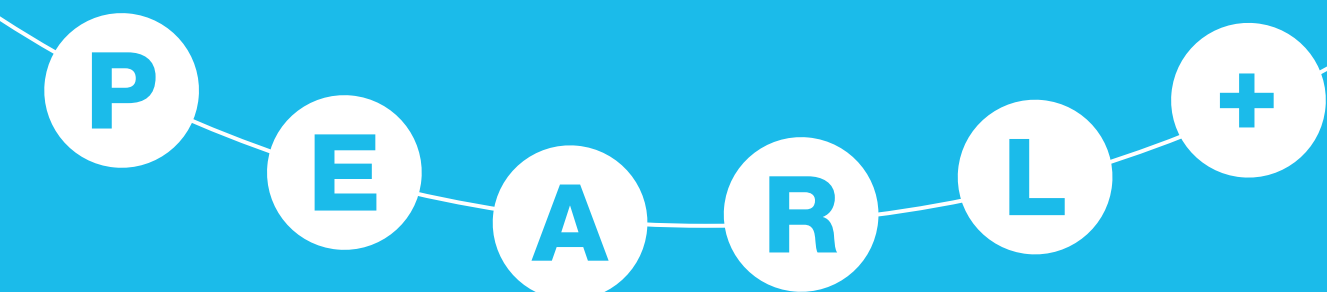
**Empowerment:** at K&H we empower our employees to fulfil their creative and personal potential

**Accountability:** at K&H we are personally accountable to all our stakeholder groups

**Responsiveness:** at K&H we are open, helpful and supportive in dealing with the needs, ideas, proposals and efforts of our employees, managers and clients

**Local embeddedness:** at K&H we are aware that both our various divisions and clients in different markets are diverse, and act accordingly.

**+ and we have added an extra dimension:** an increased focus on cooperation and the joint efforts to develop solutions and ideas within the Group





# 2024 sustainability highlights

- » We achieved a substantial increase in our green loan portfolio volume in 2024. See page 17 for details.
- » We made further progress on the path towards our climate goals during this year too. See page 11 for details.
- » Total assets managed in our responsible funds nearly reached EUR 1 billion at the end of 2024. See page 15 for details.
- » We revised our energy efficiency calculator to make it even simpler to use. See page 15 for details.
- » Our first-of-a-kind agricultural CO<sub>2</sub> calculator has earned multiple awards. See page 16 for details.
- » We were the first in Hungary to introduce K&H pension insurance via mobile. More innovative solutions can be found on page 37.
- » From mid-July, we offer mandatory liability insurance for certain micromobility devices at favorable rates. More sustainable financial solutions can be found on page 16.
- » In celebration of the September sustainability month, we supported the SOS Children's Village Hungary Foundation's Life Start Fund with 10 million forints, which improves the life start opportunities for young people raised in state care. More details can be found on page 43.
- » The K&H pet-friendly groves program has concluded, in which we planted trees and shrubs on a total area of 100 square meters in the yards of 30 educational institutions. Details can be found on page 49.
- » We have entered into an agreement with the Active School Program and launched the „K&H Move! PE Teacher of the Year” initiative, which aims to showcase and recognize physical education teachers who make exercise enjoyable for children with their engaging classes and motivating attitudes. The details of the program can be found on page 53.
- » On the occasion of Women's Day, with the support of K&H, the Hungarian Women's E-sport Division was officially launched. More details about our e-sport support can be found on page 54.
- » We launched the K&H fit for life programme with the aim of providing support to young people in child protection care on the verge of adulthood, making it easier for them to start an independent life and integrate into society. Details can be found on page 41.





A young man with dark hair, wearing large headphones and a denim jacket, is smiling while working on a laptop. He is sitting at a desk with some papers. The background is blurred, showing other people in an office or classroom setting. The entire image has a blue overlay.

## **II. sustainability in business**



# sustainable development goals in K&H's strategy

At KBC and K&H Group we aim to work with our clients and partners to support the transition to a more sustainable society, one that is resilient to climate change. Our group-wide sustainability strategy focuses on ensuring financial resilience and operating rigorous risk management protocols. This is linked to the three cornerstones of the Group's sustainability strategy:

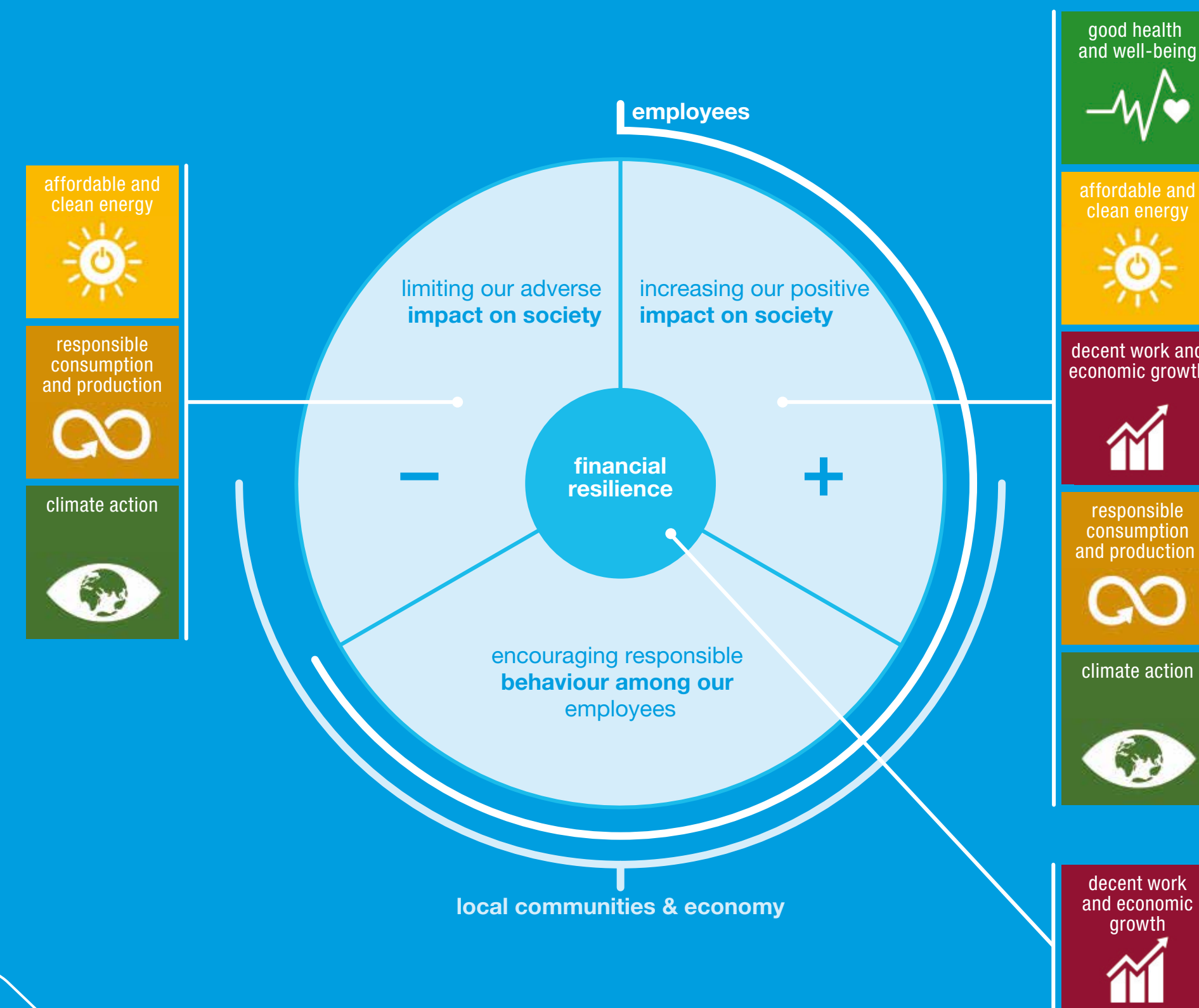
- » maximising the positive impact of K&H's products and services on society and the environment
- » minimising or completely avoiding potential negative impacts
- » ensuring that all employees behave responsibly

These three cornerstones are embedded in two other fundamental elements:

- » local communities and the economy: we respect the different environments in each of our core markets; K&H aims to support local communities and the economy in all of its markets
- » employees: as K&H's sustainability strategy is implemented by its employees, we invest substantial amounts in building sustainable skills and creating a sustainable vision that all employees can embrace

The UN Sustainable Development Goals (SDGs) set global objectives for governments, businesses and civil society to identify the challenges of sustainable development. These objectives have played an important part in shaping our sustainability strategy. K&H focuses on selected SDG themes that are directly related to its activities as a bank and insurer.

K&H primarily focuses on protecting the environment, with particular attention to climate protection. Having endorsed the UN Framework Convention on Climate Change, K&H has agreed to design its financing portfolios with a view to bringing their carbon dioxide emissions into line with the Paris Agreement. As a member of KBC Group, it has published its sector-level carbon emission targets, which it takes into account in its decision-making and risk management processes.





# climate protection commitments

Of all the global sustainability goals, K&H primarily focuses on climate protection.

Pursuant to the UN Framework Convention, as a signatory to the UN Principles for Responsible Banking, K&H undertook to align its business strategy and the CO<sub>2</sub> emissions of the portfolios financed by it, to be consistent with the climate targets set out of the Paris Agreement.

In this context, K&H, as a member of KBC Group, developed and quantified certain climate protection targets and published them for the first time in its 2022 Climate Report. We monitor our progress towards these climate goals and regularly publish our results.

In the sectors and product groups shown in the diagram, K&H identified the portfolio segments for which it then adopted its climate targets and defined requirements and expectations derived from its commitments.

KBC Group's sustainability report is available [here](#).



## KBC Group's climate protection targets by 2030





# monitoring climate protection goals

Evolution of carbon dioxide emission data for the sectors financed by the KBC Group.

Our progress in aligning the portfolios with the climate goals is presented in Pages 11 and 12, comparing 2024 emission intensities (dots) and the planned sectoral decarbonisation pathways (lines).

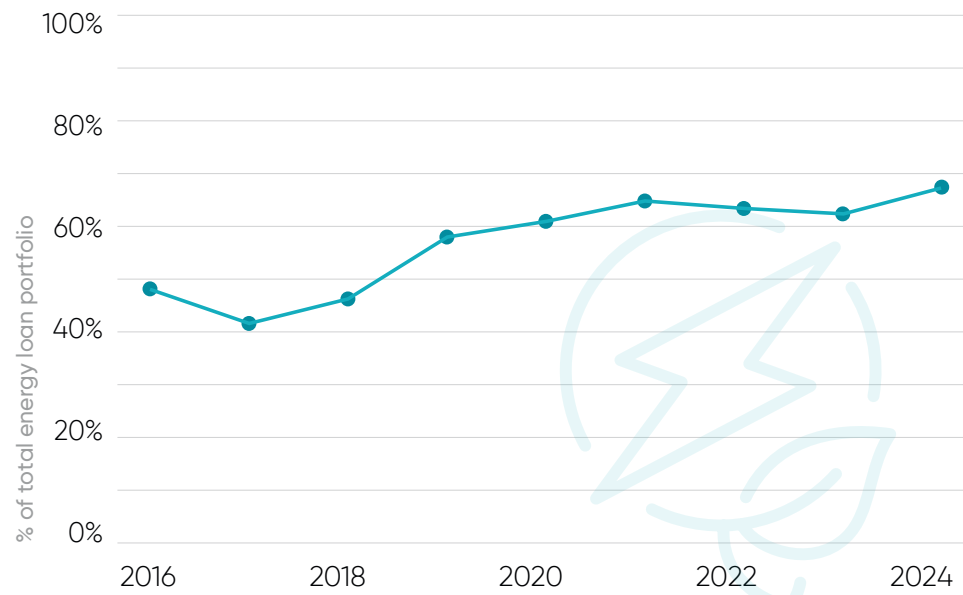
The following colour codes are used to highlight the current assessment:

- The carbon dioxide emissions indicator of the portfolio is currently on or below the scenario-based benchmark.
- The carbon dioxide emissions indicator of the portfolio is currently maximum 5% above the scenario-based benchmark.
- The carbon dioxide emissions indicator of the portfolio is currently more than 5% above the scenario-based benchmark.



