



MoveNow

Impact Fund



Is it Move? MoveNow? Move it?



Clarifying Our Social Strategy vs. Brand

Move by 2030 is the **internal strategy name** — it guides our long-term vision and goals through the year 2030.

➤ *It's **time-bound** and **ambitions** may evolve after 2030.*

MoveNow is our **external brand identity** — the umbrella name we use for ALL visible initiatives, programs, and messaging.

➤ *It's **what partners and the public engage with**.*

➤ *It stays consistent, even beyond 2030.*

In short:

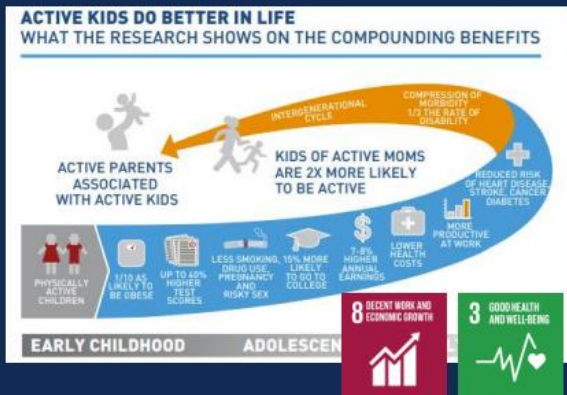
👉 *"Move by 2030" is our strategic roadmap and our strategy name within our community*

👉 *"MoveNow" is how we show up, present and take action.*

MOVE NOW

To move the next generation

move
now



Sport is the most important driver for **physical, mental health** for a successful development in school and employment.

The **next generation** is hit hard by the actual crises – from covid to climate.

As Allianz believes in the power of sports and its positive impact on **body, mind and soul**. We want to put our resource forward to make young people **move again**.

move
now

2022: Kicking off purpose led initiative jointly as part of Olympic and Paralympic Program



MoveNow Camps

Sport camps for international youth

10 local camps took place with

8000+

kids participating



MoveNow Hackathon

Brainstorming new initiatives for the Next Generation

140

participants, 14 concept papers, 5 ideas to be followed up on



First Price for the Program

Spobis, Europe's biggest sports business organization has awarded MoveNow the

2nd

place for sustainability in sports.



MoveNow Announcement

Launch of the MoveNow Program and create first awareness

300+

Likes on LinkedIn & picked up by big German newspapers (e.g. FAZ, Süddeutsche)



MoveNow Club

Foster participation by getting young people to move via Tik Tok

17mn

views, 77mn impression, learning generated how to digitally engage the next generation



With our global social impact program, over 90 projects have received grants since 2017

90

Social Projects

24.3k

Direct Beneficiaries



ALLIANZ MOVENOW IMPACT FUND

Our key grant-making program offering a strategic opportunity for our OEs to make a difference in the communities they're in, focusing on creating measurable impact and leveraging the power of inter-sectoral partnerships in the delivery of Allianz's Social Impact and Corporate Citizenship agenda.

Allianz UK MoveNow Future Festivals

Allianz UK, worked with the Youth Sport Trust to inspire UK school children to rebuild their **health, happiness, and resilience** post-COVID through its **MoveNow Festivals** from Sept. 2023 to Oct. 2024, designed to provide opportunities for **children aged between 11-13** with mixed abilities to try various **sports and activities** at facilities across the UK from Scotland to Bournemouth.

move
now

20	FESTIVALS
138	SCHOOLS
310	VOLUNTEERS
1661	BENEFICIARIES
99%	POSITIVE EXPERIENCE



Allianz Indonesia EcoPower



Empowering Indonesian **youth**, including **women** and **people with disabilities**, by integrating **financial literacy** with **environmental sustainability** from 2024 to 2026.

Ecopower Course

- 10,291 learners in 2024
- The **second most popular** course on platform
- Adapted content for learners with **disabilities**

Enrichment program

- 55 participants
- 58% female participants and 88% individuals with disabilities
- Sign language interpreter was provided
- learning improvement increased by 83.31%

