

# // Social Investment Policy



With more than two decades of activity in Israel, the BIG Group serves as an important anchor for the communities in which it operates. We see engagement and connection with our community as highly important; we therefore reach out actively to form stronger community ties, accompanied by long-term financial investments reflecting our commitment.

### **Key areas of engagement**

Our social investment policy is based on the United Nations' Sustainable Development Goals (SDGs), promoting activity to benefit disadvantaged population groups and support equal opportunities in education, with a focus on the generation of the future – children and adolescents within the communities. We also work to promote causes related to health care, well-being, and gender equality. We provide assistance in the form of monetary support, infrastructures, connections, and substantial collaborations with non-profit organizations working in these areas.

### **Strategy**

Our social investment strategy is based on an ordered plan created by a donations committee. Donations are overseen by the head of ESG at the group, and carried out by a donations committee led by the company's president and chairperson.

The donations committee, which convenes on a quarterly basis, conducts an orderly procedure to accept requests, find the partners best suited to its strategy, help these partners expand their activities, and follow up on the actual execution of work plans of the organizations approved by the committee.

The investment strategy encompasses long-term support for organizations, for an average period of more than five years, reflecting the ambition to help these organizations generate genuine impact through their work and the awareness that such efforts depend on economic stability over the long term to allow a broad scope of operations.

### **Engagement**

Community engagement is an integral element of the group's organizational culture. Managers of the group's shopping centers are directly responsible for holding values-driven social activities at the sites and promoting local activities according to the requests of community organizations. We use our properties – our greatest resource – to raise awareness of vital social issues, social action and community engagement, volunteering, and concepts such as accepting differences, health issues, and more.

These activities are structured to allow the extensive involvement of employees, enabling us to assist a broader range of organizations, beyond our monetary donations. The company's donations policy stresses active involvement by employees in volunteering at the organizations we support; employees participate in organized volunteering events throughout the year.

### **Inquiries**

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