



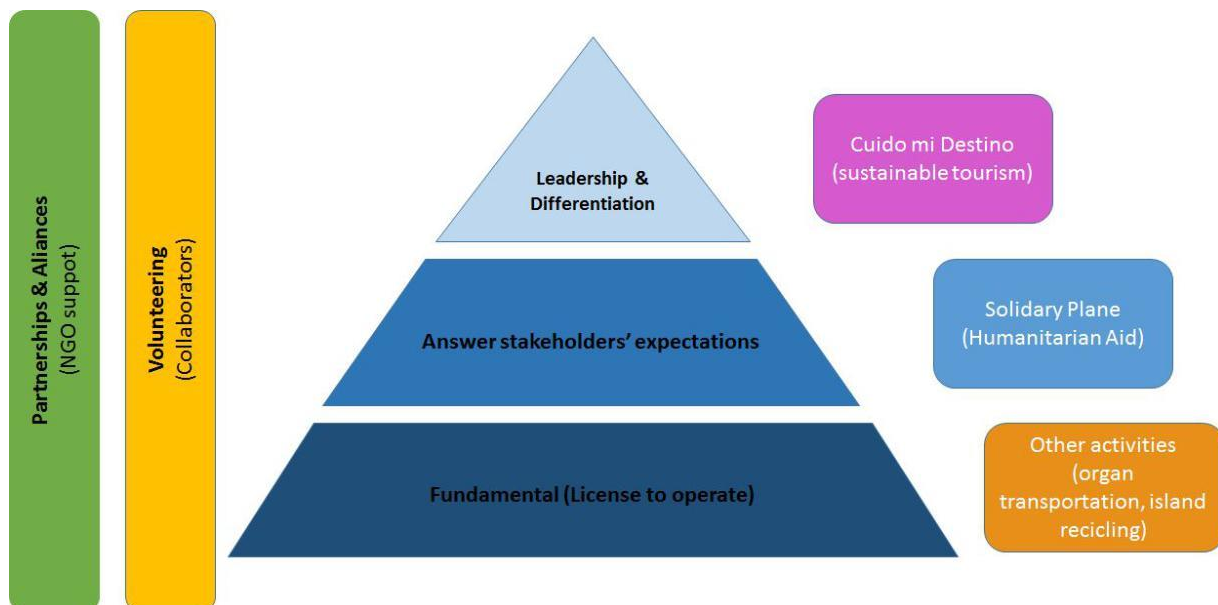
## LATAM Airlines Group Corporate Citizenship Strategy

LATAM Airlines could be the first airline worldwide to have a Corporate Citizenship strategy integrating these four dimensions:

- **Focused:** a strategy directed to the relevant areas where the company can satisfy a social need.
- **Aligned:** the strategy supports the business objectives and assets of the company.
- **Collaborative:** multi-stakeholder approach, involving collaborators and workers even with other organizations.
- **Measurable:** set goals KPI's for the business and the community to report on impacts.

### Resource distribution:

- 60% of the social investments go to the flagship program “Cuido mi Destino” (Care for my destination).
- 30% of the social investments go to the Humanitarian Aid program “Solidarity Plane”
- 10% of the investments are flexible to local needs, license to operate, or causes chosen by collaborators at the local offices. (I.e. diversity program in Brazil).





**Strategy description:** How can LATAM generate a long-term impact?

For the next 5 years, the Group's strategy, which will focus its social investment in Latin America, will be based on the following 3 pillars:

- A flagship regional program of sustainable tourism
- A secondary program that responds to the expectations of stakeholders in times of catastrophes or health situations
- Other actions which give us a license to operate

Under this scope, our **Key programs are:**

- Cuido mi Destino (Includes program Conociendo LATAM) - sustainable tourism program
- Solidarity Plane (Humanitarian Cargo / Aid)- response to catastrophes and health cases.
- Other Activities (Easter Island, Organs)- expected to comply with

**Business alignment:** the actual programs profit from the Group's assets and geographical scope:

Experts in logistic and transportation

- People sitting in a same space for hours
- Main externality is greenhouse gas emissions. Climate change can eventually affect operations
- Benefits of maintaining/improving a destiny will eventually benefit us.
- Programs generate engagement in our employees

Each program is aligned with the business, generates collaboration between different actors throughout society (strategic alliances) and are measurable over time with specific KPIs.

