



**FINANCIAL**  
40%

Net income 20% Net income

$\frac{\text{Net income}}{\text{Budgeted Net Income}}$

Maintain Qualifications 10%.

Key Indicators  
ROE  
ROI  
DA

New Business 10%

$\frac{\text{Committed Resources}}{\text{Expected Committed Resources}}$

% of income from abroad



**OPERATIONAL**  
10%

Operational Efficiency Project (IBM) 5%

$\frac{\text{Activities Performed}}{\text{Planned Activities}}$

Administrative Efficiency 5%.

$\frac{\text{Administrative Expenses} + \text{Operational Tx}}{\text{Assets}}$



**CUSTOMER HEALTH**  
30%

Sustainability

$\frac{\text{Activities Sustainability}}{\text{Programmed activities}}$

Includes initiatives related to climate change

Innovation 5%

$\frac{\text{Activities Innovation}}{\text{Programmed activities}}$

Risk 5%

$\frac{\text{GRC Activities}}{\text{Programmed activities}}$

Compliance 5%.

Rating of the measures adopted in the compliance plan

Positioning 10%

Indicator Media presence IPM

Action Plan Reputation Study



**HEALTH TALENT**  
20%

Talent Development 10%

Work Environment Indicator

Turnover Indicator

Compliance with Training Plan

Business Agreement 10%.

$\frac{\text{Initiatives}}{\text{Planned Initiatives}}$