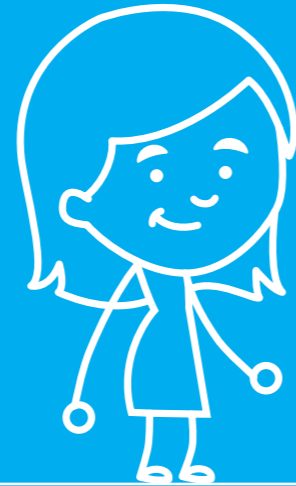


# K&H report to society 2025



## About the report

This report is the K&H Group's voluntary sustainability report.

This report provides an overview of the environmental and social activities and innovation achievements of K&H Group.

If you are interested in the detailed sustainability report of KBC, the parent bank of K&H, you can access it via the link below.

→ [KBC's sustainability report](#)



# CEO's welcome

At K&H, we believe that every business decision we make carries a responsibility to the future. For us, success cannot be measured solely in financial terms: we create real value when our business results are accompanied by a positive impact on society and the environment. Sustainability is therefore not an add-on, but an integral part of our strategy.

I am proud that K&H has become a leading player in the domestic green finance market in recent years. In 2025, our credit exposure in compliance with the MNB's green capital requirement exceeded HUF 200 billion, giving us a market share of more than 20%. We also offer responsible investment funds, which apply rigorous screening to ensure compliance with sustainability principles, and nearly 65 percent of new investments in 2025 flowed into these products. Working in partnership with our clients, we are taking an active role in the green transition by offering sustainable financial solutions across all segments, from green loans to responsible investments.

It is equally important for us to lead by example in our own operations. We continuously reduce our energy and water use and offset remaining emissions by supporting high-quality, credible carbon absorption and reduction projects. Nearly three quarters of our energy consumption already comes from renewable sources, and our electricity needs are met entirely with green energy.

I am convinced that sustainability is not only an environmental issue, but also a social one. This is why we are committed to supporting our communities and launching initiatives such as the K&H forever active programme, which raises awareness of the importance of self-care and of a long and healthy life. I believe that every decision we make can both strengthen our business performance and contribute to a more liveable, sustainable future. This approach defines how K&H operates today and will continue to guide us tomorrow.

**Peter Roebben**  
CEO, K&H Group



# our strategy shapes the future

---

Sustainability is an important pillar of our business strategy. We strive to work with our customers to take an active role in addressing the challenges of climate change and to help the economy transition to a greener way of working.

We approach sustainability not only from a green transition perspective, but also from a social and community perspective.

As a bank insurer, our job is to achieve our customers' dreams and to protect them, through our innovations to facilitate managing their finances.



K&H also helps the transition to a green economy in a changing natural environment and supporting its customers to prepare for the risks and changes associated with climate change.

Our aim is to enhance the positive environmental and social impacts of our products and services and reduce or avoid negative ones.



We apply strict sustainability guidelines to all business activities, with respect to human rights, the environment, climate, biodiversity, business ethics and sensitive/controversial social issues.



We do not support the financing of thermal coal and unconverted petroleum coke activities in the coal sector.



We will refrain from financing oil-based electricity generation and the exploration, development and production of new oil and/or gas fields.



We will not finance the cultivation, production, processing and trade of addictive and intoxicating crops/products (e.g. tobacco) or their essential parts.



We do not finance trucks with a rating lower than Euro VI.



We will not finance any activities related to the clearing, harvesting, illegal logging or illegal trade in ancient or tropical forests.

For the full list of restrictions, please see the [KBC Sustainability Guidelines Framework](#).

# our sustainability goals are clear

---



We are continuously reducing our own operational emissions, but we know that our responsibility as a financial institution is much greater through the carbon emissions of our lending portfolio.

In the area of social sustainability, we encourage our customers in building a strong financial foundation for a long and secure retirement by promoting financial awareness and encouraging early savings.



# K&H Group's environmental footprint

Year after year, we reduce the emissions of the K&H Group's own operations by introducing modern and energy-efficient solutions.