Empowering Sustainable Futures through Financial Literacy

MoveNow Impact Fund (MIF) Program Set Up



What a great MoveNow impact project looks like for us

Systemic issue that your project aims to address

Creates value for society, business and/or employees

Contribution and alignment to MoveNow strategy

Long-term impact-orientation of your project

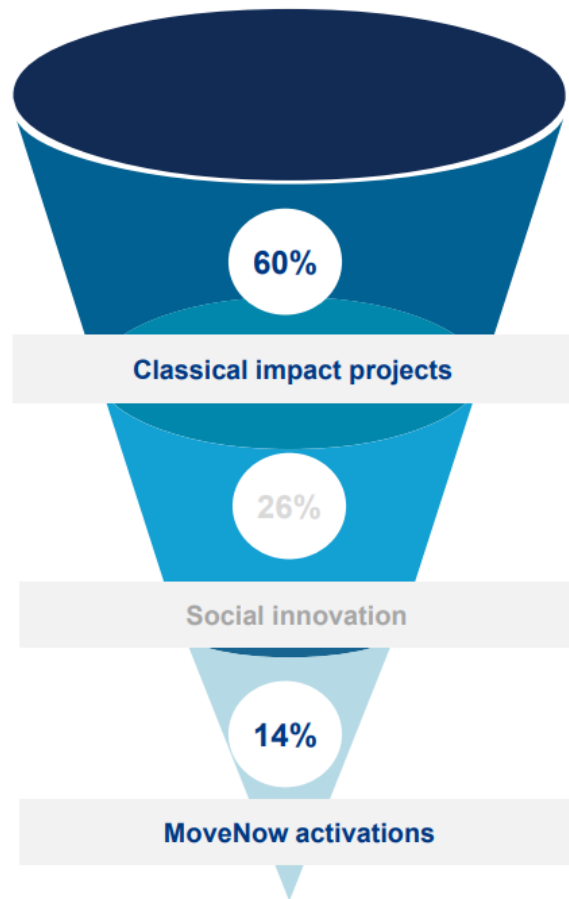
Partnering for your project goals



- ❑ **Clearly identifies the social or environment issue being addressed**, along with the specific community or group the project will support.
- ❑ **Defined measurable outcomes and intended long-term impact.** Refer to the Global Social Impact Tracker to guide planning and evaluation.
- ❑ **Includes end2end activation opportunities** during the program and plans for sustaining impact beyond the funding period.
- ❑ **Backed by local leadership** to ensure alignment with operational priorities and increase feasibility of continued engagement and support.
- ❑ **Contributes to one or more focus areas of the global MoveNow strategy**—Moving the Mind, Body, or Society—and shows relevance to business, employees, or broader societal goals.
- ❑ **Demonstrates efficient and transparent use of funds**, with most resources going directly to activities rather than overhead or infrastructure.
- ❑ **Works with external and impact-oriented partners** who have passed an integrity check and have capabilities of scaling tracking and reporting progress and impact.
- ❑ **Encourages employee involvement** through volunteering or related engagement opportunities (highly recommended!)

MIF Priority Focus Areas

Projects aligned with our priority focus areas will receive higher consideration—especially those focused on literacy, resilience-building, climate adaptation, and the creative use of sport to address social or environmental challenges.



Basic, financial and risk-based literacy

Projects that build foundational skills like numeracy, reading, and critical thinking to help individuals understand financial concepts, assess risks, and make informed choices—whether in everyday life, major decisions, or in response to climate and economic challenges.

Resilience Building

Projects that strengthen the capacity of individuals and communities to withstand and adapt to social and environmental challenges. This can include initiatives that support mental and physical well-being across life stages, promote social inclusion, or build systems that help people navigate change and adversity.

