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The following is a Company Announcement issued by Mapfre Middlesea plc ('the Company'), pursuant to the Capital Markets Rules of the Malta Financial Services Authority.

Quote

Mapfre Middlesea plc announces that Mapfre has a new visual identity. After years of business transformation to better respond to customer needs and to an evolving technological and social landscape, Mapfre is updating the image it presents to society. This branding renewal reaffirms the company's core while more clearly expressing its activity across all markets and business units.

The new brand preserves the essence and legacy of an organization with more than 90 years of history globally and more than 40 years in Malta. A refreshed take on the iconic Mapfre red—now more vibrant and confident—portrays a clover logo that feels more contemporary and appealing. This, together with the use of lowercase typography to convey approachability, constitute the most recognizable elements of this evolution.

"Mapfre Middlesea has undergone a remarkable transformation over the past decade," said the Company's CEO Etienne Sciberras. "Today, we stand stronger, more agile, and better prepared to lead in an increasingly digital and connected world. Our refreshed brand identity reflects this evolution and reaffirms our unwavering commitment to our core promise: putting people first. This renewal is more than a visual change – it signals our dedication to being closer to our customers, anticipating their needs and delivering solutions that adapt to a rapidly changing environment."

The new branding will be rolled out across the more than 4,600 offices that Mapfre operates worldwide, as well as across digital channels and other corporate assets, including in Malta.

Unquote



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