The emissions that we can no longer reduce in a given year will be offset by supporting nature-positive projects.

We reduced our **CO2 emissions** by **73%** compared to 2015.

In 2025, our carbon emissions were **5224 tonnes** 170 tonnes less than in 2024.

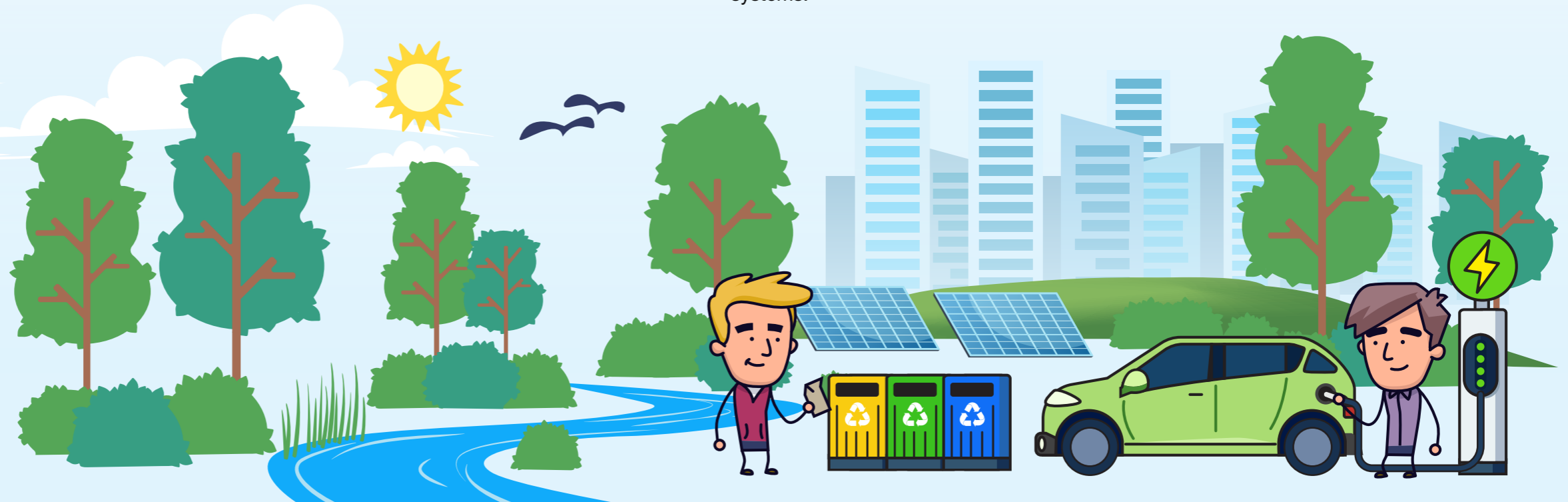
Our **water usage** has decreased by **45%** since 2015.

In 2025, we continued to improve the **energy efficiency** of our branch network, reducing our energy usage by **83%** since 2015.

We are on schedule to replace gas heating, move away from district heating where possible and install electric or heat pump systems.

By the end of Q3 2025, we had generated a total of 327 tonnes of **waste**, **67% less** than in 2015.

**70%** of our **car fleet** is **hybrid** and we are moving step by step to use only electric vehicles.



# our commitments to climate action



We are committed to managing the carbon emission of our financed loans in line with the 2016 Paris Agreement targets and have set our emissions reduction targets accordingly. This means a maximum global average temperature rise of 2°C, aiming for 1.5°C.

These targets have been made public, broken down by supported areas, and we monitor them regularly.