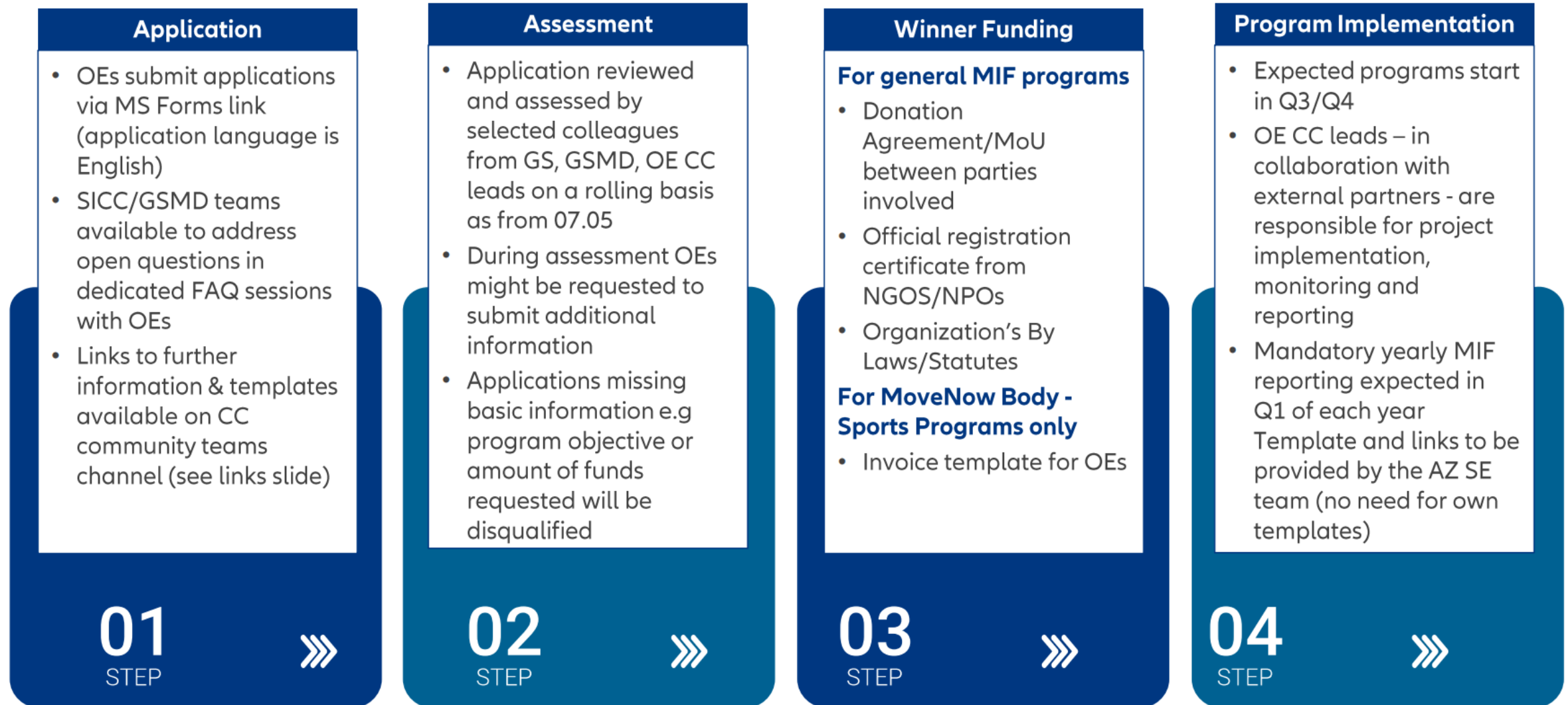
Climate adaptation

Projects that help communities (beyond core Allianz offerings) prepare for, respond to, and recover from the impacts of climate change—such as extreme weather, rising temperatures, or resource scarcity—by promoting sustainable practices, infrastructure, and community-based solutions that reduce vulnerability.

Sports-enabled projects

Beyond the MoveNow activations, we consider projects that creatively and innovatively use sport as a tool to address broader social and environmental challenges. These may focus on building resilience, supporting climate adaptation, promoting literacy, and fostering inclusion.

MoveNow Impact Fund (MIF) Process Overview



MoveNow Impact Fund (MIF) 2025 Timeline



May – June 2025

Assessment

Review of applications on a rolling basis

Submission deadline 09.06



End of June 2025

Winner Announcement

Announcement of Fund Recipients

MIF winners to be informed



July – September 2025

Funding process

Documents processing & fund transfers



October 2025 – Dec 2025

Implementation

Program implementation

MIF reporting from Jan 2026

Programs/Project Examples

Basic, financial and risk-based literacy	<ul style="list-style-type: none"> • Climate-risk literacy for farmers: community workshops to teach farmers to interpret climate forecasts, understand crop insurance options, and manage financial risks through accessible, visual tools. • Gamified-life simulations and literacy: In low-income urban schools or communities, youth can learn critical thinking through real-life scenarios like planning for further education or avoiding debt.
Resilience Building	<ul style="list-style-type: none"> • Community Resilience Workshops: Programs like post-disaster recovery circles that enhance coping strategies, mental health awareness, and social cohesion in vulnerable populations. • Life Skills Training: Sessions focusing on decision-making, problem-solving, and adaptability to prepare individuals for life's challenges.
Climate adaptation	<ul style="list-style-type: none"> • Flood-readiness programs: Equip schools or communities in flood-prone areas with educational kits, early-warning systems, and training on evacuation and water safety. • Greening initiatives for youth: Teach urban youth how to design and maintain green roofs or walls, promoting both job skills and urban climate resilience. • Sustainable Livelihood Training: Teaching alternative income-generating activities that are environmentally sustainable.
Sports-enabled projects	<ul style="list-style-type: none"> • MoveNow Day: The Allianz MoveNow Camp – Global Edition has been reimaged to become a MoveNow Day with a strong focus on increasing reach and empowering kids under our protection to enjoy life, around the world. Target group for this year is young people aged 8 to 16, including those from disadvantaged backgrounds or who've had a tough year behind them. *More information to be shared with OEs.

Further Sports Engagement opportunities



Based on the structure of your local MoveNow Day event whether it takes place in an Allianz Stadium or not, **you can explore a variety of potential activation and engagement opportunities to get the next generation moving:**

- **Allianz Family of Stadiums:** Leverage a stadium within the Allianz family to host your activation, providing a dynamic and inspiring day of activities, showcasing to the world the strength and unity of the Allianz family. **Be part of our goal of bringing 10,000 kids to our stadiums!**
- **Local Sports Camps:** Create a day full of fun and physical activity, where children can engage in soccer tournaments, yoga sessions, or explore various sports, promoting movement and well-being
- **FC Bayern Watch Party:** host a MoveNow Day with a watch party, uniting everyone to watch an FC Bayern game together, connected with other physical activities
- **Integrate with your local Team Allianz Ambassador:** sports session or workshops centered around MoveNow pillars, to inspire participants to integrate wellness practices into their lives, fostering physical/mental health, and social connection
- **Boost your experience with exclusive FC Bayern assets:** FC Bayern merchandise, autographed cards or **think big** – and we can boost your event with exclusive FCB assets, tailored to your vision – SHARE YOUR IDEA WITH US!



Olympic & Paralympic Partnerships



People

Employee Engagement

Employee Pride

Talent Attraction Uplift

Business

NB GWP

OCOG Insurance Program

IOC

Brand

Partnership Awareness

Brand Likeability

Purchase Consideration

	2021	2022	2024
Active Markets	50	34	60
Team Allianz Athletes	52	119	170