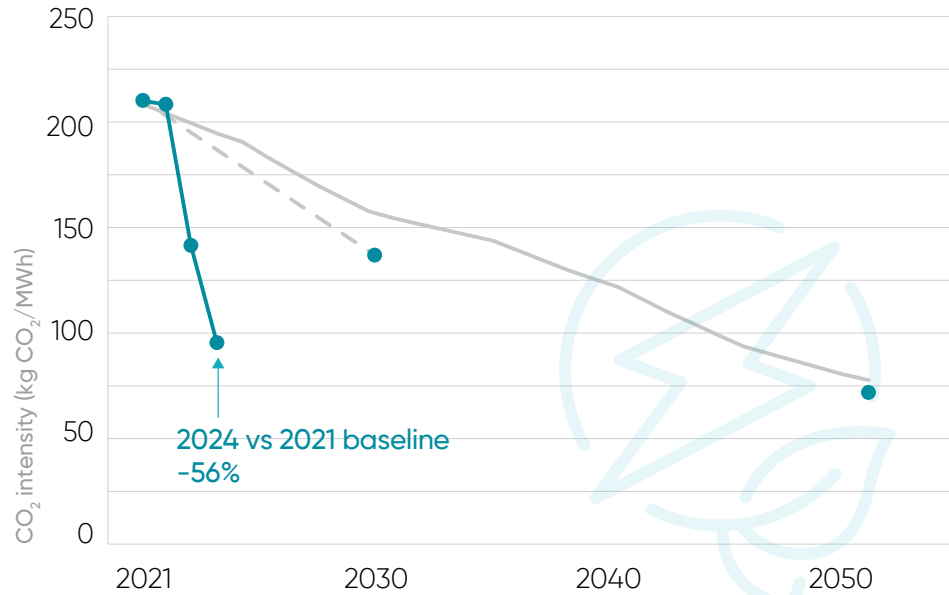
## energy

the proportion of renewable energy financed

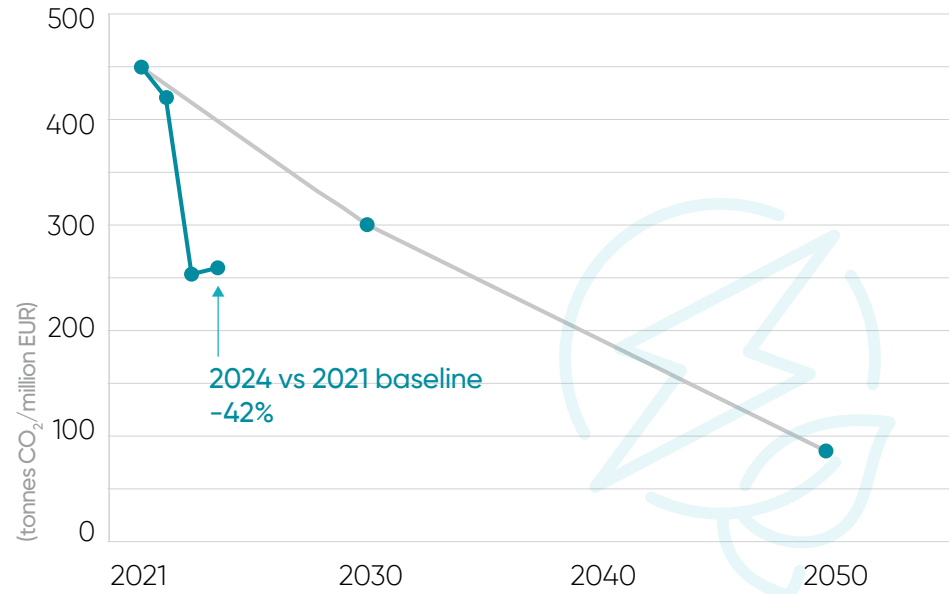


— share of renewables in total energy loan portfolio (target: 75% by 2030)

CO<sub>2</sub> emissions of the electricity portfolio



energy sector portfolio CO<sub>2</sub> intensity

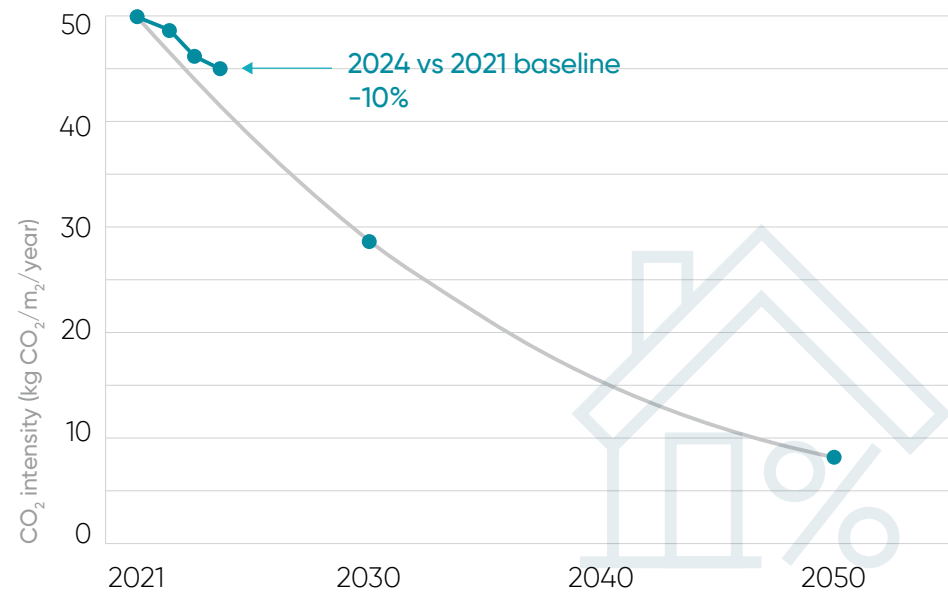


— progress measurement and KBC targets  
- - - linear progress line

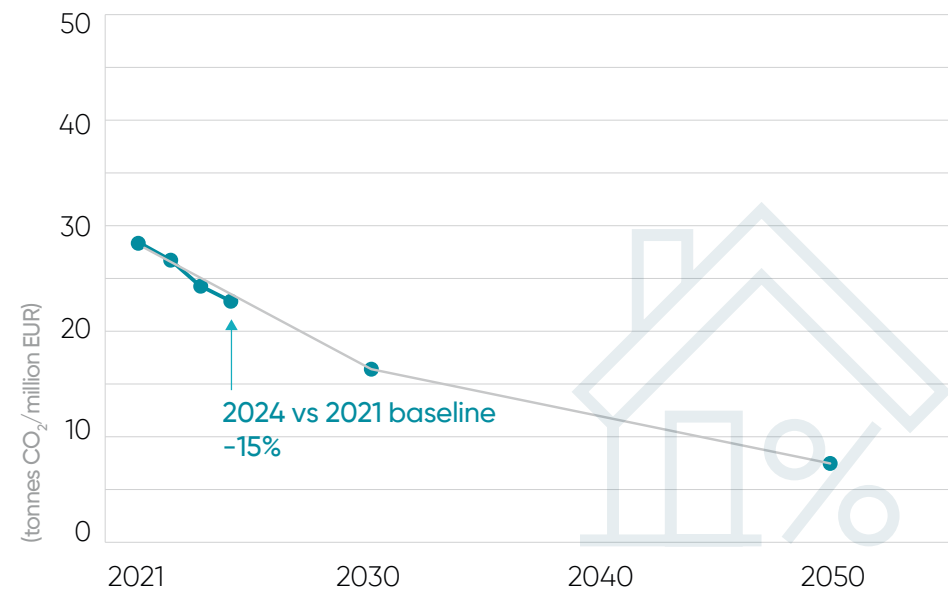


## real estate

CO<sub>2</sub> emissions of the mortgage portfolio



real estate sector CO<sub>2</sub> intensity



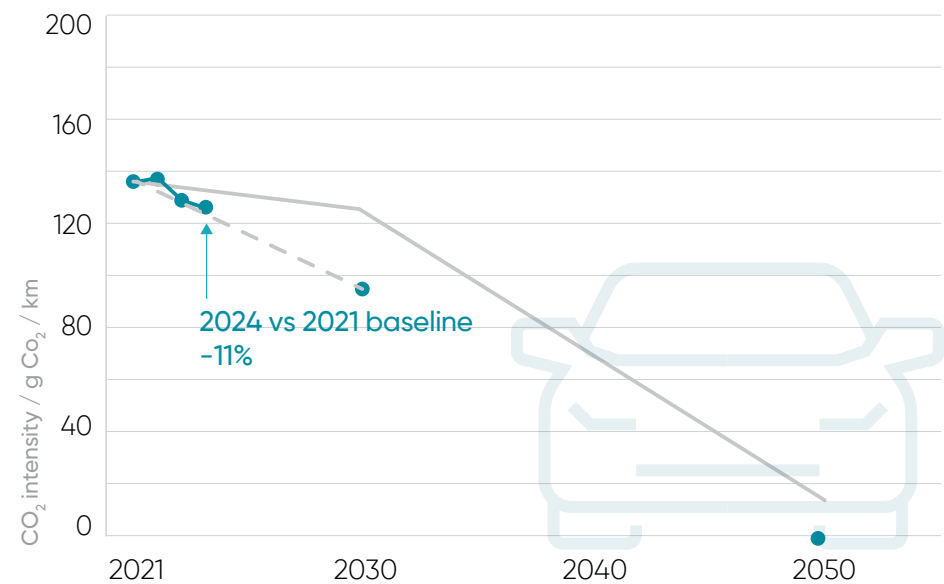
— climate alignment scenario



# monitoring climate protection goals

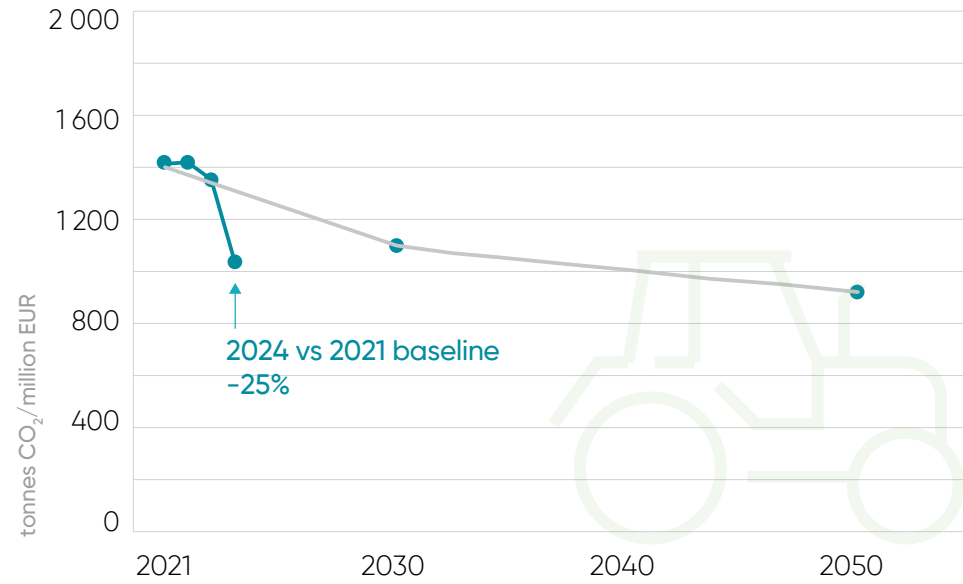
## passenger car financing

CO<sub>2</sub> emissions of the passenger cars financial lease and loan portfolio



