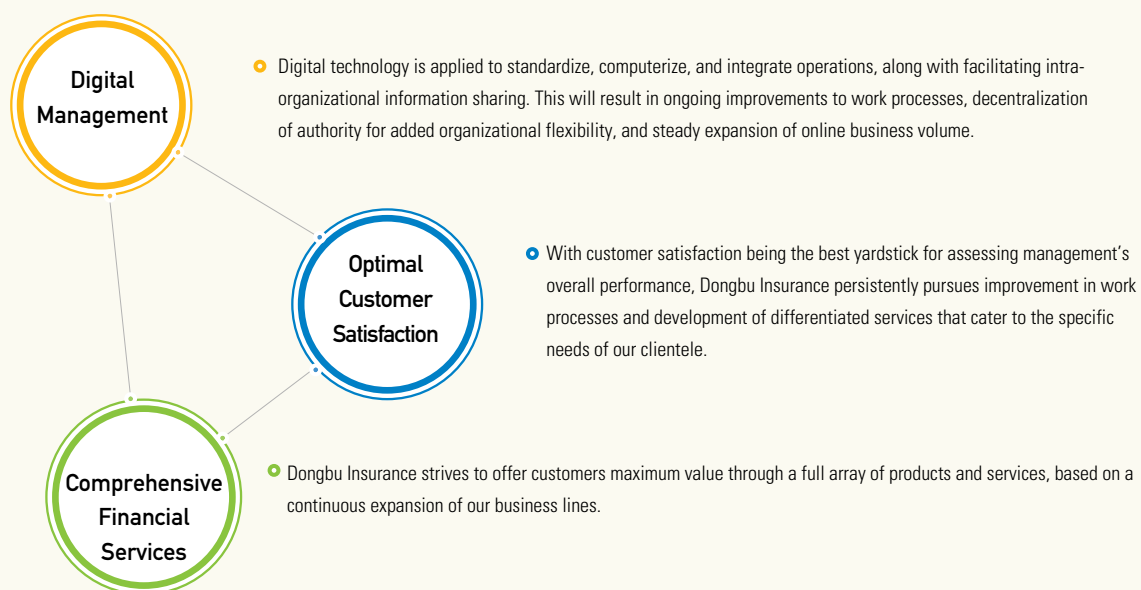


Vision & Strategy

(Vision)

• Ultimately, Dongbu Insurance seeks to become a premier and comprehensive financial services provider, which is capable of fully satisfying the needs of our customers, as a leader of digital management. It envisions moving up to the second-place ranking of the non-life sector by FY2005 and then into the top spot by FY2010.



(Strategy)

1) Reinforce business capabilities to assure sustained growth

- Reform existing structure of marketing network
- Expand market share of new distribution channels
- Secure mid-term engines of growth
- Ensure steady profitability through stable asset management

2) Accelerate basic management innovation

- Secure and foster high-quality human resources
- Oversee management activities through proven monitoring systems
- Establish a progressive corporate culture

3) Encourage responsibility-centered innovation

- Assure that new innovation initiatives remain on track
- Implement customer satisfaction-oriented management
- Enhance work processes