

# Making the Right Moves

Pacific Century Insurance is one of the top insurance companies in Hong Kong, and the largest which is managed by homegrown professionals. With an agency force of over 1,800, PCI offers a range of life assurance, medical and disability insurance products, pension administration and asset management services.

Despite difficult market environment, PCI has managed to maintain growth in turnover, profitability as well as total premium.

This success is due to the hard work of our agency force, investment managers and our dedicated staff. We will continue to strengthen our competitive advantage, to broaden our earnings base, and to generate greater return to our shareholders.

---

## We Aspire to...

Be the Best in Hong Kong – as the largest local insurance company

Be the Best Locally Operated Insurer – with accolades from prominent business accrediting organizations such as BSI and A.M. Best as testimonies to our service standards and financial strength

Maintain a Happy Workforce – where training programmes and reward incentives are available

to staff in order to encourage individual development and fully realize distinctive potential

Maintain Profitability – which we have successfully done so since 1996

Establish Our Unique Position in the Lucrative PRC Market – where we have established representative offices in Beijing, Shanghai, and Guangzhou