

Nurturing people with greater love  
to build better financial security



SAMSUNG  
LIFE INSURANCE



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## Focusing on customers is our top priority

We believe that the essence of insurance is caring and love for each other.

Insurance reflects customers' deep desire to protect their loved ones, ensure financial security, and provide happiness. As a leading life insurance company, we help our customers do this by providing them with the industry's best products and services.

As we strive to become a global insurance company, we are more committed to the well-being of our customers through our extensive and diverse social activities.



## Embracing changes and challenges in celebration of our fifty-fifth anniversary

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Vision

We have focused on the well-being of our customers for the past fifty-five years. As a company that always puts its customers first, we embrace new challenges, changes and innovation to become a global insurance company, trusted by our customers and respected by our peers.



### Nurturing people with greater love to build better financial security

We help our customers care for the people they love. We believe that providing financial security is the essence of insurance, and as such we work with our customers to provide them with the utmost care and the right financial products.



### Becoming a global life partner for customers around the world

We plan to expand more aggressively in emerging markets as we strive to become a global company. Our goal is to become a global life partner for customers around the world.

## Number one insurance company in Korea

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Company Overview

Samsung Life has been contributing to the development of Korea's insurance industry for the past fifty-five years. The excellence of our speedy and accurate service is reflected in our business results, including total assets of KRW 161 trillion and over eight million customers both of which are number one in Korea.

### Key Financial Highlights

 **Total Assets**  
**161** trillion KRW  
(FY 2011)

Total assets of KRW 161 trillion and outstanding asset quality

 **Credit Rating**  
**AAA** for the seventh consecutive year  
(2011, Korea Information Service)

Received a credit rating of "AAA" for the seventh consecutive year, a first among Korean life insurers

### Brand Value

**1st** Ranked first for fourteen straight years

Ranked first for fourteen straight years in the life insurance category in the Korea Management Association's Korea Brand Power Index (K-BPI)

 **Number of Customers**  
**8.08** million  
(December 2011)

Over 8 million customers with services ranging from insurance products to financial management

 **Claims Payments**  
**3.80** trillion KRW  
(FY 2011)

Paid out customer claims worth KRW 3.80 trillion in 2011  
Accident claims: KRW 2.48 trillion  
General claims: KRW 1.35 trillion

## Offering trustworthy and expert financial planning and caring services

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Consultants

Samsung Life consultants are high-caliber financial specialists with a wide range of expertise in the fields of insurance and finance. They protect and enrich the lives of their customers by offering them multiple advanced products and cutting-edge consulting systems, becoming trusted and reliable life-time partners who treat their customers like their own families.

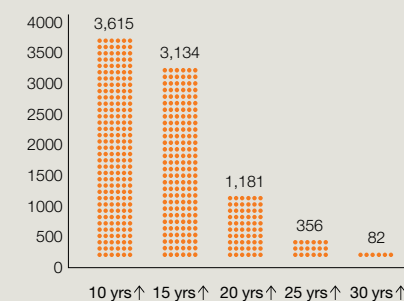


Park Eun-Suk  
Consultant,  
Dongseon Branch,  
Gangbuk Regional Headquarters

### More than forty thousand insurance specialists

Samsung Life satisfies the diverse needs of its individual and corporate customers by offering them the expertise and assistance of more than forty thousand consultants. Their roles are broken down into FCs, TCs, Cyber FCs, SFPs, SAs, AFCs, direct consultants, and GFCs according to the type of customer and sales channel, guaranteeing everyone efficient and effective products and services.

Number of Long-term Consultants  
(as of April 2012)



FC: Financial Consultant  
TC: Total Consultant  
SFP: Special Financial Planner  
SA: Samsunglife Advisor  
GFC: Group Financial Consultant  
AFC: Agency Financial Consultant

### Optimized financial planning for every customer

Samsung Life consultants offer their customers the industry's highest-level financial planning, custom-designed with the best products to reflect their stage of life and financial goals. They also update customers on the status of their coverage and the length of their contracts, so that they can make prompt and knowledgeable decisions if their financial environment changes.

### Fostering the development of the industry's highest-level financial specialists

Samsung Life carries out a wide range of training programs to help its financial consultants become financial specialists. We also operate Finance Academy and MBA programs in collaboration with outside academic and professional institutions.