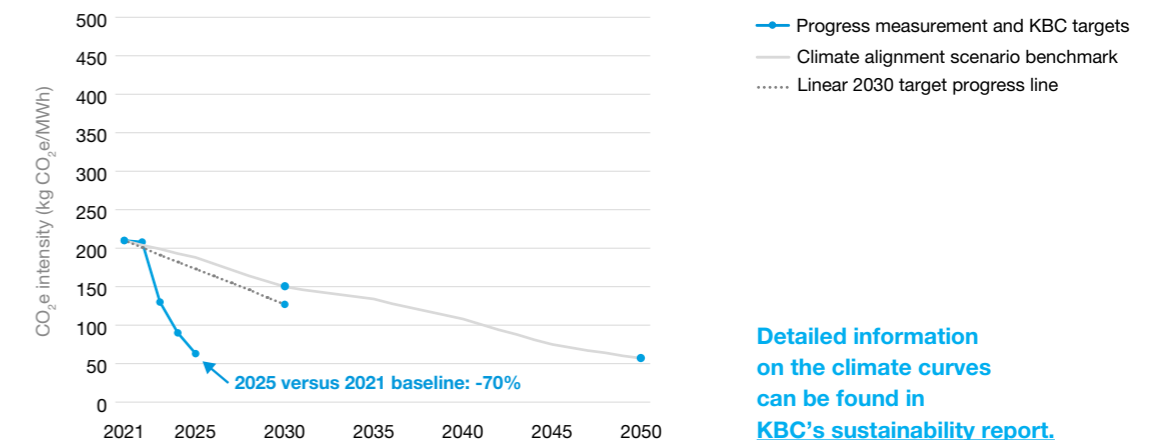
We have entered the market with green products and services to finance the green transition. On both retail and corporate side, we provide green loans that meet the requirements of the national and European green finance frameworks.

In addition to products, we see collaboration with our partners and customers as key to our preparation.

In 2025, we have organized webinars and customer meetings to reach hundreds of our customers. We are also developing decision support calculators to help our customers make informed choices.

We have created a separate decision-making body reporting directly to the CEO. We have placed a strong focus on the sustainability objectives of the organization by building personalized sustainability targets for senior management into the remuneration structure.

## Electricity sector portfolio



Detailed information on the climate curves can be found in [KBC's sustainability report](#).

# our product and services

## supporting sustainability

We were the first to enter the market with **green mortgages**, where approved loans are green rated according to the Hungarian National Bank's requirements system, whether for home purchase or renovation.



**We offer a free energy efficiency calculator to help our private customers make informed decisions about renovating their homes.**

Our customers can use the calculator to easily plan their home energy renovation, with information on the return on investment, overheads and carbon savings from the renovation. Thousands of people visit the service's web interface every year.

[→ free energy calculator](#)

**Our market share  
in green lending  
exceeds 20%\***

in 2025, making us  
one of the domestic leaders  
in green finance

**K&H home insurance  
is the only one in the  
Hungarian market to  
offer a 10% discount  
for sustainable homes.**

**We offer a wide range of  
investment and asset  
management services.**

**By choosing our so-called responsible  
investment funds, our customers  
contribute to the achievement  
of common sustainability goals.**

Through screening and exclusion, we ensure that our investment funds invest in companies with low sustainability risk and that their environmental impact is in line with sustainability principles.

In 2025, **nearly 65% of new investments were made in these funds**, with a total year-end portfolio of **more than HUF 1000 billion**.

\*Regarding the MNB's green housing capital requirement discount program.

# our product and services

## supporting sustainability

**We provide green loans to companies according to the requirements of the EU and major national green frameworks.**

We currently have a green loan portfolio of several hundred billion HUF.

Our focus is on financing green real estate development and renewable energy production.



**For businesses, we offer a unique green car leasing product for purely electric cars,** which is well matched by K&H's discounted CASCO offer for electric cars, with useful additional coverages (e.g. charging cable/charging station damage, battery discharge).

**For our agribusiness customers, we have developed our free greenhouse gas calculator** to help them assess their own emissions, whether they are involved in crop or livestock production..

The calculator is based on scientific criteria and looks specifically at greenhouse gas emissions from agriculture, such as carbon dioxide, methane and nitrous oxide. The tool is able to give its users a competitive advantage, as quantifying the carbon footprint of agricultural companies is not common practice in Hungary.

