



### 3.2 APPROACHES AND SEGMENTS FOR FINANCIAL INCLUSION

In accordance with the aforementioned commitment, we seek to contribute to the financial inclusion of all people, recognizing their differential conditions and the particular challenge of access to financial services faced by specific segments of people. That is why we embrace, based on the principles of universal design, differential approaches that may be intersectional and are associated with different aspects such as life cycle or geographic location, among others, in order to: identify populations, understand their needs, gaps, barriers and causes, and thus mobilize actions that favor their access to banking.

Below, we detail each of the differential approaches considered and the scope of each one adopted for the purposes of this document:

Chart 1 Differential Approaches Considered

Approach	Description	Scope
<b>Lifecycle differential approach</b>	Addressing financial inclusion from this perspective means recognizing that throughout the life cycle, individuals have unique needs, abilities, expectations, and responsibilities. These differences should be integrated into relationships and value propositions to facilitate access to and responsible use of financial services across various age groups.	<p><b>Minors:</b> Individuals aged 0 to 17 years<sup>1</sup>.</p> <p><b>Youth:</b> Individuals aged 18 to 29 years.</p> <p><b>Seniors:</b> Individuals over 60 years.</p>
<b>Disability differential approach</b>	Similarly, addressing financial inclusion requires understanding that some individuals have physical, sensory, cognitive, or psychosocial limitations. These abilities must be acknowledged in relationships and in developing value	<b>Physical:</b> Individuals with limitations in walking, holding objects, or performing other daily activities, as defined by each country's regulations.

<sup>1</sup> Daviplata's +14 strategy to bring children closer to financial inclusion



	propositions to ensure access to and appropriate use of financial services for people with disabilities that do not affect their decision-making capacity.	<p><b>Sensory:</b> Individuals with limitations in hearing, speaking, or seeing, as defined by each country’s regulations.</p> <p><b>Cognitive:</b> Individuals with limitations in mental capacities that may impact their adaptation, independence, communication, social participation, education, or employability, as defined by each country’s regulations.</p>
<b>Ethnic differential approach</b>	Addressing financial inclusion from this perspective means recognizing that the countries in which we operate are pluri-ethnic and multicultural, with individuals belonging to groups that have unique values, concepts, practices, and customs. These distinctive aspects must be considered in our interactions and in crafting value propositions to ensure effective access to and use of both financial and non-financial services.	<p><b>In Colombia<sup>2</sup></b></p> <ul style="list-style-type: none"> <li>• <b>Indigenous Population</b></li> <li>• <b>Black, Afro-Colombian, Raizal, and Palenquero Population (NARP)</b></li> <li>• <b>Romany or Rrom<sup>3</sup> Population</b></li> </ul>
<b>Gender differential approach</b>	This approach also requires understanding the specific circumstances and experiences that individuals face based on their gender and related social roles. Acknowledging these factors in our interactions and in developing value propositions is crucial for improving	<p><b>Male</b></p> <p><b>Female</b></p>

<sup>2</sup> For CAM countries the equivalent will apply.

<sup>3</sup> [Romany Romm Population](#) - DNP 2010



	access to financial and non-financial services.	
<b>Gender identity and sexual orientation differential approach</b>	Furthermore, it is essential to recognize that a person’s gender identity may differ from the sex assigned at birth, and their sexual preferences may diverge from traditional expectations. Embracing these realities in our relationships and value propositions can significantly enhance access to and use of financial and non-financial services.	<p><b>Gender Identity:</b> Male Female Transgender Male Transgender Female</p> <p><b>Sexual Orientation:</b> LGBTQ+ Population, among others not encompassed by heterosexuality or binarism.</p>
<b>Territorial differential approach</b>	Addressing financial inclusion through this lens means fully grasping that individuals in the countries where we operate inhabit diverse environments. These range from varying territorial extents and population sizes to differing distances from urban centers, economic activities, and experiences with conflict. Integrating these distinctive elements into our interactions and value propositions is vital for effectively enhancing access to and utilization of both financial and non-financial services.	<p><b>In Colombia<sup>4</sup>:</b></p> <p><b>Rural Municipalities:</b> Municipalities with fewer than 25,000 inhabitants in the main town and a population density between 10 and 100 inhabitants per square kilometer<sup>5</sup>.</p> <p><b>Dispersed Rural Municipalities:</b> Areas not organized into municipalities, with small main towns and a population density of less than 50 inhabitants per square kilometer.</p>

<sup>4</sup>For CAM countries the equivalent will apply.

<sup>5</sup>[Definition of Rurality Categories](#) - DNP 2014.



		<p><b>ZOMAC (Territorial Zones of Strategic Importance for the Economic and Social Development of the Region)<sup>6</sup></b></p> <p><b>Municipalities with PDET (Territorial Development Programs)<sup>7</sup></b></p>
<p><b>Other differential approaches</b></p>	<p><b>Migrants:</b> From this perspective, financial inclusion involves a deep understanding of individuals who have been compelled to leave their homeland to establish themselves either permanently or temporarily in new countries. Recognizing this reality in our interactions and value propositions is crucial for facilitating their seamless access to and use of financial and non-financial services.</p>	<ul style="list-style-type: none"> <li>• <b>Individuals with foreign citizenship</b></li> <li>• <b>Special Permit for the Promotion of Formalization</b></li> </ul>
	<p><b>Actors in the Popular Economy:</b> Approaching financial inclusion with this perspective requires acknowledging that a substantial portion of the production, distribution, and commercialization of goods and services, along with domestic and community-based activities, is managed by small-scale economic units—whether personal, family-run micro-businesses, or micro-enterprises. Embracing this understanding in our interactions and value propositions is key to unlocking their full potential and</p>	<ul style="list-style-type: none"> <li>• <b>Sole proprietorships</b></li> <li>• <b>Family-run businesses</b></li> <li>• <b>Microbusinesses</b></li> <li>• <b>Microenterprises</b></li> <li>• <b>Individuals or organizations involved in the care economy</b></li> </ul>

<sup>6</sup> Zones Most Affected by the Armed Conflict

<sup>7</sup> Municipalities with Territorially Focused Development Programs. Decree 8093 of 2017



	improving their access to and use of financial and non-financial services.	
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At Davivienda, we recognize the transformative potential of providing underserved or overlooked individuals with access to the formal financial system. This can be achieved through a variety of financial instruments and services, including savings, investments, credit, mobile wallets, and insurance. Moreover, we remain open to new solutions that may emerge, further advancing universal banking access.

**Chart 2. Typology of financial services applicable to inclusive growth**

Type of Service	Objective
<b>Savings and Investment</b>	We offer solutions that help individuals grow their wealth and assist businesses in managing their daily finances, globalizing their operations, and investing intelligently.
<b>Loans</b>	We enable individuals to acquire and achieve their goals, and help businesses continue to grow by providing access to financing with various applications, including free investment, working capital, mortgage loans, leasing, and credit cards, among others.
<b>DaviPlata Mobile Wallet</b>	Our offerings are designed to make it easy for individuals to conduct transactions and access products that help manage their money and build their future, including credit services, savings, insurance, and a marketplace, among others.
<b>Insurance</b>	We provide products to help individuals protect their assets and effectively support their families.

For details on the bank's products associated with the financial instruments mentioned in the previous table, please refer to Annex 2, Section 2.2, Financial Products.