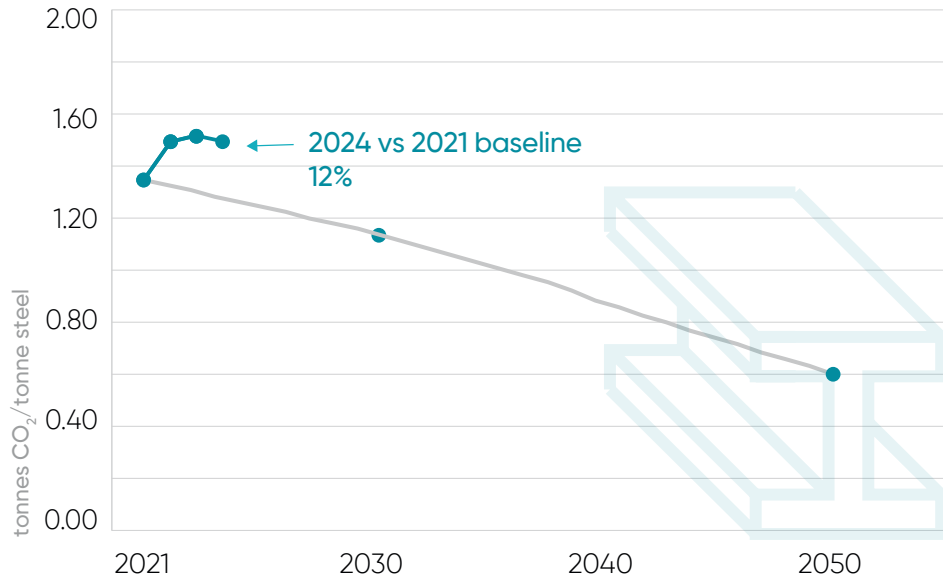
## agriculture

agriculture sector portfolio CO<sub>2</sub> intensity



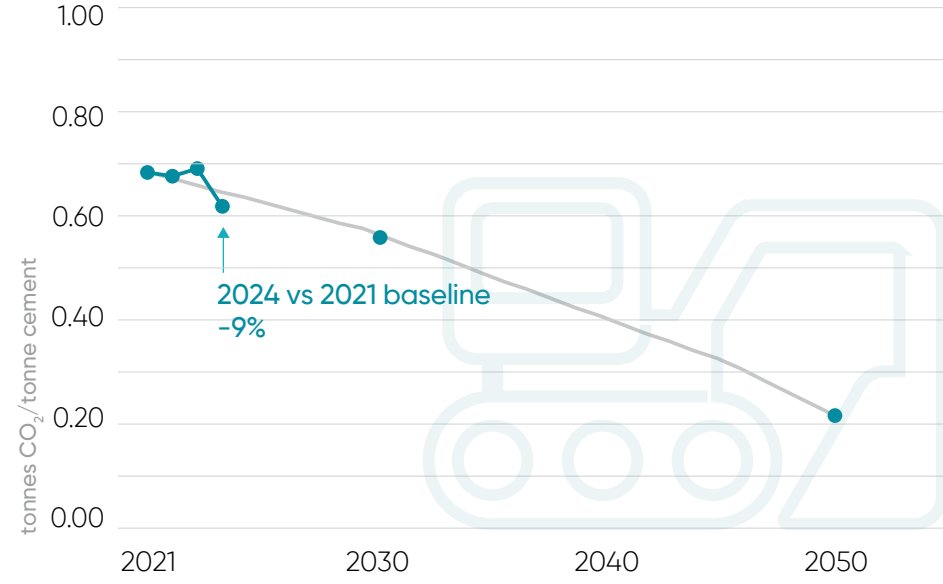
## steel

steel sector portfolio CO<sub>2</sub> intensity



## building and construction

cement sector portfolio CO<sub>2</sub> intensity



- The carbon dioxide emissions indicator of the portfolio is currently on or below the scenario-based benchmark.
- The carbon dioxide emissions indicator of the portfolio is currently maximum 5% above the scenario-based benchmark.
- The carbon dioxide emissions indicator of the portfolio is currently more than 5% above the scenario-based benchmark.



# exclusions based on strict sustainability policies

KBC and K&H both apply strict sustainability principles in all their business activities with respect to human rights, environmental protection, climate, biodiversity, business ethics and sensitive/controversial social issues.

In 2024 we again reviewed certain parts of our sustainability policies in the light of changing social attitudes and expectations.

In the coal sector, we refrain from the financing of any activities involving the use of steam coal and crude petroleum coke. With the exception of the direct financing of renewable energy projects, we restrict our financing to partners who have carbon-based electricity and/or heat generation capacities.

We refrain from the financing of electricity production from oil sources and of the exploration, development and exploitation of new oil and/or gas fields.

We do not finance the cultivation, production, processing or trading of addictive and intoxicating plants/products (e.g. tobacco) or any essential parts thereof.

We do not finance trucks that are not Euro VI compliant.

Due to concerns about the environmental impact of forest harvesting, we do not finance activities related to the deforestation or harvesting of old-growth or tropical forests or activities related to illegal logging.

Our aforementioned sustainability principles are described in further detail and the rest of the principles are also available in the [KBC Sustainability Policy Framework](#) document.





# K&H's sustainable products and services for retail clients

In partnership with its clients, K&H wants to be part of the solution to global climate change challenges; beyond managing risks it also offers opportunities through products and services that directly support the transition to a more low-carbon economy for our shared sustainable future. K&H has been consistently enhancing its offering of sustainable products and services since 2022.



## K&H green mortgage

The K&H green mortgage, which was developed in line with the Green Preferential Capital Requirement Programme of Magyar Nemzeti Bank, is available for residential property construction, renovation, purchase and modernisation. Its main housing purpose is combined with goals such as financing home renovations and the energy upgrade of residential real estate. Supporting the energy upgrade of residential properties both helps reduce carbon intensity in the Hungarian property sector and ensure that such upgrades eventually pay for themselves even at current energy prices. For the first time on the market, the K&H Green Mortgage is now available for non-newly-built homes.



## K&H energy efficiency calculator

K&H Bank's energy calculator is an innovative tool helping to estimate the energy consumption and utilities costs of residential properties, and simulating the impacts of future energy updates. Our calculator shows how energy costs can be reduced with a variety of solutions such as insulation, replacing a heating system, or installing solar panels. New features such as the ability to enter consumption data in HUF and the visual displays of heating system options make it even easier to use. Besides helping to quantify the potential for savings, the calculator also facilitates energy efficiency upgrades by providing a guide to preferential green loans. In Hungary, where nearly half of all properties have average or worse energy ratings, this calculator may be key to reducing carbon intensity in the housing stock.



## K&H preferential home insurance

K&H Insurance also prioritises sustainability solutions. K&H home insurance is offered with a 10% discount on premiums for properties with near-zero energy needs. For certain insured events and up to a certain amount, it also covers the additional costs of using modern technologies, thereby supporting the increased use of renewable energy in buildings and improvements

to door and window quality and/or thermal insulation compared to the baseline prior to the insured event.



## K&H responsible funds

K&H now offers 27 responsible investment funds to clients, who can thus contribute to the achievement of common sustainability goals by choosing funds of this type. Methodological screening and exclusion rules are applied to ensure that responsible investments are limited to companies whose activities are low-risk from a sustainability perspective. The environmental impact of their products or services must be consistent with the principles of sustainability. The K&H eco fund was the first Hungarian investment fund to be awarded the highest sustainability rating under Article 9 of the SFDR. Total assets managed in responsible investment funds nearly reached HUF 1000 billion by the end of 2024.

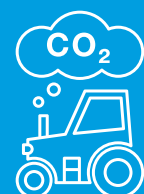


# K&H's sustainable products and services for business clients



## K&H green business loans

K&H's lending policy contributes to a more sustainable economy and places a strong emphasis on supporting renewable energy production. Our bank offers green financing aligned with EU taxonomy, and it also participates in green financing under the Magyar Nemzeti Bank's programmes and other Hungarian lending schemes (e.g. Baross Gábor programme, EXIM Bank). In 2024 K&H concluded new green business loan agreements for a total value of over HUF 130 billion, including but not limited to the financing of sustainable real estate and renewable energy production.

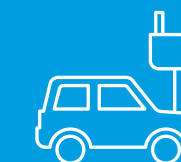


## K&H agricultural CO<sub>2</sub> calculator

K&H's agricultural CO<sub>2</sub> calculator is an innovative solution filling a gap in the market, which was developed jointly by K&H Group and the Institute of Agricultural Economics. This free online tool allows each agricultural business to assess its pollutant emissions, whether in plant cultivation or animal farming. The science-based calculator focuses on calculating the emissions of greenhouse gases specifically agricultural in origin, such as carbon-dioxide, methane and nitrous oxide.

This tool is especially useful in the agricultural sector, as quantifying the carbon footprint of agricultural businesses is not yet common practice in Hungary. Our calculator helps with the data necessary for ESG (Environmental, Social and Governance) reporting and may thus contribute to the more efficient operation and greater competitiveness of these businesses.

Our tool is increasingly popular in the agricultural sector, as beyond the practical support it gives it also offers a strategic advantage to companies intending to improve in sustainability; by using this tool, agricultural companies can present their sustainability achievements to their partners in a quantified form.



## K&H green car leasing

K&H green car leasing is a financially advantageous eco-finance product that is made available to businesses solely for the purchasing of fully electric passenger cars. This preferential leasing product with fixed interest rate is one of the most attractive unsubsidised forms of finance on the Hungarian market.



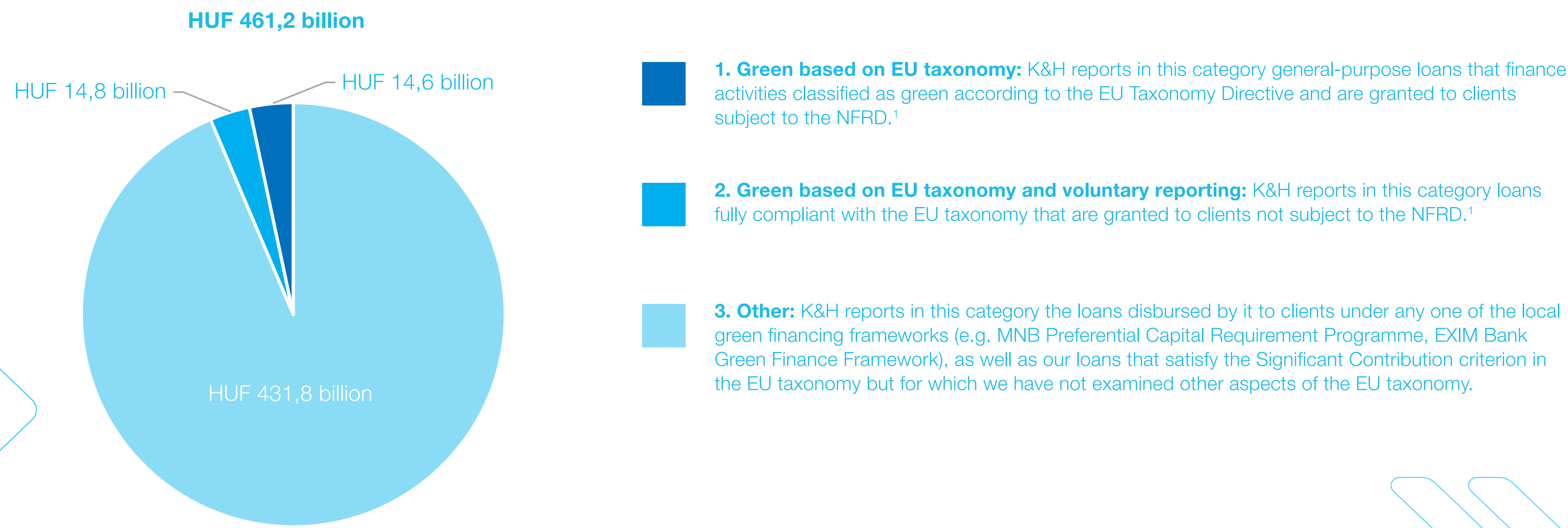
## K&H preferential motor third-party liability insurance and auxiliary service

Launched in July 2024, the K&H MTPL insurance product offers an attractive basic rate for electric and hybrid cars and also certain micromobility devices. K&H casco insurance comes with an attractive base rate and also provides cover for risks specific to electric and plug-in hybrid vehicles such as damage to charging cables and charging stations. In June 2024, this was complemented with assistance services for the event of the full discharge or failure of batteries in electric cars.



