

# The Dongbu Financial Group

## A comprehensive financial services provider.

In 2001, a landmark event in the history of Dongbu Insurance will take place when it joins other financial business members of the Dongbu Group to form a comprehensive financial services group.

The Dongbu Financial Group consists of Dongbu Insurance (property and casualty), Dongbu Life Insurance, Dongbu Securities, Dongbu Mutual Savings and Finance, Dongbu Capital, and Dongbu Investment Trust Management. This year a project will begin that will link these diverse businesses together to create a powerful network presence, the Dongbu Finance Portal. Each member of the network will also be united at the soon-to-be-completed Dongbu Financial Center in Kangnam, Seoul. This project to network the diverse financial arms of the Group is the Dongbu Financial Group's core strategy for meeting the challenges that are sweeping the Korean financial industry.

We aim to turn this portal into a leading online financial services provider that is an independent profit maker. The portal will target core VIP customers that have a high demand for such comprehensive financial services. It will offer a variety of products and services including tailored non-life and life insurance products, and a variety of wealth management products including brokerage, Internet banking and financial information services. It will be an "e-Financial Marketplace" that covers the spheres of banking, securities, insurance, credit cards, financial information, and real estate. Construction of the portal begins this year and is expected to be at an operational stage comparable to rival online trading sites within the next year. While the expense of creating such a comprehensive network may be high, we consider it a valuable investment that will drive future growth.

Dongbu Financial Group aims to be a creative enterprise that anticipates and properly responds to the changes sweeping the industry and economy in the 21st Century.