**Cuido Mi Destino- Sustainable Tourism Program (Flagship program)**

- Economic focus
- Environmental focus
- Sociocultural focus

**SDG alignment:**

- 8- decent work and economic growth
- 11- sustainable cities and communities
- 15- life on land
- 17- partnerships for the goals



	<b>Pillars of sustainable tourism</b>	<b>Focus</b>	<b>Detail</b>
<b>Cuido mi Destino program-</b> A global benchmark for sustainable Tourism	<b>Economic pillar</b>	Local economic development	Programs that will make it possible to generate revenues locally
	<b>Environmental pillar</b>	Environmental conservation	Programs to ensure that the resources of an area is preserved for future generations
	<b>Sociocultural pillar</b>	Awareness (program Conociendo LATAM)	Programs to educate in sustainability both on board and on land



### 1. Sustainable tourism Program- Cuido Mi Destino: Local Economic development

**Description:** Programs that will make it possible to generate revenues locally

Beneficiaries: **teens/young adults and adults**

Activity focus: **entrepreneurship and employment**

**SDG n°: 8 decent work & economic growth**

**Social KPIs:** # of places benefited by the program, # of jobs generated, % increase in sales due to training, # of supported enterprises, # of people participating in community activities, # of hours of community activities

**Business KPIs:** local development (**\$ generated in the region**), reputation/ branding, employee engagement

### 2. Sustainable tourism Program- Cuido Mi Destino: Environmental Conservation

**Description:** Programs to ensure that the resources of an area are preserved for future generations

Preserving the 5 most important ecosystems in Latin America

Preserving the most vulnerable ecosystems in each country we operate in Latin América.

Long term Partnership with important NGOs in conservation. I.e.: WWF Latin America

For example:

Argentina-

Brazil– ecosystems of the Atlantic Forest

Bolivia- high Andean ecosystem

Chile – glaciers and ocean, Huemul conservation

Colombia-

Peru – the Amazon

**SDG n°: 15- Life on land and 13- Climate action**

**Social KPIs:** # of preserved places in Latin América, Biodiversity and habitat (social progress index), tons of recyclable material transported

**Business KPIs:** regional tourism, reputation/ branding, employee engagement

### 3. Sustainable tourism Program- Cuido Mi Destino: Creating Awareness in Sustainability

**Description:** Programs to educate in sustainability both on board and on land.

**How:** harnessing the potential to influence audiences from a broad range of segments that travel on our planes.



Could use our own programs as educational content (contribute high quality content). Opportunity to communicate a generate client engagement.

**SDG n°: 12-Ensure sustainable consumption and production patterns or 17- Revitalize the global partnership for sustainable development**

**Social KPIs:** # of people reached in sustainability education, # of volunteers

**Business KPIs:** reputation/ branding, employee engagement, client engagement

### Secondary Program: Solidarity Plane

Scope: natural disasters and for health issues. (why? Those are the most relevant issues in the region, and they generate urgency and immediacy) Specific animal transportation for rescue could be considered in this. "To be known as the airline that cares for endangered animal species"

This may include:

- Free cargo transportation
- Volunteer transport (Firefighters, doctors, collaborators, NGOs)
- Victim transport
- Medical teams transport
- Organ transfer
- Patient transfer
- Rescued animal transport

The program answers stakeholders' needs and expectations. We are expected to contribute particularly to matters of national emergencies.

Future partnership with NGO for social logistic.

To maximize impact and minimize cost: focus on humanitarian transportation for collective rather than individual causes.

**SDG n°: 3- good health & wellbeing and 17- Partnerships for the goals**

**Social KPIs:** Access to health, access to emergency basic needs, # tons transported of help in catastrophes, # of people transported for health reasons, # of volunteers transported, # of employee volunteers, # transported rescued animals, # of victims transported, # of organs transferred

**Business KPIs:** relationship with local governments, reputation/ branding, employee engagement



**Opportunity:** platform of donations of miles/economic resources to certain causes and eventually contribute part of them (special care, upgrade, etc.).

### Others – license to operate

There are various activities that must be maintained because they are tactical and provide for the license to operate. For instance:

- Cargo transfers from Easter Island
- Organ transfers (Brazil)
- Actions in Argentina
- Animal transfers (if this is not a pillar of Solidarity Plane)

The company must continue to carry them out; however, it is important to be familiar with their function and not boost or share them with other countries (except for organ transfers, which is part of the Solidarity Plane).