

Our Mission

In our pursuit of excellence, we pledge

▪ **To Become One of the Best Insurance Companies in the Region**

We strive to become one of the best insurance companies in the Asia-Pacific Region, focusing on life insurance products.

▪ **To Make Insurance Accessible to All**

By making insurance products accessible to all, we shall address the needs of people at all levels; making insurance more easily understood and securing their assets.

▪ **To Align the Growth of the Company with that of our Customers' and Employees'**

We see our own growth as aligned with that of our customers'. With business growth, our people will also have the opportunity for career advancement and personal development.

▪ **To Achieve the Best Possible Shareholder Value**

We strive for the best possible value for our shareholders so as to ensure high returns from their investments.

▪ **To Contribute to Society in a Meaningful Way**

We believe in contributing to the community in which we operate in recognition of the opportunity which the society grants us for our development.