[→ K&H agricultural greenhouse gas calculator](#)



# K&H is embedded in the Hungarian society

One of the most pressing social sustainability challenge is the issue of the ageing society.

For K&H, it is of great importance to support its customers in building the financial foundations for a long and meaningful retirement. To this end, we help them to complement the opportunities offered by the pension system, and strengthen their financial awareness and long-term saving habits.

More than 5% of our clients already have pension savings.

In 2025, more than 20% of our new customers were under 35 and we aim to further increase the number of young people with pension savings.



The goal of our **influencer campaign** launched in August was to raise awareness among young people that self-care is today's responsible choice.

For a month, the four participating influencers had to live from the average pension - HUF 224 000 - and demonstrated the trade-offs and challenges of living comfortably in retirement through everyday situations.

At the end of the year, we reinforced this with our **K&H forever active tender**, which rewarded active seniors.

# we are connected to each other

---

We support the wellbeing and development of our employees, work together as a team and engage responsibly with the world around us.



**We support our employees' professional development and actively contribute to building their career paths within the company.**

We have put together a comprehensive training package, including classroom and online content.

We offer our employees a wide range of development opportunities. In 2025, we have invested nearly 1 billion HUF in their training.



**We are committed to ensuring equal opportunities for our whole staff, regardless of age, gender, national or ethnic origin, religion, political beliefs or sexual orientation.**

Gender equality is an important part of our core values and organizational culture, and we base our appointment decisions on merit alone.

At the end of 2025, on average 48% of managers in the K&H Group were women, while 68% of our promoted colleagues were women in the last year.

K&H gives priority support to talented female colleagues with leadership potential and ambition. Since 2020, K&H has been running the K&H Women's Career School, which aims to further train our female leaders.

In 2025, we have organised three „**kitűNŐK**” events for community building and development.

|                     |   |     |     |
|---------------------|---|-----|-----|
| managers            | » | 48% | 52% |
| promoted colleagues | » | 68% | 32% |

**From 2025, our key HR strategic goal is to focus even more on improving our quality of life.**

We launched the K&H wellbeing programme for our employees, which is built on 5 pillars: intellectual, mental, physical, social and financial wellbeing.

As part of the programme, we focus on education on healthy lifestyles, early prevention screening and counselling, building mental resilience, and transferring knowledge and tools to support everyday wellbeing.

In 2025, nearly 4000 of our colleagues participated in the programme's events. In addition to our network of 50 **wellbeing ambassadors**, we also have an active online community of over 700 people.



**4000** participants  
online  
community of **700** people  
**50** wellbeing  
ambassadors

**K&H's volunteering programme gives all employees the opportunity to get involved in community, social and environmental projects.**



Our volunteer colleagues can use one working day per year for this purpose. Since its launch in 2025, 3,197 of our colleagues across the country have contributed to fulfilling 104 dreams. Last year we collaborated with more than 100 non-profit organizations.



**3197** volunteers  
**104** dreams fulfilled  
**100+**  
non-profit partner organizations

**For more than 15 years, the K&H Ready, Steady, Money! program has been helping children learn the foundations of making informed financial decisions through experiential learning.**

So far, more than 100,000 students have joined us from online rounds to in-person finals to the final destination: a future where they handle their everyday finances with greater confidence, responsibility and awareness.

In the 2024/25 school year, a total of 3438 teams and 14 119 students from 525 schools participated in the competition.

**115** applicants  
**50** winners  
award of **HUF 100 000**

**Launched in 2025, the K&H forever active tender raises awareness of the importance of self-care and mindful living, including exercise, balanced nutrition, mental wellbeing, and financial planning.**



K&H has teamed up with the National Association of Pensioners' Clubs and Senior Citizens „Life for Years” (Életet az éveknek), to recognize senior volunteers who are creating a more active and community-based life in retirement. Out of 117 applications submitted, 50 winners will receive a award of HUF 100 000. The nominating organizations will also receive a grant of HUF 635 000.

Since 2004, our K&H MediMagic programme has been supporting paediatric healthcare.

To date, it has contributed nearly HUF 1 billion to the renewal of medical equipment in Hungarian institutions.