# K&H's green-rated loans by category

» At the end of 2024, K&H held more than HUF 460 billion in loans outstanding that were rated green under different frameworks; these fall into the following 3 categories:







# III. sustainability in corporate governance



# sustainability governance

The sustainability operations of K&H Group are governed and coordinated by a local Sustainability Directorate that works in close cooperation with KBC’s group-level Sustainability Directorate.

The K&H Sustainability Directorate is responsible for coordinating the realisation of the Group’s climate and business goals, steering the gradual transformation of banking operations based on sustainability considerations, ensuring the management of climate change-relate risks, coordinating sustainability-related reporting and publications, as well as contributing to the realisation of KBC’s (and thus locally the K&H Group’s) social and environmental commitments related to sustainability.

The Sustainability Directorate is led by the K&H Sustainability Manager. Decisions are made by the K&H Sustainability Committee, with the involvement of the Executive Committee members of the areas concerned.

The Committee is chaired by the CEO of K&H, which ensures that the programme is closely supervised by top management. K&H reports on the progress of its sustainability aspirations to the Internal Sustainability Board of KBC.

K&H has built sustainability criteria into its targets for senior management (top 50 managers) and, where appropriate, for certain middle managers, whose annual variable remuneration is affected by the achievement of these targets.

Also, as we at K&H place emphasis on responsible and ethical behaviour, all employees were obliged in 2024 to complete a relevant e-learning course.







## **IV. sustainability in K&H's own operations**



# K&H Group's own environmental footprint



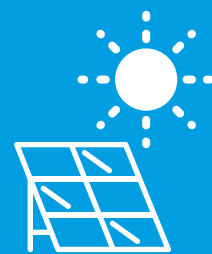
CO<sub>2</sub> emissions **reduced by 73%** relative to 2015\*



our water consumption **lowered by 66%** relative to 2015\*



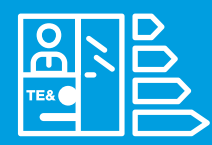
total energy consumption **lowered by 25%** relative to 2015



**152,959 kWh** of electricity generated with solar



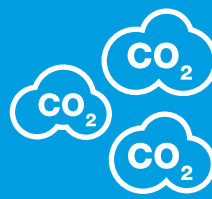
selective waste collection already in **29 branches** in 2024



**modernisation of the energy systems of K&H customer points** continued in 2024

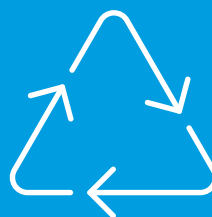


more than **430 hybrid vehicles** (73% of the fleet) in 2024



in 2024, our total CO<sub>2</sub> emission amounted to **5,394 tonnes**

\*Base year: 2015



volume of waste deposited in landfills and waste incinerators lowered by 25% compared to 2022





# offsetting residual emissions

» Already in 2021, KBC group, including K&H, achieved climate neutrality in terms of emissions from its own operations. We compensate for the remaining carbon emission by financing off-setting projects certified to the highest quality and most stringent standards (projects with Gold Standard or Verified Carbon Standard combined climate, community and biodiversity standards).

» Our goal is to identify projects that address climate change while providing additional benefits to local communities and biodiversity conservation, and are also linked to KBC's sustainability strategy.



## Amazonas – the largest tropical rainforest in the world

Tropical rainforests are home to many species and store large amounts of

carbon. The Envira Amazonia project of Brazil helps preserve the rich biodiversity and a wide range of ecosystem services. It also provides direct benefits to local communities and will reduce carbon emissions by around 12.6 million tons of carbon dioxide in the first 10 years of the project.



## peat swamps – major global CO<sub>2</sub> reserves

Run in Central Kalimantan, Indonesia, the Katingan Mentaya Project is the world's

largest forest-based initiative aimed at avoiding emissions. The project extends to 149,800 hectares of peat swamps and aims to prevent emissions by conserving and restoring this critical carbon dioxide absorption area. Without this project, the area would have been transformed into industrial plantations freeing up immense amounts of carbon. This area is crucial for biodiversity and is inhabited by several species, including critically endangered orangutans and proboscis monkeys, as well as numerous other species that are indigenous to Indonesia only.



## mangrove forests – providers of comprehensive ecosystem services

Mangrove forests provide many valuable ecosystem services that

contribute to human well-being. Aside from storing carbon dioxide, they protect the coastline from storms and provide sustenance for a number of marine species. This project will afforest and reforest 226,000 hectares of degraded tidal wetlands in the Indus Delta in Pakistan. It will bring significant climate benefits, and contribute to conserving and maintaining biodiversity and protecting coastal areas.



## Keo Seima – a hotspot of biodiversity

The Keo Seima Wildlife Sanctuary is home to the largest number of species recorded in any

protected area in Cambodia. Deforestation for agriculture and resource extraction has accelerated in recent years. This is due to improved road accessibility, population growth and limited recognition of the value of biodiversity and environmental services. The project therefore aims to mitigate deforestation through a holistic approach to multiple drivers.

Gold Standard®





A young man with dark skin and curly hair is smiling while wearing large over-ear headphones. He is sitting at a desk, looking at a laptop screen. The entire image has a blue color overlay. The text "V. K&H Group's employees" is written in white, bold, sans-serif font across the middle of the image.

**V. K&H Group's employees**



# responsibility to employees

K&H Group considers its employees its most important resource; we are convinced that having healthy, satisfied, sufficiently motivated and highly professional and knowledgeable staff is a key to success. To this end, we strive in all areas of our human resource management to create an environment that supports the alignment of employees' expectations with corporate needs, and to provide opportunities to our colleagues for professional growth and achieving a sound work/life balance.

- » there are always opportunities for improvement at K&H
- » our colleagues are given opportunities to try themselves and improve their skills in different fields
- » they can work with experienced professionals, inspiring leaders and innovative digital technologies on interesting, professionally forward-thinking projects, continuously gaining valuable knowledge
- » opportunities are offered to staff to thrive and do what they are really interested in and good at, so that they can progress in their careers and be successful and satisfied in life
- » diversity, successful intergenerational cooperation and loyalty are considered values
- » to ensure an effective work/life balance, more than 1,600 head office employees can work from home office 50% of the time, while employees working at client points get to work from home up to 13 days per year
- » in 2024, we received the Top Employer certification for the second time, which, by international standards, clearly demonstrates our compliance with high-quality criteria
- » since 2017, we have served as a mentor company, setting an example for other market players with our Family-Friendly Workplace certification







# training

At K&H Group, we run professional training courses to encourage our employees' progress and nurture their careers within the company. We offer and finance a variety of training courses, in both conventional (classroom and online) and electronic (e-learning and video) formats.

HUF **725** million | training expenditure **865** | classroom and online training courses

**248** | e-learning courses **375** | training videos

**45** | employees received financing for individual higher education studies or professional certifications

- » professional and skill development courses supported with online tools
- » knowledge sharing forums
- » cooperation development programmes
- » training tailored to target groups
- » support for individuals writing their thesis
- » leadership development
- » computer courses
- » individually tailored support opportunities
- » job-based training packages



# equal opportunities

Ensuring gender equality and deciding about appointments based on merit alone have always been a part of our core values and organisational culture. This is evidenced by the fact that, at the end of 2024, the ratio of female managers at K&H Group stood at an average of 48%. However, we must continue to work towards gender balance at senior management level.

To ensure the widest possible range of development, K&H strives to provide special support to talented female colleagues with leadership potential and ambition.

## » In 2024, 69.5% of our promoted colleagues were women.

» In the latest, autumn 2024 selection round of the Start It @K&H incubator programme, which focused on the environmental and social aspects of sustainability, 7 teams were selected, including 3 sustainability start-ups and 4 with female founders.

Established in 2020, the K&H Career School provides further training for our female managers. In 2024, we joined forces with the K&H Diversity Rocks voluntary community to organise three “kitűNŐk” events, which included presentations by successful female K&H managers.

## » loyalty programme

Our community of steadily committed colleagues is a key strength of K&H.

Their value-creating work is acknowledged through a continuously expanded loyalty programme:

- colleagues receive congratulatory letters on the first and fifth anniversary of joining K&H;
- those who have been with K&H for 10 years (106 colleagues in 2024) are invited to a meal by their division heads in the last quarter of the year of their anniversary, and they get two days of additional paid holiday;
- those who have been with K&H for 25 years (40 colleagues in 2024) are invited to a festive dinner with the CEO, receive a bonus of HUF 250,000, and are given five days of additional paid holiday;
- from 2024, those who have been with K&H for 35 years (26 colleagues in 2024) are invited to a festive dinner with the CEO, receive a bonus of HUF 350,000, and are given seven days of additional paid holiday;
- in addition, staff loyalty is rewarded with additional paid holidays in other jubilee years (5<sup>th</sup>, 15<sup>th</sup>, 20<sup>th</sup>, 35<sup>th</sup>, 40<sup>th</sup>).

K&H encourages its managers to celebrate, together with their teams, colleagues in their jubilee years; a team welfare budget is allocated for this purpose. The voluntary community of Diversity Rocks actively participates in the realisation and extension of the loyalty programme.





# career planning and development

119,000

visitors to the  
careers page

1,695

video interviews

13,154

applicants

667

new employees

boomer	born before 1960	5
X generation	born in 1961–1980	130
Y generation	born in 1981–1994	218
Z generation	born after 1995	314

internship  
» 114 interns





### **“future leaders” programme**

A one-year programme to prepare people with no previous management experience, who are due to be appointed within one year or have been newly appointed, for their leadership role and responsibilities.

» 9 participants

### **“leader of future leaders” programme**

A one-year programme designed to prepare those who are due to be appointed within one year but have no previous experience as ‘leaders of leaders’ for the specific aspects of that role, or to support those who have already been appointed.

» 2 participants

### **KBC “top talent” programme**

We aim to identify and develop successors to senior management positions. Participants can join once a year, and the programme ends when they are appointed to the target positions.

In 2024, six of the 24 participants were promoted to higher management positions, and another participant was appointed senior manager.

### **careerSTART**

Since 2007, we have successfully operated the program for young graduates, which has been effectively supporting the banking careers of the younger generation for years.







# benefits

As a leading financial institution in Hungary, K&H makes every effort to develop and operate a remuneration regime competitive on the domestic market. To this end, we collect market information at all times, and regularly compare our remuneration structure with those of our competitors.

- » **In 2024, a total average differentiated salary increase by 7.5% was carried out**
  - **April 2024: 6.5%**
  - **2024: 1% general salary increase during the year**

Once a year, in April, **performance-based bonus** is paid. Depending on employee grade, this equals 1-3.5 months' gross salary in case of standard performance. Sales staff also receive bonuses based on several sales competitions during the year.

- In addition, the successful referral of employees is rewarded, and "employee / team of the year" award winners (announced annually in several categories) receive bonus.