### Superior Consultants

**76%**

Percentage of consultants who hold financial certificates

\*Including Certified Financial Planner, Associate Financial Planner Korea, Certified Securities and Fund Investment Advisor, and Variable Life Insurance Sales Manager

**841**

Number of tax agents

**2,657**

Number of Million Dollar Round Table (MDRT) members

\*MDRT: A world-wide professional trade association of high-producing life insurance specialists

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### Training Programs



## Offering optimized insurance and financial products

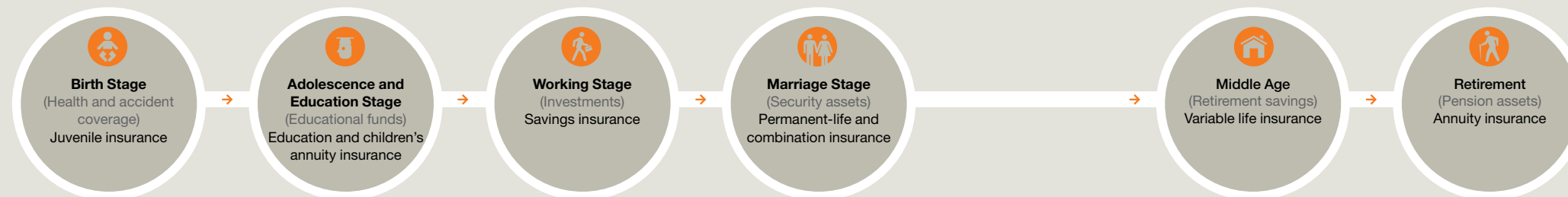
06

Insurance and Financial Products

Samsung Life offers a broad range of products to accommodate every stage of its customers' lives from birth to retirement and after. This helps our customers reduce their level of physical and mental stress and lets them enjoy happy and healthy lives.

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### Insurance Products by Life Stage



### Insurance Products

#### Combination Life Insurance

Combination life insurance offers protection for customers and their families in one policy. Their coverage can be altered according to changes in their life stages, such as marriage, childbirth, and aging.

- \* -Perfect Up Combination Life Insurance
- Perfect Combination Life Insurance I and II
- Combination Universal Whole-Life Insurance

#### Permanent-Life / Term Life Insurance

Permanent-life insurance offers flexible features that let customers tap into their insurance at a different stage of their lifestyles. They can also prepare for their retirement by converting their insurance into an annuity.

- \* -Top Class Variable Universal CI Whole-Life Insurance
- Platinum Universal Life Insurance
- Beautiful Preparation Life Insurance
- VIP Term Life Insurance

#### Health and Critical Illness (CI) Insurance

Health and critical illness insurance enables customers to protect their families by adding universal life and other supplementary coverages to their three security assets: family security assets, life security assets, and health coverage.

- \* -Universal Living Care Whole-Life Insurance
- Mothers' Love for Kids Insurance

#### Annuities

Samsung Life's wide array of annuity products guarantees customers to live happy lives in their retirement years.

- \* -Platinum Annuity
- Power Immediate Annuity
- Kids' Wealth Annuity
- Annuity Savings Gold Annuity

### Financial Products

#### Retirement Pensions

Samsung Life offers its corporate customers a wide range of annuity products and services.

#### \* Retirement Assets

1<sup>st</sup> Ranked first in the industry **8.35** trillion KRW

#### Number of Subscribers

1<sup>st</sup> Ranked first in the industry **1.01** million

(As of April, 2012)

#### Funds

A wide variety of funds reflects our years of experience and expertise in the field of large-scale, long-term asset management.

#### Trusts

We help our customers increase the value of their assets through custom-tailored trust planning.

#### Loans

Our loan products such as policy loans, non-secured loans, and mortgage loans allow our customers to use their funds efficiently and conveniently.

#### \* 3-Zeros for Policy Loans

- Loan Reviews
- Commissions
- Credit Enquiries



Samsung Life's unparalleled customer satisfaction management is based on its realization that customers drive its growth. We are committed to providing them with the best services and financial products.

Offering top customer satisfaction



Major Awards and Accolades



National Customer Service Index (NCSI): Ranked first for eight consecutive years in life insurance category



Korean Standard Service Quality Index (KS-SQI): Ranked first for nine consecutive years in life insurance category



Korea Customer Satisfaction Index (KCSI): Ranked first for seven consecutive years in life insurance category



Korea's Most Admired Companies: Ranked first for nine consecutive years in life insurance category

Kim Seong-Hee  
Customer Service Representative,  
Gangbuk CS Center, Nowon Plaza



Call Center

Our friendly and professional customer service agents assist customers with their insurance and finance-related needs from sixty-five Customer Plazas across the country. They also answer enquiries through our Call Center (at 1588-3114) and our homepage cyber windows. We also operate a Finance Cafe that provides custom-tailored consultation services in major cities throughout Korea.