In 2025, out of the 74 applications received, it provided HUF 10 million worth of innovative new medical equipment to 23 ambulance stations and paediatric practices, delivering a total of 218 new medical equipment.

**HUF 10 million**  
**218** innovative medical equipment  
**74 applicants**  
**23 ambulance stations and paediatric practices**



The K&H healers of the future award, established in 2023, recognizes dedicated paediatricians under the age of 40.

In 2025, the competition was extended to cover the entire child healthcare sector, including professionals working in and outside of hospitals. This year, 3 specialists and 6 paediatricians were awarded out of the 49 applicants with HUF 1 million each, plus HUF 300,000 worth of professional development support.

**49 applicants**  
**3 specialists**  
**6 paediatrician**  
**HUF 1 000 000**  
per award

# innovation is in our nature

---



Our continuous developments aim to deliver an easy and fast experience to our customers when managing their banking and insurance needs, always tailored to their own preferences.

For us, artificial intelligence is not the future, but an everyday reality, where we combine AI technology with personal interaction.



At the heart of K&H Bank's digital innovations is **Kate**, the digital financial assistant offering 400 features to support customers in mobile banking.

On request, she addresses customers by their nickname and fulfils instructions given either in writing or by voice. Kate can autonomously handle 70% of transactions, displaying PIN codes, account numbers and credit card details, initiating transfers and simplifying online shopping. She also assists with purchasing highway toll stickers and independently sends notifications about upcoming deadlines, low balance or suspicious transactions.



Our mobile bank is the primary financial channel for our customers and we continue to enhance and extend it far beyond traditional banking services.

Among other features, customers can purchase public transport tickets, pay parking fees and settle cheques through the mobile bank, ensuring easy and fast administration of their everyday financial needs.

In 2025, we fully digitalized credit card and overdraft applications, accessible through K&H mobile banking and e-Banking, without paperwork, in just a few simple steps.

over **14 million** mobile bank logins  
**2.7 million** transactions  
**720 000 users** every month

**80%**  
of our more than **1 million** customers are digitally active.

In 2025, around 60% of new retail accounts were opened digitally, yet face-to-face contact remains important in our customer service.

Since 2018, we have been continuously upgrading our customer service points, 85% of which are now cashless. Our ATM network includes more than 630 ATMs equipped with NFC technology, enabling our customers to withdraw or deposit cash using their smart device, without the need for a physical bank card.

# securing the digital world through technology, progress, and education

A team of **30**  
professionals  
is dedicated  
to protecting our  
systems

We have taken down  
**400+**  
fraudulent  
websites

In 2025 we issued  
**phishing alerts**  
on **16** occasions

We operate  
**24/7**  
monitoring  
activities

Fraudsters most often exploit **human trust**.  
Through our **educational programs**, we aim  
to protect our customers.

**600 000** awareness  
newsletters

**17** training sessions  
for retail customers

**8** episode  
podcast for SMEs

We participated in the **MNB Pénz7 financial  
education program** for students as presenters.

We showcase particularly dangerous attacks targeting  
companies through an online security awareness game.

[→ Link to the game](#)

As part of our **developments**, we provide  
**real-time call verification** to help prevent  
our customers from fraud attempts. **We also  
send notifications reminding them** to review  
their transactions and keep their limits low.  
**Kate** provides support in fraud-related cases  
by guiding affected customers through the  
necessary steps to protect their funds.



# our sustainability prizes

## Euromoney

„Hungary’s Best ESG Bank 2025”

## IFUA Horváth

Green Wheel Award

## Portfolio Green Awards -

2025 Green Large Corporates Award

## PwC 2025 Most Attractive

Workplace

3rd place

## Top Employer 2025 Hungary

Hungarian National Bank Green

Insurance and Pension Fund

Award 2025

## CSR Awards

Behaviour magazine

„HR Solution of the Year”

competition CSR category -

Team Blue programme 3rd place

HRKOMM Award -

Wellbeing Programme Bronze Award