We operate a **flexible benefit system** amounting to 10% of every colleague's base salary as of 1 January. Two new elements were added in 2024:

- reimbursement for the cost of remote work,
- and car sharing.

Thus our staff had 13 elements to choose from.

Popular benefits included half-day work on Saturday workdays and on 31 December, as well as holidays granted for voluntary activities.

K&H has granted its employees various discounts and support, as well as extraordinary benefits in 2024, to help them live a full life. Our colleagues can also get free legal advice on personal issues from our legal counsels, and we also let them use their company cars for free at weekends, supporting them yet further in a variety of life situations. The Group offers welfare assistance to current and retired employees in need: more than HUF 94 million was paid out in social support in 2024.





# programme for new mothers

We believe it is important that new mothers who are away from the workplace can keep up to date with the latest news from K&H Group; this is also intended as a means to help as many of them as possible to return to their workplace after childcare leave. Colleagues on maternity leave are invited to corporate events (family and sport days, Christmas team celebrations, “show me where you work” programme) in order to maintain an active relationship during long-term leave.

» IVF assistance, one person, HUF 200,000

# programme for colleagues approaching retirement

A team of our Diversity Rocks voluntary community keeps searching for new opportunities to appreciate those of our employees who have been with K&H for long, and/or staff who are approaching retirement. The following actions were taken based on their initiatives in 2024:

- » two visits by a lawyer specialised in pension and social insurance matters, who gave useful and practical advice about financial preparations for retirement,
- » a series of three presentations by a specialised psychologist about the mental aspects of the new phase in life,
- » presentation on agism as part of our diversity week,
- » VivaEngage team established for community building, and to ensure that the colleagues concerned receive first-hand information relevant to them,
- » self-help group formed, led by community members who are qualified trainers and coaches,
- » granting access to the “conscious pensioner” online programme of a former organisational development partner.

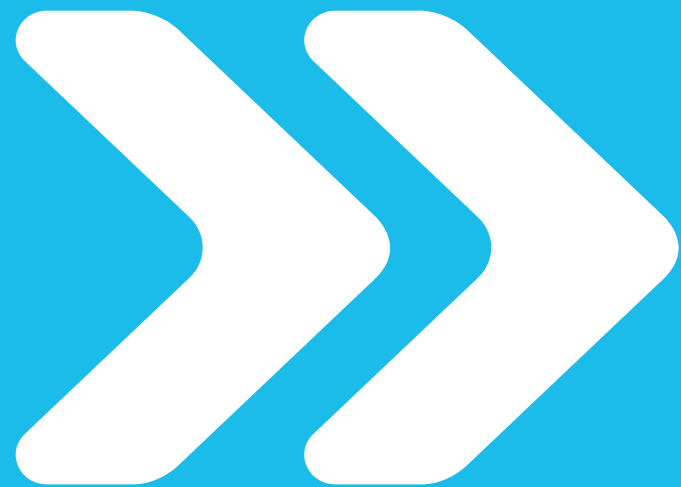


# excellent work conditions

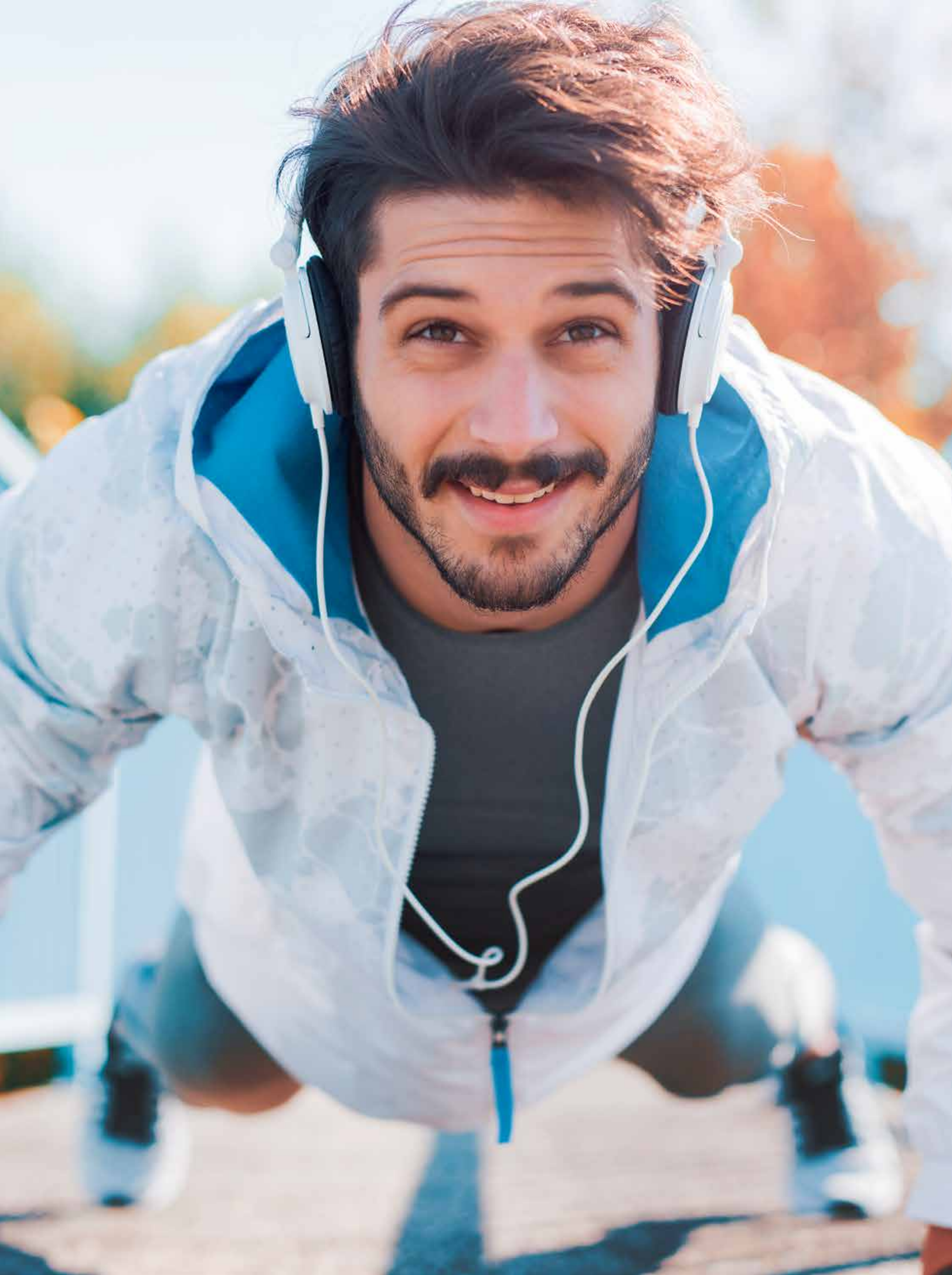
Outstanding work and continual professional development are possible only under the right conditions.

- » open-space offices promote continuous collaboration and teamwork, but separated meeting and focus rooms are also available for focused, absorbed work; and communal rooms allow for informal bonding
- » bicycle storage
- » break room: gives colleagues the opportunity to recharge at work
- » child-friendly workroom for employees with children; kids can play in the room where their parents work during the day

In 2024, K&H took further steps to provide the technical and regulatory conditions for working from home wherever permitted by the nature of the job. In line of our practice adopted over the past years, we maintain the 50% ratio of home office for jobs where possible, and provide a smartphone and a laptop computer to every employee who works remotely.







# healthier employees

**2,058** | occupational health examinations in Budapest

**926** | specialist medical examinations

**904** | examinations at locations outside the capital

**424** | partial reimbursement for glasses

- » specialist gynaecological, dermatological, rheumatological and ophthalmological services are available from our occupational health service provider
- » K&H allows employees to buy and receive influenza shots through our occupational health service provider (vaccines at cost price)
- » in 2024, 322 colleagues used “All You Can Move” sport cards in sport facilities across Hungary

## mental health

- » since spring 2020, K&H has offered its employees free mental health consultation with an external expert.
- » a complex burnout prevention programme was launched in 2023, helping colleagues with tests, consultations, an online knowledge base, presentations, e-learning and training.
- » in 2024, even more (234) support sessions were held with an external expert; of these, 153 were aimed at general mental hygiene, and 81 at burnout prevention.



# fire-, occupational-, banking-, and IT security

- » We consider it essential that the staff of K&H Group should be aware of fire protection, occupational safety and bank security issues. The relevant interactive educational material is available electronically, on the internal training portal.
- » Fortunately, the number of workplace accidents remained negligible in 2024; six cases were reported, and nine people suffered accidents on the road.
- » Newly hired employees also received e-learning training on information security to ensure the security of working with computers, especially from home.





A blue-tinted photograph of three people (two women and one man) smiling and looking at a laptop screen. The man is wearing glasses and a beard. The woman on the right is holding a tablet. The background shows a modern building with a glass facade.

## VI. K&H Group's responsibility

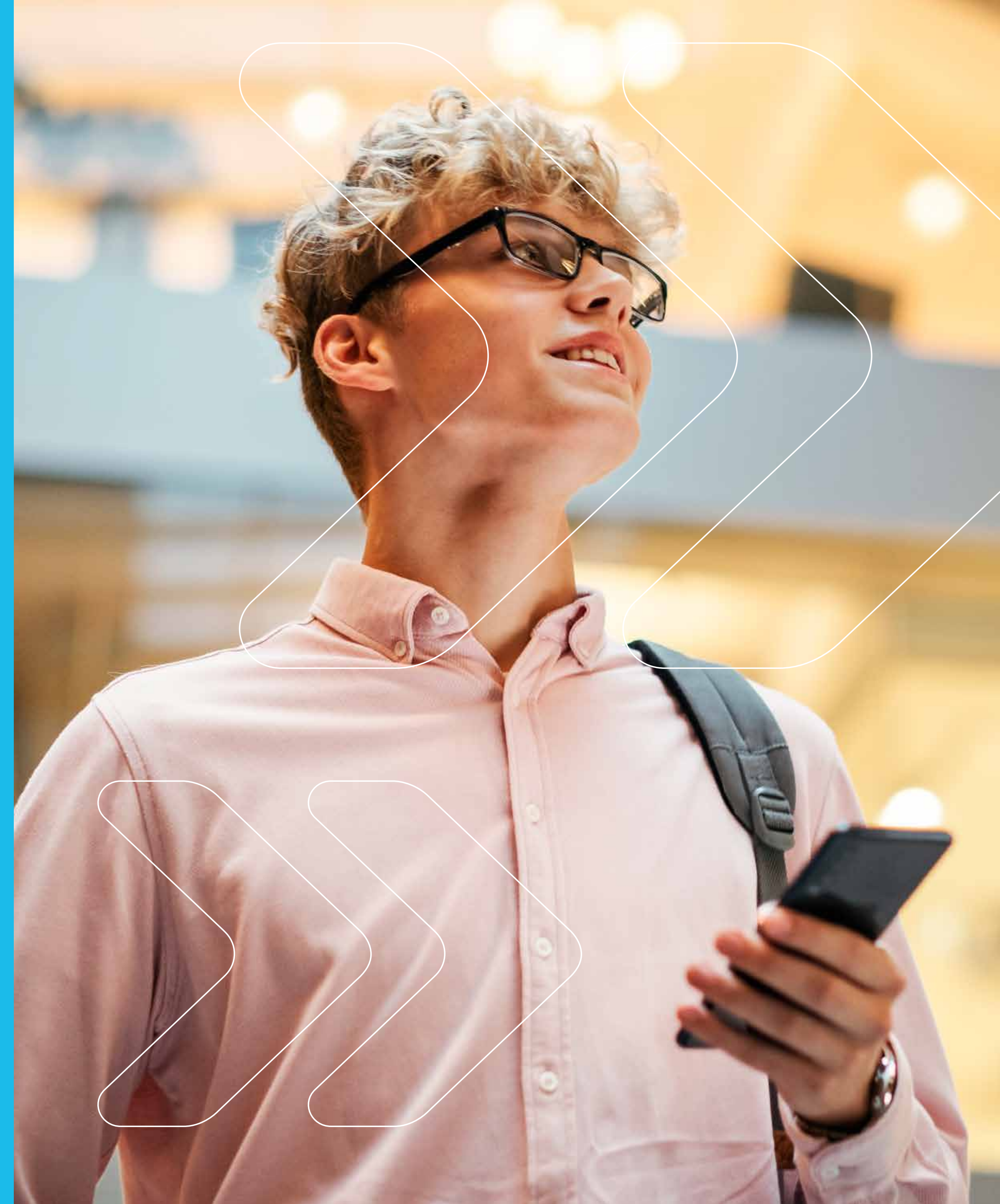


# responsible conduct

Responsible conduct is crucial to us in all activities. Personal integrity, competence, open communication, and prudent risk management are cornerstones of responsible conduct which also serves as the basis for an effective and credible sustainability strategy. Naturally, this goes beyond simple compliance with the relevant standards, regulations and corporate guidelines. Our vision and definition of responsible conduct are closely related to our corporate culture and values. This inspires us to behave in line with the following traits:

- » respectful: we treat everybody equally, we act transparently, we trust others, and we appreciate them for who and what they are.
- » open-minded: we are open to various ideas, reacting to proposals and questions positively and spontaneously.
- » Result-orientation: we do as we have promised and achieve our goals; we ensure quality in a timely and cost-effective manner.

