

Profile

WHO WE ARE III

FROM THE TIME OF OUR FOUNDING IN 1962, DONGBU INSURANCE HAS ATTAINED AN IMPRESSIVE TRACK RECORD OF STEADY GROWTH AND PROFITABILITY, THROUGH PRUDENT UNDERWRITING PRACTICES AND EXPANSION OF HIGH-MARGIN BUSINESS LINES. OF PARTICULAR NOTE, THE COMPANY HAS BEEN AT THE FOREFRONT OF THE NON-LIFE INSURANCE INDUSTRY AND PROMOTION OF ALTERNATIVE DISTRIBUTION CHANNELS, LIKE BANCASSURANCE.

Today, Dongbu Insurance ranks as Korea's second-largest non-life insurer in terms of net premiums written.

IN FY2005, DONGBU INSURANCE RANKED AS KOREA'S SECOND-LARGEST NON-LIFE INSURER IN TERMS OF NET PREMIUMS WRITTEN. THE COMPANY PLACED SECOND IN LONG-TERM LINES AS WELL, ACCOUNTING FOR A MARKET SHARE 15.9%. MOREOVER, DONGBU INSURANCE RANKED NO. 1 IN TERMS OF ADJUSTED RETURN ON EQUITY (ADG. ROE) AND ADJUSTED RETURN ON ASSETS (ADG. ROA), WHICH STOOD AT 18.5% AND 2.9%, RESPECTIVELY.

Dongbu provides a diversified business portfolio that encompasses automobile, fire, marine, machinery, construction, and health care policy coverage as well as annuity products.

DONGBU INSURANCE MAINTAINS A DIVERSIFIED BUSINESS PORTFOLIO THAT ENCOMPASSES AUTOMOBILE, FIRE, MARINE, MACHINERY, CONSTRUCTION, AND HEALTH CARE POLICY COVERAGE AS WELL AS ANNUITY PRODUCTS. DONGBU INSURANCE'S COMMON STOCK IS NOW TRADED ON THE KOREA STOCK EXCHANGE.