Consumer Complaints Management System (CCMS)

Our world-class Consumer Complaints Management System includes a Voice of the Customer (VOC) system and customer panel systems. Both of them ensure that customers' suggestions, complaints, and demands are reflected in our management policies and processes.

\*Received a CCMS certification from the Fair Trade Commission in 2007, first for the industry in Korea

Hospital "One Stop" Service

Our "Web & Call" service allows customers to use our insurance and finance-related services without having to meet with a consultant. In addition to being the first company in Korea to introduce a mobile system that offers a full range of "one-stop" services, we operate a "Hospital One-Stop Service" so that customers can submit their claims directly from their hospital.

\*In operation only at Samsung Medical Center and Chonbuk National University Hospital



Communications with Customers

Samsung Life's homepage provides customers with detailed information on its products and a broad range of information. We also provide two-way communications with customers via our blog site and Twitter.

Blog L: [www.samsunglifeblogs.com](http://www.samsunglifeblogs.com)  
Twitter: [twitter.com/samsunglife](https://twitter.com/samsunglife)



Specialized Services for VIP customers

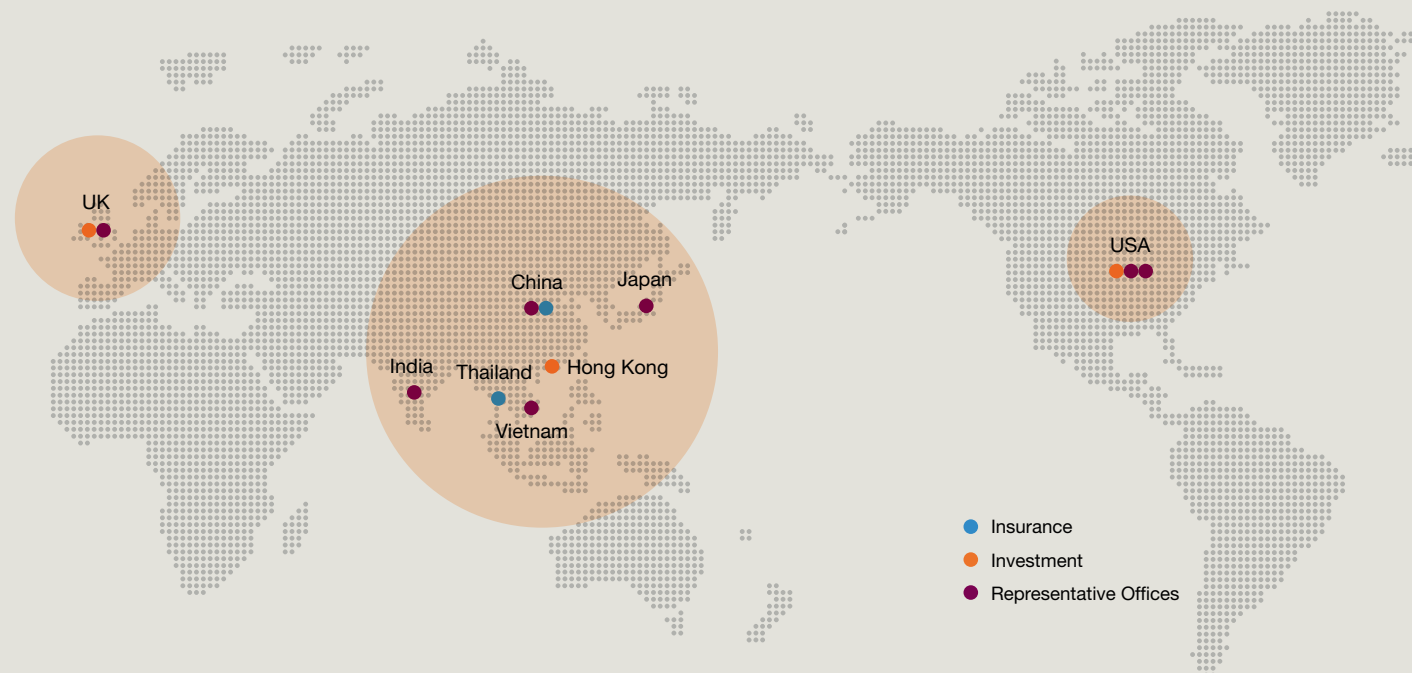
We upgraded our VIP customer services, including golf tournaments with LPGA players and lunch and dinner galas.

