

# Corporate History

1960

**Mar. 2, 1962**

Korea Automobile Insurance Company established.

1970

**Nov. 1, 1976**

The Company was listed on Korea Stock Exchange.  
Introduced unlimited coverage liability insurance for car owner indemnity for the first time in Korea.

1980

**January 1, 1981**

The Company became the first company in the nation to put the online system in motion.

**February 1, 1983**

Obtained a business license for 21 non-life insurance products including fire insurance.

**May 10, 1983**

The Dongbu Group acquired the management rights of the Company.

**February 1, 1984**

Obtained business license for 6 additional products (marine, aviation, machinery, EAR, CAR and worker's compensation). Thus the Company began selling all lines of non-life insurance products.

1990

**October 1, 1995**

Changed the company name to Dongbu Insurance Co., Ltd.

**August 20, 1997**

Became the first company to sell comprehensive automobile insurance in Korea, a feat recognised in the Guinness Book of Records.

**October 22, 1997**

Grand Prize for Innovative Management (sponsored by the Korea Management Association).

**September 1998**

Adopted a quality assurance system for automobile accident-related compensation.

**June 22, 1999**

The Company's new stocks from paid-in capital increase were listed (paid-in capital: ₩35.4 billion).

**June 23, 1999**

Received the 1999 Hit Product Grand Prize for Excellent Service (sponsored by the Korea Management Association).

**November 25, 1999**

Received the Prime Minister's Award for Innovation in Management 1999 sponsored by KCOC.

2000

**January 1, 2000**

Started the annual salary system for all employees.

**February 17, 2000**

Won first place in the FY 1999 Customer Satisfaction Index Survey (sponsored by Korea Management Association).

**May 2, 2000**

Became the first company in the nation to provide a 24 hour one-on-one video consulting service.

**December 26, 2000**

The Company put the GIS (geographic information system) in motion.

**February 22, 2001**

Received the 2001 Korea Web Award in e-Commerce in Insurance.