

# 10 Years of Caring

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**TAKING AN EXTRA STEP** 2004 marks the 10th anniversary of Pacific Century Insurance (PCI), Hong Kong's largest locally owned and managed insurance company. We offer a comprehensive range of insurance products covering whole life, endowment and term life insurance, accident, medical and disability insurance, as well as asset management.

Since our establishment in 1994, we have been determined to get closer to our customers and provide them with the best protection and finest services. We have built up a solid foundation in 2003 with increased productivity from our agency force and outstanding investment performance, resulting in profit soaring 81.6% to HK\$216.0 million and our share price outperforming the Hang Seng Index.

In this anniversary year, we are ready to take our commitment to a higher level. Going forward, we will continue to create greater value for our stakeholders and contribute more to the community of Hong Kong.