Customer Satisfaction Management at a Glance

<p><b>1957-1990:</b> Introduced customer satisfaction (CS) management</p> <ul style="list-style-type: none"> <li>-Established Customer Service Center</li> <li>-Introduced automatic premium withdrawal system, a first for the industry</li> </ul>	<p><b>1991-2002:</b> Launched CS management in full scale</p> <ul style="list-style-type: none"> <li>-Introduced service evaluations</li> <li>-Implemented the industry's first quality guarantee system</li> </ul>	<p><b>2003-2010:</b> Accelerated development of "At Your Service" management program</p> <ul style="list-style-type: none"> <li>-Enhanced service skills of employees at customer contact points</li> </ul>	<p><b>2011-Present:</b> Declared commitment to customer-focused management</p> <ul style="list-style-type: none"> <li>-Ensure development of customer-centered management structure</li> </ul>
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## Competing globally with confidence

Samsung Life's overseas expansion strategies reflect its goal of ranking among the world's top fifteen life insurance companies by 2020. In addition to strengthening our operations in China and Thailand, we are engaged in opening up new markets. Our plan is to increase our overseas investments on a gradual basis, with a focus on companies that we have invested in. We will also enhance our review and risk management capabilities, enter more investment areas, and diversify our product portfolio.



### Current Status of Global Operations

**12**  
overseas locations in

**7**  
countries

2 for insurance,  
3 for asset management,  
7 for offices

#### Joint Ventures

	China (2005)	Thailand (1997)
Name	Samsung Air China Life Insurance Co., Ltd.	Siam Samsung Life Insurance Company
Local Partner	Air China (50/50 joint venture)	Saha Pathanapibul Group (37.5%), Thanachart Bank (25%)
Sales in 2011	KRW 67.0 billion	KRW 43.4 billion
No. of Consultants	908	3,474
No. of Branches	11	6

#### Investment

UK (1991), US (1993), Hong Kong (1996)

Total Investment	KRW 3.5 trillion
Third-Party Consignments	KRW 0.2 trillion

#### Representative Offices

USA (2), UK, Japan, China, India, Vietnam

## Leading the insurance and finance industry through advanced R&D and consulting

Samsung Life's team of insurance professionals and financial experts operate a state-of-the-art R&D system that develops world-class insurance products and services. We also offer a wide range of consulting services, from asset management to estate planning and philanthropic activities.

Insurance and Financial Research Institute

Number of Researchers  
**15**

The Institute researches changing trends in the financial industry and the insurance market. It also studies advanced financial systems and policies, and the management strategies of financial institutions. This plays an integral role in enhancing our global competitiveness and creating new growth engines.

Retirement Research Center

Number of Researchers  
**34**

The Center devises comprehensive old-age planning models that include financial preparations and take people's family situations, health, residence, social activities, and hobbies into consideration. Our goal is to help our customers enjoy healthy and happy lives well into their golden years.

#### Training in Retirement and Lifetime Planning

##### -Retirement Planning Class:

Discusses ideal ways to retire and offers guidance in preparing for retirement

##### -Life Planning Models:

Offers lifetime planning and comprehensive asset management guidance by life stage

Samsung Life FP Center

Number of Professional FPs  
**39**

The Center's expert and experienced asset management specialists use the Samsung Advisors Planning System to help customers manage their assets in an organized and comprehensive manner and from a long-term perspective by offering them assistance in their financial planning decisions. Their services include advice on investments, taxes, the legal system, inheritances, charitable donations, and risk management.

Selected as Best PB in the Life Insurance Category by *Hankyung Business* in 2010

#### GAP & TAP Service:

A specialized asset management service designed to grow customers' assets safely

(GAP: Growth of Assets Planning) and protect them in the future (TAP: Transfer of Assets Planning)

#### Number of FP Centers:

Two in Seoul, one each in Suwon, Incheon, Busan, Daejeon, Daegu, Gwangju, and Ulsan

Samsung Family Office

Number of Professional Family Officers (FOs)  
**10**

\* Plan to increase by 50

The Family Office provides high-level VIP services with a focus on investments in financial products. This is done through comprehensive family management consultations that include asset management, inheritances, and philanthropic activities.