We at K&H are aware of the importance of our roles, and we promote all values related to responsible conduct. Consequently, we took several steps last year in order to increase the awareness of our staff, as follows: Several related training materials on sustainability topics were introduced, for example about responsible conduct, responsibility, climate change, and biodiversity. These training sessions are obligatory for all employees. Additional optional training is available on our campus portal. As part of a KBC Group project, a new website was launched in Hungarian in late 2024 about responsible conduct and business ethics, where our colleagues can find interesting articles and useful practices. On the same platform, we intend to share existing knowledge and build a committed and interested community.







# relevant K&H inhouse policies

Our actions related to business ethics, social responsiveness, human rights, and the reduction of our environmental and ecological footprint are governed by rigorous principles.

## **business ethics:**

- » K&H Brand Group's Code of Conduct
- » K&H Banking Group's Ethics and Fraud Risk Management Policy and Strategy
- » Integrity Policy
- » Market Abuse Policy
- » Policy for the Prevention and Combatting of Money-laundering and Terrorist Financing

## **socially sensitive issues:**

- » Equal opportunities of access in customer relationships
- » Natural Person and Entity Customers Financing Policy

## **human rights:**

- » Collective Agreement (Sections 6A and 6B)
- » Whistleblowing Policy

## **environmental:**

- » Environmental Policy of K&H Brand Group and KBC Group's Hungarian Entities
- » Energy Policy (Environmental Protection Policy, Integrated Environmental and Energy Governance Manual)

## **two main objectives of the banking group's anti-corruption programme (Anti-corruption Strategy)**

- » Making clear what zero tolerance for any form of corruption means for the Banking Group, and defining aspects and principles that help employees and associated persons avoid conflicts of interest.
- » Working out Group-level solutions to ensure full compliance with all the legal requirements arising from or in connection with the United Kingdom Bribery Act and other anti-corruption legislation. Given the comprehensive nature and extra-territorial effect of the United Kingdom Bribery Act, this piece of legislation forms the basis of the Banking Group's anti-corruption programme.





# achievements in digitalisation

K&H had close to 770,000 digitally active customers in 2024, 77% of the entire clientele. Nearly 670,000 customers use the K&H mobile bank to make nearly 7 million payments with digitised cards every month; that equals 33% of all card payments. Almost 700,000 of our customers met Kate, K&H's digital financial assistant, in 2024, and more than 400,000 of them have already conversed with Kate.

## **K&H launched several novel and innovative solutions:**

- K&H pension insurance in the K&H mobile bank, for the first time in Hungary
- more than 55% of new retail bank accounts are opened digitally
- 68% of cash loans are provided digitally
- 73% of mandatory liability insurance contracts are concluded digitally
- digital confirmation of treasury deals eliminates more than 100,000 printed documents a year
- corporate clients with certified electronic signatures can sign daily banking documents and also loan agreements on the "e-post" platform
- the K&H CorporateAPI service allows corporate customers to directly link their accounting systems with the bank's account management system, thus automating their business processes and increasing their efficiency
- K&H mobile bank: new design and functionalities
- 22,000 K&H digital SZÉP card acceptance locations; 75,000 customers holding digital SZÉP cards

## **» investments and credit lines**

- credit lines were checked in the mobile bank on 200,000 occasions a month on average
- 46% of new regular investment instructions were received via the mobile bank



## » borrowing

- all important information (next repayment amount and date, current principal debt, maturity, interest rate) about current loans is available online
- 65% of the cash loans disbursed in 2024 were based on applications submitted digitally (e-bank / mobile bank)
- 38,700 cash loans disbursed in 2024
- total disbursed amount: HUF 63 billion

## » online account opening

- over 195,000 bank accounts opened online since the launch of the service in February 2021
- 55% of new bank accounts opened online

## » more than 700,000 clients have met Kate, K&H's digital financial assistant

- over 330 functions
- 60% of mobile banking clients have used Kate's services
- more than 12% of customers used Kate's services regularly at the end of 2024
- over 270,000 conversations launched by customers every month

## » insurance

- for the first time in Hungary, pension insurance can be taken out in the mobile bank (since September)
  - about 20% of all new contracts now concluded in this manner
  - fast, simple contracting and premium payment, immediate policy generation, portfolio automatically adjusted to expiry
- new, simplified car theft and damage insurance available in the mobile bank since December
- number of users of our digital client portal up by 20% in 2024; more than 2.5 million login instances
- number of claims launched through the digital client service (public web / authenticated web / mobile banking app) up by 87%
- more and more customers use the mobile bank for insurance administration:
  - overall number of insurance contacts concluded in the mobile bank up by 54%
  - number of views on interface summarising customers' insurance contracts up by 67%
  - 64% of vehicle liability and theft/damage insurance claims reported digitally; 88% of home insurance claims reported digitally
- 50% of new mandatory third-party vehicle liability insurance contracts and 70% of new home insurance contacts registered automatically, without human intervention
- Kate, K&H's digital financial assistant, helps in insurance matters, too, in the mobile bank

## » K&H cashback

- introduced in November 2023
- over 218,000 registered customers
- amounts credited to 25,000 customers
- nearly 94 million HUF credited in total until 31 December 2024







# safety in finances

With online banking and payment solutions on the rise, attempts at digital fraud have multiplied and diversified. In addition to providing technical protection, K&H is also committed to encouraging its customers to be vigilant.

In line with Recommendation 5/2023 of the Hungarian National Bank, the page <https://kh.hu/biztonsag-a-penzugyekben> describes the most common risks, how to protect against them, what to do after a successful attack, how to use devices securely, and what threats businesses face. By clicking on the topics, users can learn about the dangers associated with phishing, digital banking, and instant payment services, read suggestions from security experts, and learn the basics they need to know to protect their data and assets.

On the site, in addition to general signs of phishing, our customers can explore the typical scenarios and channels have been used recently, and how to protect against and report these types of attacks.

To help our customers identify fraudulent activity, we regularly post information about recent or ongoing phishing campaigns targeting our customers or our brand.

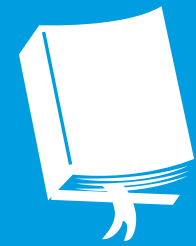
At times most popular for phishing (such as Christmas, Easter and Black Friday), K&H issues targeted communications to draw attention to the dangers, and in the event of widespread attacks, customers will also receive warnings through the digital channels used by the Bank.



# responsibility towards suppliers



**2,346**  
active suppliers  
(on group level)



every new  
contract contains  
  
the Code  
of Conduct



in high-value tenders, all bidders are  
required to complete the Corporate  
Social Responsibility (CSR) question-  
naire, which is part of the selection  
process of our parent company, KBC.

**By including the CSR  
questionnaire in our  
selection process,  
we aim to:**



integrate criteria  
representing social,  
ethical and  
environmental  
considerations



purchase products and  
services that have the  
least adverse impact  
on the environment



work with suppliers who  
can help KBC move towards  
sustainable development



work with suppliers who  
accept to be bound by  
the principles set out in  
the UN Global Compact







## » K&H fit for life programme

We launched the K&H Fit for Life Programme in November 2024 with the aim of providing support to young people cared for in the child protection system, making it easier for them to start their independent lives and integrate into society. The initiative gives young people the opportunity to receive training that enables them to learn things they are truly interested in and to find a job that they can enjoy, and which provides them with the required financial means.

Applications were invited from young people aged 16-24 who are in child protection or aftercare. In their application, entrants had to provide details of the training they wanted to receive, and a motivation letter explaining how the course would contribute to their goals and vision. Winning applicants may complete training worth up to HUF 1 million.

Our current and prospective customers were also able to contribute to the initiative – for each new K&H retail and premium account opened, K&H earmarked HUF 2 000 for the K&H Spirited Programme and the SOS Children's Village Foundation's Start of Life Fund. Existing customers could double the amount of support by activating K&H cashback.

The professional partner of the programme is the Hungarian Association of the International Federation of Foster Homes (FICE).





## september: the sustainability month

The fact that we work consistently and resolutely throughout the year to put environmental and social responsibility increasingly in the focus of our operations and initiatives is proof of our commitment to sustainability. Since 2022, September has traditionally been Sustainability Month at K&H, and to mark the occasion, in 2024 we donated HUF 10 million to the Life Start Fund of the SOS Children's Villages Hungary Foundation, which aims to improve the life chances of young people in care, so they could apply for funding for courses to help them get a job and for housing, to get a boost as they embarked on their adult life.

We also launched the K&H employee challenge, called "Team Blue", to encourage our employees to spend one working day a year volunteering, organised by the company. We teamed up with non-profit organisations to implement this initiative, thus raising social awareness among employees.

- » 1048 volunteers
- » 75 completed projects
- » 3046 hours of work





A man with a beard and glasses is working at a desk. He is looking down at a laptop. On the desk, there is a white mug, a smartphone, and some papers. In the background, there are wind turbines. The entire image has a blue tint.

