

Company Profile &lt;&lt;

# Vision & Strategy

Financial Highlights &gt;&gt;

Ultimately, Dongbu Insurance aims to become a premier comprehensive financial service institution that fully satisfies customer needs as a leader of digital management.

## Digital Management

Digital technology is applied to standardize, computerize and integrate operations while promoting intra-organizational information sharing. The result will be ongoing improvement to work methods, decentralized authority for greater organizational flexibility and a steadily expanding online business.

## Maximum Customer Satisfaction

Dongbu Insurance management considers customer satisfaction to be the best yardstick for measuring performance. Work processes are being reoriented to cater to customers, while distinctive services are being developed.

## Comprehensive Financial Services

The Company continues to expand its areas of business to provide customers with a full array of services designed to bring them the most value.