

Management for the Digital Age

“Dongbu has constantly sought to help our clients enjoy an enhanced quality of life through our dedicated services.”



There is no doubt that the non-life insurance industry will be locked in ever-fiercer competition stemming from rate deregulation, elimination of barriers between financial service sectors and the globalization of markets. In line with its vision of becoming a “premier financial service institution that ensures greater customer satisfaction with a digital management system,” Dongbu has formulated mid- and long-term development strategies which call for building diverse business networks that link together customers, the Company and its business partners, and providing a wide variety of financial services through expanded business activities. By enhancing its insurance business to meet the changing needs of its customers, Dongbu will create online business networks that offer a chain of value and benefits. This will enable the Company to segment its customers and cater to their specific demands, based on a broad range of financial products and services. In this way, Dongbu will strive ever-harder to develop into an integrated financial service institution.

The followings are highlights of Dongbu’s management strategy for 2000 and beyond and related implementation measures:

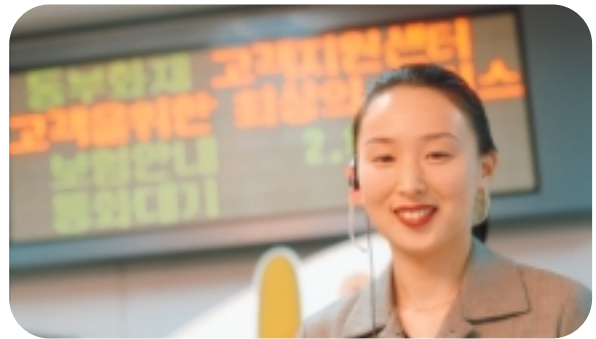
– Framework for a digital management system

- Foster insurance professionals systematically
- Enhance productivity through implementation of upgraded organizational structure and systems
- Utilize up-to-date information technology such as integrated call centers and data warehouse



– Pursue new marketing strategies

- Focus on profit-oriented marketing activities
- Develop more market-leading products
- Establish a highly advanced marketing structure



– No.1 in customer satisfaction

- Implement reform and improvement continuously
- Upgrade the service quality assurance system
- Reengineer the management system to satisfy customer needs

