

Our mission

In our pursuit of excellence, we pledge to:

- **Become one of the region's premier insurance companies**

We strive to become one of the best insurance companies in Asia, with a focus on life insurance products.

- **Make insurance accessible to all**

We set out to address the needs of people at all levels – to make insurance more easily understood and to provide asset security for all.

- **Ensure our customers and employees benefit as the Company grows**

We want to see our customers prosper as the Company grows. At the same time, business growth provides our people with opportunities for career advancement and personal development.

- **Create maximum shareholder value**

We strive to ensure our shareholders enjoy the highest possible returns on their investment.

- **Contribute to our society**

We believe in contributing to the community in which we operate, in recognition of the opportunities society provides for our development.