

## History

March	1962	Company established
November	1968	State-run Korea Automobile Insurance Corp. privatized with capital contributions from ten property and casualty insurers, Korea Automobile Insurance Co., Ltd. established
May	1976	Became first Korean insurer to market unlimited coverage liability for car owner indemnity
May	1983	Management rights to the Company acquired by Dongbu Group
February	1984	Began selling all non-life insurance products except for surety
October		Guam Branch opened
October	1995	Corporate name changed to Dongbu Insurance Co., Ltd.
November	1999	Prime Minister's Award for Management Innovation received in competition sponsored by Korea Chamber of Commerce and Industry
January	2002	Head Office moved to Dongbu Financial Center
April		Fair Trade Committee Chairman's Prize received on Trade Day.
September		Introduced "Promy" representative brand of auto insurance
October		Dongbu Insurance selected as one of the "Korean Ten Star Companies" by Bain & Co.
March	2003	Net gain (KRW 5.4 billion) achieved in underwriting income, a Korean industry first.
December		Dongbu Insurance ranked first by Korea Productivity Center on National Customer Satisfaction Index (NCSI) in non-life Insurance category
May	2004	"Change & Challenge No. 1" innovation program launched.
July		Sales of direct automobile insurance commenced as a strategic alliance with Tesco Homeplus
November		"Convergence Insurance" selected as "Hit" Product by Hankyung Economic Daily and Korea Herald Economic Daily "2004 Digital Knowledge Mgm't Prize" Informatization Award in financial sector received from MIC and FKI
January	2005	Home shopping channels began selling Dongbu Insurance's products
August		"eClaimsSystem" garners e-Financial Award
October		Promy Basketball Team established
December		A.M. Best assigned A-(Excellent) rating to Dongbu Insurance for fifth consecutive year
January	2006	Selected as sole insurer for Windstorm & Flood Insurance
February		Received Management Transparency Award / Korea Business Ethics Award
March		S&P assigned BBB+ to Dongbu Insurance
April		Hawaiian Branch opened
July		Representative office in China established