## VII. K&H Group's social responsibility





**financial  
education**



**environment  
protection**



**entrepreneurship**



**health**



# financial education

## » K&H trendmonitor

helps readers see behind the economic news: analysis, opinions on market updates, investment opportunities, personal finances

- » 4 articles in 2024

## » K&H trendcast

opinions on market updates, in the light of the global market

- » 16 podcast episodes in 2024

## » K&H free e-learning materials

we provide a range of free e-learning materials for business start-up and development, available to anyone, on how to start a business, become a sole trader, launch an online store, raise capital through investors and prepare for bank financing

- » 6 e-learning materials

## » K&H investor club

club events explore deeper economic and financial market information that can provide guidance to private individuals and help them to make investment decisions

- » 7 face-to-face events
- » 1 online event

## » K&H e-portfolio

provides a 360-degree overview of personal savings and investment portfolios with up-to-date information

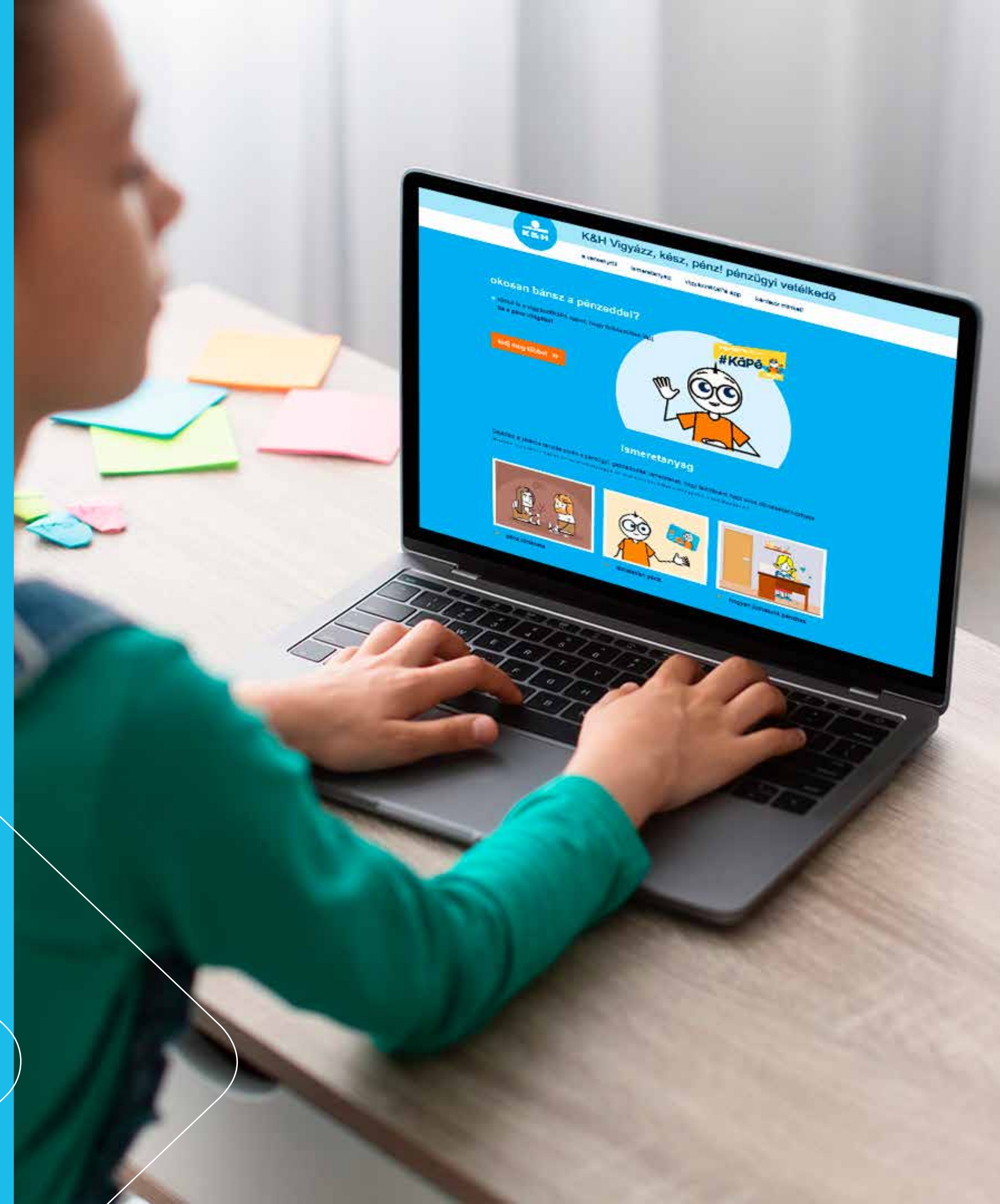




## » K&H Ready, Steady, Money! financial competition

Developing the financial literacy of the youngest generation is critical to enabling them to grow up confidently and easily in a world of everyday finance, banking, and digital innovations that are transforming the financial sector. More than 90,000 students from more than 860 towns and villages have taken part in the competition, in teams from around 2,000 schools. In the 2023/24 school year, over 12,000 students competed with the help of their teachers, parents and mentors. The first three rounds took place online, while the final was a major face-to-face event, which was a fitting end to an exciting series of challenges to improve students' financial literacy. Preparation was facilitated by a vlog on the ready#SteadyMoney website and the ready#SteadyMoney app, and the teams that reached the semi-finals were supported by a customer point mentoring programme.

- ready#SteadyMoney app  
number of downloads: nearly 34 thousand
- entry statistics for the 2023/24 school year:
  - 3,022 teams
  - 12,305 students
  - 504 schools
  - 267 towns and villages
- over 90,000 students
- customer point mentoring programme:  
130 teams and 53 customer points participated in 2024







# environment protection

K&H also wants to raise awareness of environmental protection through a wide range of social initiatives, and work to ensure that the society of the future can thrive in a liveable environment.

## » K&H for sustainable agriculture scholarship programme

In 2024, K&H invited applications for the K&H For Sustainable Agriculture scholarship programme for the tenth time. The programme aims to provide financial support for the studies and research work of students who are committed to the sustainable long-term development of agriculture.

Over the past ten years, 462 talented students have submitted their high-quality professional work to the K&H for Sustainable Agriculture scholarship programme. Including this year's winners, 78 of them have received more than HUF 15 million in funding to continue their research that can contribute to making agriculture more efficient, safe and sustainable. In addition, for the third time, K&H also awarded a special prize to the institution with the most applicants, which went to the Hungarian University of Agricultural and Life Sciences in 2024.





## » K&H animal-friendly groves

Following the popular K&H Cooling Groves, we have further developed our programme and launched the K&H Animal-friendly Groves initiative, which has the triple aim of increasing green space with diverse plants and animal habitats, promoting biodiversity in the courtyards of public education institutions and shaping children's environmental awareness.

Funding under the programme was available to primary schools, secondary schools and kindergartens. With cooperation from the 10 Million Trees Foundation by September 2024 the 30 winners planted trees, shrubs and herbs on a total area of 100 sq m in the courtyards of their schools to attract animals with insect-friendly plants, bird boxes, feeders, watering places and hedgehog houses to create a diverse green oasis in their institutions' courtyards, so that children will be able to observe the animals up close and learn about the benefits of the plants. We also provided educational materials to help teachers to further educate children about the importance of animals, plants and people living together, with a focus on biodiversity.





# entrepreneurship

**K&H has nearly 119,000 micro-entrepreneur clients, so in addition to providing innovative banking services and financing solutions, it also aims to support companies in successfully starting and scaling up their businesses by raising financial awareness.**

» **K&H: gap in the market!**

K&H's gap in the market! website provides professional tips and educational material for starting and developing a business, while the programme's community map allows users to identify shops in their area that are missing or temporarily closed, and even share retail space, thus encouraging entrepreneurship at local level. K&H is committed to encouraging new and innovative approaches among local business owners, for example by promoting effective collaboration between businesses. Collaborating businesses can share resources, knowledge, experience and customers, and together they can acquire new customers and new business opportunities.

» **K&H family business excellence award**

K&H created the K&H Family Business Excellence Award to recognise the contribution of Hungarian family businesses to the economy and their commitment to society. In 2024, K&H again rewarded those whose success stories can inspire other family businesses in Hungary to further development.

- 4 categories
- 5 winners

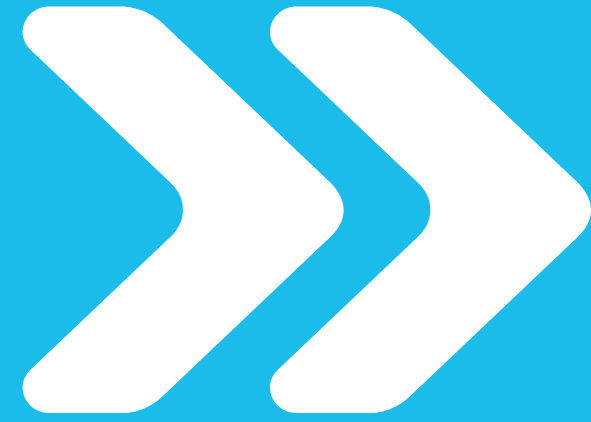
» **K&H family businesses club**

The K&H Family Business Club was created by K&H to provide an intimate environment for family business owners to learn from each other and from professional speakers, where they can talk openly about their family and business challenges and successes.

- 4 events in 2024







#### » **K&H NextGen academy**

One of the main challenges family businesses invariably face is succession: how the next generation can take over from the previous one in the most efficient way possible. When we launched the K&H NextGen Academy programme series 8 years ago, we did so with the aim of supporting those efforts by complementing existing knowledge and offering comprehensive information and inspiration in areas key to companies' future growth and sustainable operation.

» 6 events in 2024

#### » **start It @K&H**

Our Start It @K&H CSR-based incubation programme was designed mainly for recent start-ups promising great potential for growth in any sector. In Hungary's largest corporate incubator, with inspiring communities at both the Budapest and the Győr office, we helped these fledgling companies achieve their product development targets and supported their search for investors for a period of six to twelve months. Offered a chance to tap into K&H's domestic and international web of connections, participants also benefitted from guidance by experienced mentors. The latest selection process in autumn 2024, focused on environmental and social sustainability, returned a shortlist featuring seven teams, including three sustainability start-ups and four companies set up by women.





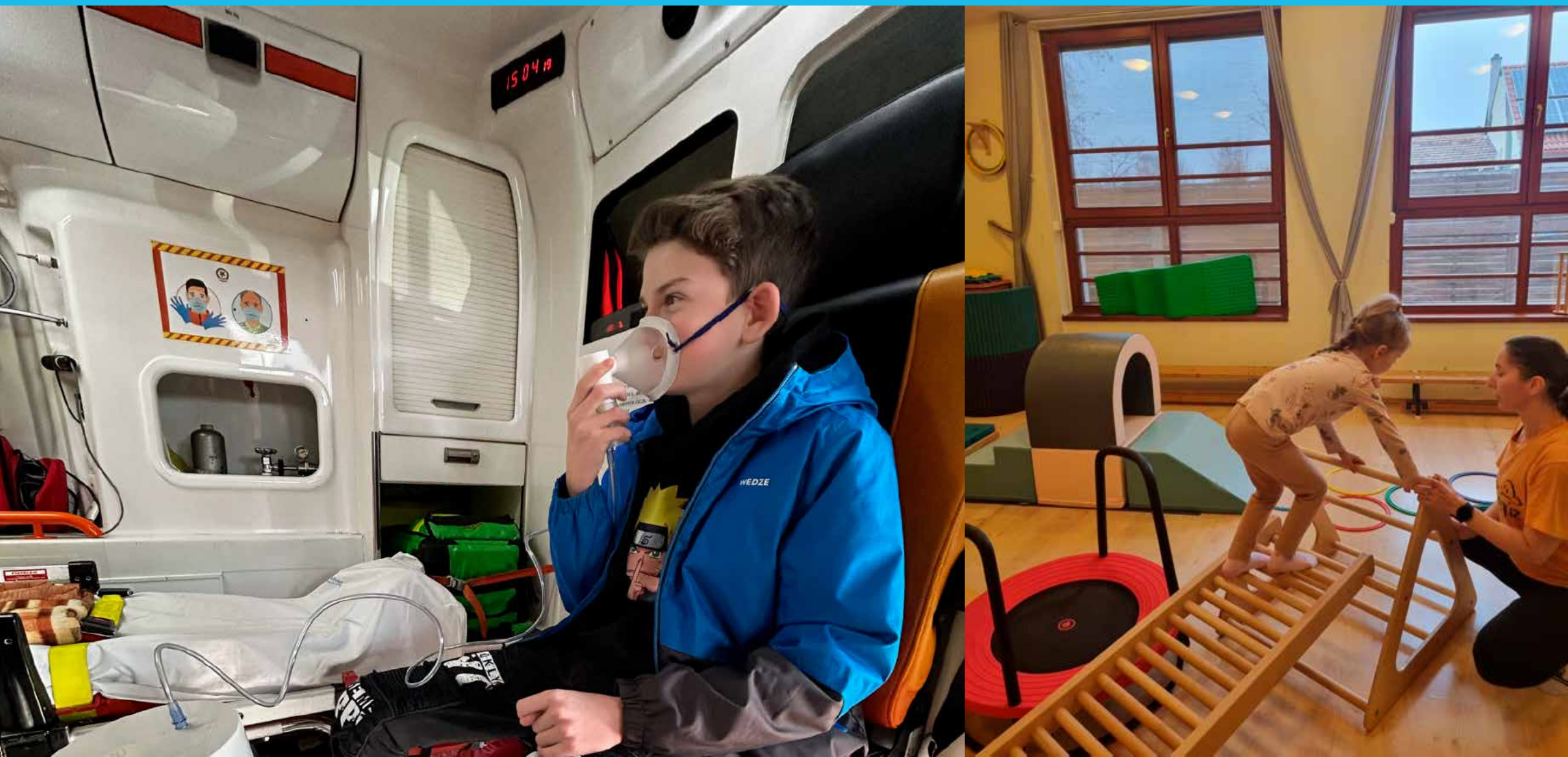
# health



**K&H MediMagic: as a leading financial institution, K&H strives to respond to society's needs and help its members live full lives.**

