

No.1 Insurance Brand for Customer Satisfaction and Popularity in China's Insurance market

In March 2005, in an opinion poll on First Most Popular Brand Among Consumers in China conducted by the market intelligence centre of the People's Daily Press, the Company was elected as "No.1 Insurance Brand for Customer Satisfaction and Popularity" in China's Insurance market.

Best Performing Call Centre Award in China 2005

In April 2005, Our centralized service platform "95519" Call Center was granted the "Award of the Best Performing Call Centre in China 2005" by the Professional Committee for the Promotion and Alliance of Customer Relationship Management by Informationalization under the Ministry of Information Industry, and was the only life insurance company receiving such award in China. It was also the second consecutive year the Company was granted with this award.

China's Top 500 Best Valued Brand

In September 2005, the brand of China Life ranked Top-ten among "China's Top 500 Best Valued Brand in 2005" published by the Global Brand Committee jointly organized by the Global Brand Lab and Global Managers

Excellence Award in Corporate Competitiveness Rating 2005

In November 2005, the Company was awarded "Excellence Award in the Corporate Competitiveness Rating" in the Annual Meeting of Corporate Competitiveness organized by the China Business Operation Bulletin.

China's National Brand

In December 2005, the brand of China Life was awarded "China's National Brand" in "China Brand International Forum and 2005 Chinese Brand" organized by China World Trade Organization Seminar, Nan Fang City Daily, China Broadcasting and Television Association.

Best Company Profile Award in 2005

In January 2006, the Company was accorded with "the Best Company Profile Award in 2005" which was initiated by Enterprise Research Institute of Development Research Center of State Council P.R.China.

Most Reliable Life Insurer

In February 2006, in a major Internet election "2005 Financial Entities in China" conducted by Hexun Network, the Company was elected as "The Most Reliable Life Insurer".

297th in The Global 2000

In April 2006, the Company ranked 297th among "The Global 2000" most recently announced by Forbes, and ranked seventh among the companies based in China (including Hongkong, Macau and Taiwan).

The 2005 Leader in Insurance Industry

In April 2006, the Company was named "The 2005 Leader in Insurance Industry" in the "2005 Chinese Service Industry Leaders Awards" organised by a number of market research institutes including the Honrizon Research Consultancy Group.