

# COMMITTED TO SUSTAINABLE SOCIETY

32\_Social Commitment



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## PROMY HEART FUND

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### DEMONSTRATING HUMANITY

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Dongbu Insurance employees are all encouraged to donate KRW10,000 or less to the "Promy Heart Fund," through monthly salary deductions. The Company then donates an amount that matches the employee contributions, so as to double the overall fund.



DONGBU INSURANCE WORKS  
TO INSTILL A DISTINCTIVE  
**CORPORATE CULTURE,**  
ATTRACT AND RETAIN A POOL OF TALENTED  
HUMAN RESOURCES,  
AND SUSTAIN STABLE GROWTH.

## Social Commitment

THE PROMY HEART FUND IS PRIMARILY EXPENDED TO RELIEVE THE HARDSHIPS OF LESS FORTUNATE INDIVIDUALS, INCLUDING VICTIMS OF NATURAL DISASTERS, MINOR-AGE HEADS OF HOUSEHOLDS, ELDERLY PERSONS LIVING ALONE, AND CHILDREN WHOSE PARENTS HAVE BEEN INJURED BY AUTO ACCIDENTS.

- Dongbu Insurance is strongly committed to enhancing our quality of life by extending support to underprivileged persons, including financial assistance and/or volunteer activities. Of particular note, the Company maintains a keen interest in sponsoring sports activities in an effort to ensure the well-being of society overall.

### 'Promy Heart Fund'

- Dongbu Insurance employees are all encouraged to donate KRW10,000 or less to the "Promy Heart Fund," through monthly salary deductions. The Company then donates an amount that matches the employee contributions, so as to double the overall fund.

- The Promy Heart Fund is primarily expended to relieve the hardships of less fortunate individuals, including victims of natural disasters, minor-age heads of households, elderly persons

living alone, and children whose parents have been injured by auto accidents.

### 'Promy Volunteer Corps'

- In addition, Dongbu Insurance organizes the "Promy Volunteers Corps" whose manpower resources are assigned to conduct various community-support efforts, like relief activities for victims of natural disasters. This volunteer corps consists of seven chapters in Seoul and other areas which each includes at least 20 members of Company employees and sales personnel.

- Members of the Promy Volunteer Corps focus mainly on relief efforts related to large-scale natural catastrophes. Also, they participate in a variety of regular volunteer activities on a regional basis. They contribute much time and effort for the benefit of children whose parents incurred serious injury due to traffic accidents.



Annually, the volunteers contribute at least 10 hours of community service while being attired in Company-provided outfits.

### Promy Basketball Team

- In line with its corporate principles that enterprises should play an active role in social advancement, Dongbu Insurance sponsors a top-ranked professional basketball team, Dongbu Promy. The Company took over the Dongbu Promy basketball team, which is based in Wonju, Gangwon Province, in October 2005, as part of the efforts to fulfill its social responsibility as a model corporate citizen.

### Distinctive corporate culture

- Dongbu Insurance seeks to instill a distinctive corporate culture, attract and retain a pool of talented human resources, and sustain stable growth. A prime example of the Company's commitment to these efforts is the "New Human Resources Promotion Revolution" program. Under this program, which was initiated in 2004, employees are required to acquire at least one professional/technical certificate in their respective field. They are also encouraged to engage in advanced studies at home and overseas to enhance their specialized knowledge. Various in-house study groups are operated as well.

- The Company also sponsors a marketing course at Seoul National University's Graduate School of Business Administration for its employees. In foreign countries, employees are provided support to enroll in courses related to insurance and risk management at U.K. and U.S. universities. Language studies at the college-level, in China, Germany, and Switzerland, are also available.

- For employees who earn CPCU certification, they are eligible for fast-track promotion in line with efforts to bolster employee self-development. Most employees are required to acquire at least one professional/technical certificate, for which additional points are awarded for personnel evaluation and possible promotion, based on the difficulty involved.

- To secure future growth engines, Dongbu Insurance puts forth its utmost efforts to cultivate a pool of superior-quality human resources and optimize corporate value for our stakeholders.