» **K&H MediMagic medical equipment purchase application scheme**

In 2024, for the 21st time, we announced a medical equipment procurement tender, this time focusing on pulmonary, orthopaedic and musculoskeletal diseases. In 2024, the jury selected 10 children's health institutions, which received a total of HUF 20 million worth of new, innovative equipment to enable them to diagnose and treat sick children more accurately and quickly. Our colleagues also joined the K&H MediMagic programme: a Budapest GP practice received more than HUF 1 million worth of medical equipment from their Christmas donation, and they opted to donate 1% of their personal income tax to purchase modern equipment worth more than HUF 1 million for another practice in Kistelek. Since the programme's inception, we have donated innovative equipment worth HUF 892 million to children's health care institutions, on a total of 552 occasions.



» **K&H healers of the future award**

For the second time in 2024, the K&H Healers of the Future Award was presented to recognise paediatricians under 40 who are passionate about their work and used innovative technologies. The call received 39 applications, from which the jury, media sponsors and the general public selected 6 paediatricians to receive the award in three categories. The winners received HUF 1.3 million each, of which they will use HUF 300,000 specifically for training so that they can treat their little patients even more effectively, using innovative technologies.





# K&H go!

As part of its social responsibility and community involvement, K&H Group pays special attention to prevention and sport.

» **K&H go! physical education (PE) teacher of the year**

In 2024, we signed a strategic agreement with the Active School Programme, and launched the 'K&H go! PE teacher of the year' initiative, which aims to showcase and recognise PE teachers who make children love physical exercise through their enjoyable lessons and motivating attitude.

The programme allowed the public to nominate their favourite PE teacher, and teachers with the highest number of nominations were put forth for the county-wide vote in three categories: teachers in schools with 200 or fewer pupils, teachers in schools with more than 200 pupils and young PE teachers aged under 30.



The teachers who collected the highest number of votes in each category in the counties were presented the 'K&H go! PE teacher of the year' county award. The county winners competed again for the national award, and the teacher with the highest number of votes within their category took home the national 'K&H go! PE teacher of the year' award. In total, 60 PE teachers were awarded the county prize and 3 the national prize. The nomination in itself was a great tribute to the teachers, and the public were enthusiastic in both nominations and voting, showing their appreciation for their favourite teachers.





## » e-sport

E-sport is the sport of the 21<sup>st</sup> century, as it shares some important features with traditional sports as well: it improves the mind, while requiring physical stamina at the same time. K&H is determined to set an example in this area too, by supporting dedication, commitment, and sporting excellence, and aiding and promoting Hungarian talent right from the start.

### » sponsored competitions:

- » K&H Hungarian National E-sport Championship (K&H Magyar Nemzeti E-sport Bajnokság MNEB)
- » K&H Junior Rocket League Cup
- » K&H University E-sport Cup



## » K&H E-sportsperson of the Year Award

In 2024, for the 9<sup>th</sup> time, we presented the K&H E-sportsperson of the Year Award in 18 different categories, recognising outstanding Hungarian e-sports players, members of e-sports organisations and those who perform exceptionally high-quality community work in e-sports. Candidates may include Hungarians competing in Hungarian and/or foreign teams, regardless of age or gender.

The award is presented annually at the National Gaming Expo, preceded by the setting up of a shortlist by K&H's professional jury and a public vote by the Hungarian gaming community.

## » Hungarian Women's E-sport Division

In 2024, on the occasion of Women's Day, the Hungarian Women's E-Sport Division was officially launched with the support of K&H. The first Hungarian E-Sport Division competition took place on the occasion of the division's day in September 2024.

## » Hungarian Junior Programme

The programme is organised by the Hungarian E-Sports Association (HUNESZ) and supported by K&H. The primary objective of the initiative is to provide regular competitive opportunities for the amateur gaming community. K&H attaches great importance to supporting and nurturing dedicated amateur e-sports players, who can become the e-sports players of the future.







## » paralympic cooperation

» Until the 2024 Paralympic Games in Paris, K&H was the sponsor of the Hungarian Paralympic Committee and the Financial Institution of the Hungarian Paralympic Team. In addition to supporting the Commission, this year we have also selected 3 outstanding athletes, whom we also supported individually through our K&H go! Paralympic scholarship programme. The dedication, commitment and excellence of these athletes should serve as an example to all. We rewarded excellence in Hungarian para-sport in three categories: we wish to support an athlete who has already achieved results in world competitions, a future hopeful and a helper. Through our scholarship programme, we aimed to help athletes focus on their most important task: preparing and performing well.

## » award winners

- adult category: Alexa Szvitacs, table tennis
- hopeful category: Bence Mocsári, triathlon
- helper category: Viktória Mesteri, fencing



# our awards



**Greengage Award**  
– Green mortgage services  
Category, 1<sup>st</sup> place



**Green Pledge trademark**  
– K&H Animal Friendly  
Groves Programme  
K&H agricultural CO<sub>2</sub> calculator  
co-operation with  
WWF Hungary



**Euromoney**  
– Hungary's best bank



**Euromoney**  
– Hungary's best  
your digital bank



**CSR Hungary Award 2024**  
– for best environmental  
responsibility -  
for the best sustainable  
agricultural solution



**Prizma Award**  
– CSR solutions category -  
Bronze Award  
for the K&H Future  
Healers programme



**Global Banking and  
Finance Review**  
– Best Digital Bank 2024



**Privatbankar.hu**  
– Best mixed  
dynamic fund  
1<sup>st</sup> place



**Privatbankar.hu**  
– Best commodity market fund  
2<sup>nd</sup> place



**Privatbankar.hu**  
– Best market equity fund  
2<sup>nd</sup> place



**Privatbankar.hu**  
– Best capital protected  
fund manager  
of the year  
2<sup>nd</sup> place



**Privatbankar.hu**  
– Best developed market  
equity fund  
III place



# our awards



Bronze in the digital advertisement category  
– for the ‘Bank of Legends’ campaign



Family-friendly mentor organisation since 2017



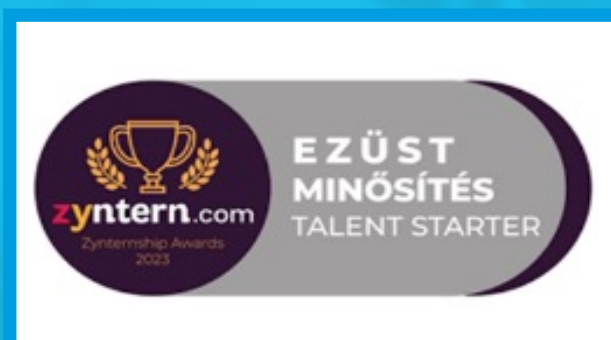
TOP EMPLOYER Hungary 2024



Global Finance international financial magazine  
– Best Trade Financing Bank Hungary Award



EuropaProperty CRE Díj 2024  
winner of the Bank category



Zynternship Awards 2024  
– Silver-grade certification



Award of the Chief Information Officers Association  
Dénes Ozorai  
– IT Manager of the Year



VISA Digital Innovator UX 2024



BCSDH Award for a Sustainable Future  
– for the Agri CO<sub>2</sub> calculator



Golden Blade Award  
– Silver for the ‘Bank of Legends’ campaign



Private banking business developer of the year 2024



Effie Awards Hungary 2024  
– 2x Ready, steady, money! Silver Award ‘Bank of Legends’ campaign – finalist with the K&H Gap in the Market 2.0 campaign



## VIII. GRI index





<b>Statement on the application of the GRI standard</b>	K&H has disclosed the information contained in the GRI Content Index for the period 01.01.2024 to 31.12.2024 in accordance with GRI Standards.
<b>GRI 1 used</b>	GRI 1: 2021 Basic

<b>GRI STANDARD</b>	<b>DISCLOSED INFORMATION</b>	<b>PLACE OF PUBLICATION</b>
GRI 2: General disclosures 2021	2-1 Details of the organisation	6
	2-2 Business entities included in the organisation's sustainability report	6
	2-3 Reporting period, frequency and contact point	1
	2-5 External certification	22
	2-6 Activities, value chain and other business relationships	6
	2-7 Employees	7, 24-33
	2-12 The role of the most senior governance body in overseeing the management of sustainability impacts	19
	2-19 Javadalmazási politikák	29
	2-22 Statement on the Sustainable Development Strategy	4,7,10-11
	2-23 Commitments in the sustainability policy	4, 10-14
	2-25 Procedures to remedy negative effects	14, 21-22
	2-27 Legal and regulatory compliance	36
	2-30 Collective agreements	36



GRI STANDARD	DISCLOSED INFORMATION	PLACE OF PUBLICATION
GRI 3: Special themes in 2021	3-1 Process for identifying special themes	10-11
	3-2 List of special themes	10-11, 44
	3-3 Introduction of how special themes are addressed	14-17, 19, 21-22, 24-33,35-42, 45-54
GRI 201: Economic performance 2016	201-1 Direct economic value generated and allocated	7, 15-17
GRI 205: Eliminating corruption 2016	205-1 Operations assessed for corruption risks	37
GRI 302: Energy 2016	302-1 Energy consumption within the organisation	21
	302-4 Reduction of energy consumption	21
	302-5 Reduction of the energy demand of products and services	21
GRI 303: Water and sewage 2018	303-1 Activities related to water as a shared resource	21
	303-5 Water consumption	21
GRI 304: Biodiversity 2016	304-2 Significant impacts of activities, products and services on biodiversity	22, 48
	304-3 Protected (conserved) or restored habitats	22
GRI 305: Emissions 2016	305-1 Direct greenhouse gas emissions (Scope 1)	21
	305-5 Reduction of greenhouse gas emissions	21-22



GRI STANDARD	DISCLOSED INFORMATION	PLACE OF PUBLICATION
GRI 306: Waste management 2020	306-1 Description of waste generated and the significant impacts of waste	21
	306-2 Management of significant impacts related to waste	21
	306-5 Disposed waste	21
GRI 308: Suppliers' environmental assessment 2016	308-1 New suppliers screened against environmental criteria	40
GRI 401: Employment 2016	401-1 Newly recruited or left employees	27
GRI 403: Occupational health and safety 2018	403-2 Hazard identification, risk assessment, incident investigation	33
	403-3 Occupational health services	32
	403-5 Provision of occupational safety and health training for employees	33
	403-6 Health preservation measures	31-32
	403-9 Work-related accidents	33
GRI 404: Training and education 2016	404-2 Workforce skills development and transition programmes	24-25, 28,30
GRI 405: Diversity and equal opportunities 2016	405-1 Data on the diversity of governing bodies and employees	26-27, 30
GRI 413: Local communities 2016	413-1 Activities involving local communities, including impact assessments and development programmes	41-42, 44-53