

## Social Responsibility

( Dongbu Insurance has committed all available resources to building a solid foundation for ethical management in keeping with its ultimate vision. The company seeks to become a premier comprehensive financial services provider that fully satisfies the needs of customers as a leader of digital management. )

### ( Fully Committed to Ethical Management )

- In an effort to become an “Excellent Company,” all employees of Dongbu Insurance strive to uphold the principles of ethical management in order to promote management transparency. Since the adoption of the OECD’s Convention on Combating Bribery of Foreign Public Officials in International Business Transactions in 1999, global organizations have explored ways to eliminate irregularities in international transactions. Under the convention, it is a crime to offer, promise, or pay a bribe to a foreign public official in order to secure or retain international business contracts. Of special note, corporate ethics issues have taken on added importance since the Ethics Officer Association, a non-profit organization responsible for promoting standards for corporate ethics and compliance, has adopted corporate ethics principles and compliance guidelines.



- Due to the fact that Korea was hit hard by the financial crisis of 1997-98 and the accounting fraud of SK Global, domestic enterprises have started to pay more heed to ethical corporate management. There is now widespread recognition that management transparency and corporate ethics are not for PR purposes, but constitute a critical element of sound risk management. As a result, enterprises are diligently striving to earn the trust of all stakeholders in regard to such areas as the protection of consumer rights and the environment, along with the provision of social contributions. Corporate social responsibility now encompasses ethical responsibility as well as economic and legal obligations. The global trends of ethical management require domestic enterprises to adopt sound corporate governance and to enhance management transparency.



- Dongbu Insurance has committed all available resources to building a solid foundation for ethical management in keeping with its ultimate vision: Dongbu Insurance seeks to become a premier comprehensive financial services provider that fully satisfies the needs of customers as a leader of digital management. To this end, the company developed and proclaimed “A Code of Ethical Conduct” and “Guidelines for Ethical Management Compliance” in 2001. All employees have undergone ethical conduct education, through the Internet and other means, along with being required to step up their efforts to prevent irregularities.

**( Future-oriented HR Development Strategy )**

- Based on a belief that human resources are the key to its future development, Dongbu Insurance is racing against time to foster a talented work force. For this purpose, the company has devised a new Human Resources Development Strategy, which marks a distinct departure from previous human resources development initiatives.

- Now that a 40-hour workweek is in effect, the company needs to upgrade its productivity so as not to adversely impact overall operations. Optimal efficiency of company activities is all the more critical in such areas as time management, operational processes, and conservation of management resources. At the same time, strenuous efforts are called for to bolster corporate value by reinforcing the knowledge and professionalism of employees. The new talent-fostering strategy will provide employees with meaningful opportunities to enhance their employment value through voluntary learning.

- To ensure its survival in an increasingly competitive business environment, the company needs to cultivate a pool of superior-quality human resources. Moreover, it will be difficult to create added value unless the true potential of our human resources can be fully utilized, in conjunction with the development of competitive products and services.

- Given these circumstances, the Human Resources Development Strategy will be implemented on the basis of operational units and individuals. For operational units, business activities will be categorized into three levels: leader, professional, and working-level staff. Training will be implemented accordingly, with education via the Internet and group study playing a prominent role, along with in-house training programs.

- As for self-development efforts, individuals will be required to formulate their own training program in consultation with their supervisors. In particular, employees will be strongly encouraged to acquire a variety of qualification certificates related to the insurance business. Most employees will be provided access to specialized studies. Of note, it will be mandatory for all employees, except chiefs of business units, to acquire at least one qualification certificate, for which additional points will be awarded for personnel evaluation and promotion purposes, based on the difficulty involved.



• NEW HR DEVELOPMENT STRATEGY