#### Asset Management:

Business successions, tax savings, portfolio investments, real estate management

#### Inheritance Management:

Inheritance training program, including global leader course

#### Philanthropy Management:

Advise on social contributions, charitable donations, and the establishment of charitable foundations

#### Community Management:

Helping people to develop their communities



Samsung Life is helping to build a happier and healthier world through a wide range of social contribution activities. We focus on culture and sports, helping children and young people to follow their dreams, and supporting community development.

Making the world happier and healthier through sharing and caring



**Awards and Accolades**

**Selected as CSR Company of the Year**

Selected as CSR Company of the Year at the Fifteenth Asia Insurance Industry Awards by Asia Insurance Review in 2011, a first for a Korean insurance company

**Received Presidential Recognition**

Received presidential Honor at the 2011 Volunteer Service Competition hosted by the Ministry of Public Administration and Security.

**Current Status of CSR Activities**

**7.39** hours  
Hours of CSR involvement per employee in 2011

**62** billion KRW  
CSR value, as of the end of 2011

**240** teams  
No. of volunteer teams



**Programs for Children and Young People**

**Three-Year-Old Village Project**  
By the time a child is three years old, it has already developed 83% of its brain. This means that much of its character and creativity have already been formed during this stage. This demonstrates the importance of child rearing in the early toddler years. Samsung Life launched a "Three-Year-Old Village" in collaboration with Gachon University and the city of Seoul in 2011 to help parents learn about better child rearing methods.



**Middle School Drum Club**

This program is designed for middle school students. When people beat on a drum, they relieve their stress, since such rhythmic movements secrete a neurotransmitter called serotonin. In addition, being in a group like a band enhances their feeling of inclusion and community. Samsung Life has supplied over KRW 200 million worth of "Modeumbuk" drums to forty-two schools to date, and plans to expand the number to one hundred by 2012.

**Introduction to Economy and Finance**

We offer Economic and Finance classes twice a year in collaboration with Junior Achievement Korea. This helps children and young people learn how to handle money and see how economy works. We have offered these classes to 5,394 students at forty schools from 2003 to 2011.



**Local Communities**

**Partnerships with Rural Villages**  
Samsung Life has supported 112 villages across the country since 2006 through its one company/one village partnership program. This includes offering a helping hand during harvest seasons, purchasing farm products, and cultural exchanges.

**Support for Women from Multicultural Families**

We have helped 567 immigrant women and their families visit their homelands to date. In addition, we have helped about 4,000 women from multicultural families familiarize themselves with Korean society.

**Assisting Female Heads to Families to Start a New Business**

We have been providing funding to help female heads of household to start a new business since 2002. To date, we have paid out KRW 4.9 billion to 240 business women.



**Culture and Sports**

**Art Contest for Young People**  
We have been offering an art contest for young people every year since 1981. It has evolved into the largest contest of its kind in Korea, drawing youngsters from across the country. Many of them have gone on to successful careers in art because they have discovered their talent through our art contest.

**Bichumi Women's Awards**

The Samsung Life Public Service Foundation has been hosting the Bichumi Women's Awards since 2001. They recognize people who have contributed to expanding women's social roles and empowering next-generation female leaders in Korea.

**Samsung Life Sports Teams**

Samsung Life supports wrestling, women's basketball and table tennis teams to foster the development of athletes and athletics in Korea.



We will become a global life partner that always puts our customers first



Keun-hee Park  
President and Chief Executive Officer

KI H PARK

Dear Customers and Shareholders:

Samsung Life was founded fifty-five years ago, in 1957, with the twin noble goals of strengthening Korean family life and contributing to the nation and the larger society. Since then, we have evolved into Korea's leading insurance company, with assets of 160 trillion won. We have achieved this by diversifying our business from insurance into the financial field and by expanding our market from Korea to other parts of the world.

The essence of insurance is caring about people's welfare and wellbeing. Customers purchase insurance because they care about their loved ones. As a leading insurance company, our job is to offer and provide the right financial and appropriate financial solutions to customers.

Samsung Life is looking beyond Korea to fuel its growth. Last March, we set a goal of becoming one of the top fifteen global insurance companies with assets of 500 trillion won by 2020. We are now in the process of implementing changes and executing our long term strategies to achieve our 2020 vision.

All of our employees and consultants are committed to helping people achieve financial independence and security. We will be always there for our customers, providing them with the country's best financial products and services. In addition, we will continue with our goal of sharing with the larger society through a broad range of social contributions. Your support and involvement has been the bedrock of our growth and foundation for the past fifty five years. We will continue to move forward and grow with customers.

Please accept my heartfelt gratitude for your constant support and encouragement.

