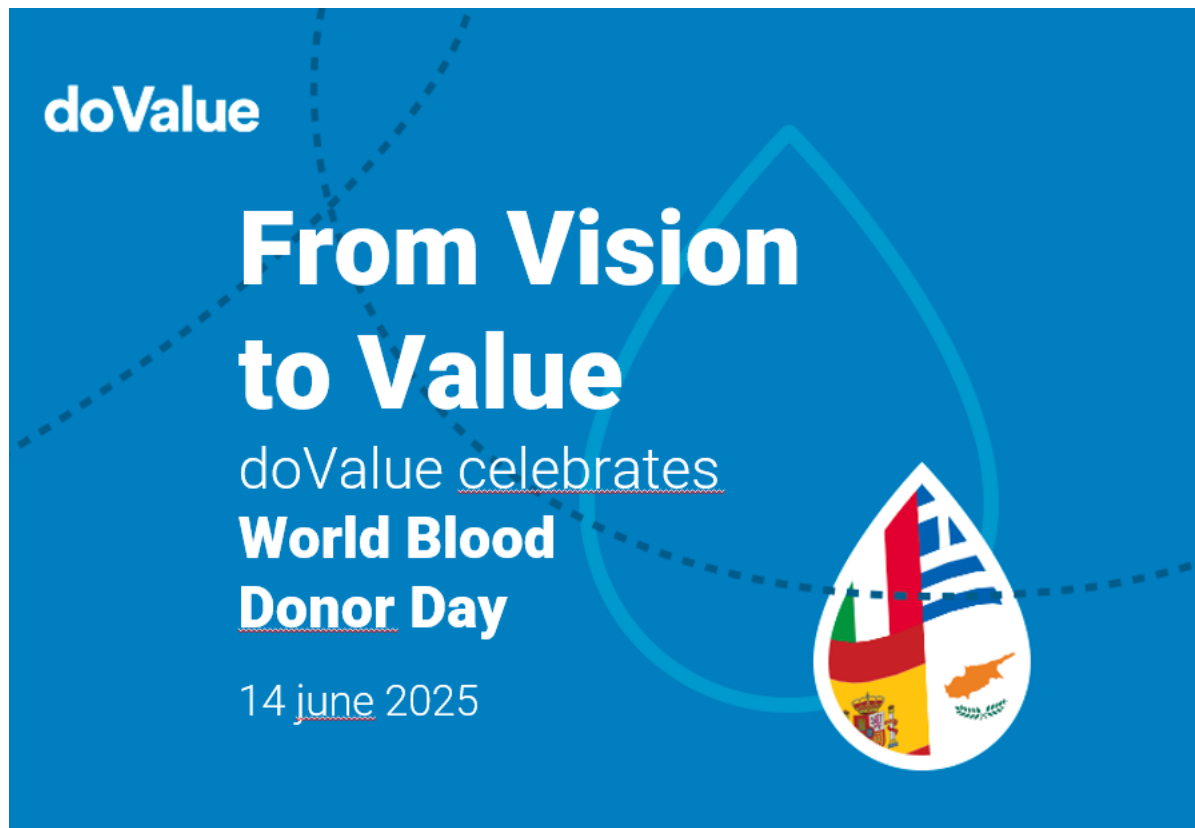


# doValue: Four Countries, One Voice – Solidarity.



**On June 14**, to mark **World Blood Donor Day**, the doValue Group promoted local solidarity initiatives for blood donation across its offices in Italy, Spain, Greece, and Cyprus.

All countries joined efforts to support blood donation—a generous act capable of making a real difference in facing shared challenges. This initiative reflects the spirit of solidarity and the deep value of mutual care.

According to the World Health Organization, a single donation can save up to three lives. With this awareness, doValue strengthened its commitment to collective well-being, helping to spread the culture of giving through local campaigns, events, and partnerships with health institutions.

## **Local initiatives included:**

- **Italy:** doValue Italy partnered with **AVIS and San Pietro Hospital** in Rome, encouraging employees to donate blood and plasma. The initiative saw strong participation and emotional engagement.
- **Greece:** doValue Greece organized a blood donation day at its headquarters, in collaboration with **Amalia Fleming Hospital**—a symbolic gesture to make solidarity part of everyday work life.
- **Spain:** doValue Spain launched an engaging awareness campaign, culminating in a donation event at **HM Sanchinarro Hospital**, just steps from the company's central office.
- **Cyprus:** doValue Cyprus promoted the initiative through a **digital and radio campaign**, which peaked in an institutional event attended by the **Minister of Health**, drawing attention from both the media and local community.

**From Vision to Value. From Value to Life.**

These initiatives demonstrate doValue's concrete commitment to an ESG strategy that translates into measurable, consistent, and high-impact actions, contributing to the well-being of people and supporting the communities in which the Group operates.