Thank you.

Protecting our customers with industry-leading soundness and stability

## Financials

(FY 2011)

Total Assets	161,072 billion KRW
Total Sales	22,717 billion KRW
Net Profit	948 billion KRW
RBC Risk-based Capital Ratio	386%

## Company Geographical Operations

(FY 2011)

### Number of Regional Headquarters and Branches

	Seoul	Busan	Daegu	Incheon	Gwangju	Daejeon	Ulsan	Gyeonggi	Gangwon	Chungbuk	Chungnam	Jeonbuk	Jeonnam	Gyeongbuk	Gyeongnam	Jeju	Total
Regional HQs	27	8	7	5	5	5	2	16	3	2	2	3	3	3	5	1	97
Branches	235	69	48	42	31	26	20	152	22	26	30	28	30	33	48	13	853
Total	262	77	55	47	36	31	22	168	25	28	32	31	33	36	53	14	950

### Number of Agencies

	Seoul	Busan	Daegu	Incheon	Gwangju	Daejeon	Ulsan	Gyeonggi	Gangwon	Chungbuk	Chungnam	Jeonbuk	Jeonnam	Gyeongbuk	Gyeongnam	Jeju	Total
Exclusive	553	182	11	19	6	7	1	4	1	2	2	9	4	1	2	0	804
Independent	834	124	94	64	40	88	7	165	21	24	36	33	19	31	44	6	1,630
Total	1,387	306	105	83	46	95	8	169	22	26	38	42	23	32	46	6	2,434

## Human Resources

(Unit: Persons)

		No. of Persons	Total
Insurance Consultants	Individual Insurance Business Division	28,322	41,052
	Strategic Insurance Business Division	12,730	
Employees	Male	3,013	5,975
	Female	2,962	

## Samsung Life continues to lead the Korean insurance and financial industries

Samsung Life has been a leader of the Korean insurance industry since its inception in 1957. Always open to the challenges of change and innovation, we will continue to set new standards for the local market and enter the global insurance and finance industry with the same pride and confidence.



**March 1957**  
Established as Dongbang Life Insurance

Dongbang Life Insurance was created with the goals of strengthening Korean family life and contributing to the nation and the larger society. Samsung Life took on these challenges at a time when there was no understanding of life insurance in Korea.



**July 1963**  
Became an Affiliate of Samsung Group

We became a member of the Samsung Group organization in July 1963. This helped us to continue to stand tall as a leader of the nation's life insurance industry.



**January 1971**  
Started Computerizing Our Business

We started computerizing our business in January 1971 by opening a computer center. One of our first major achievements was the introduction of PCs to all our sales divisions in November 1985.



**May 1994**  
Introduced Quality Assurance System

In 1994, Samsung Life became the first player in the Korean insurance industry to implement a quality assurance system. In addition to helping customers understand the true value of insurance, this step went a long way toward enhancing the service level of the entire industry throughout the country.



**July 2005**  
Established a joint venture in China

Samsung Life and Air China established Samsung Air China Life Insurance in July 2005. We were the first Korean life insurer to enter the Chinese market, and only the third one in Asia.



**April 2006**  
Achieved KRW 100 Trillion in Assets

The total value of our assets exceeded KRW 100 trillion, a first in Korea with the exception of the banking industry. This resulted from our strategy of ensuring stable but constant asset growth through state-of-the-art asset management programs and policies. As a consequence, our assets grew from KRW 2 trillion in 1985 to KRW 20 trillion in 1995 and KRW 50 trillion in 2000.



**May 2010**  
Listed on the Korean Stock Exchange

Samsung Life laid the groundwork for growing into a global insurance and financial player by going public in May 2010. At the same time, our employees committed themselves to the pursuit of both qualitative and quantitative growth by continuing with our policy of a zero-defect sales structure.



**March 2012**  
Declared Business Concept and Vision

Samsung Life revamped its concept of the life insurance business and declared its vision of becoming a global life partner that always focuses on its customers. Our insistence on developing customer-focused business processes and providing our customers with industry-leading products and services will ensure that we can achieve our goal of growing into a global insurance company with assets of KRW 500 trillion by 2020.



Caring and sharing throughout the world

Samsung Life is extending its philosophy of caring about people's welfare and well-being throughout the world. Our goal is to be a global life partner that will always be there for our customers. This will be achieved by putting our customers first, providing them with products and services that leave our competitors in the dust.





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**SAMSUNG  
LIFE INSURANCE**



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