

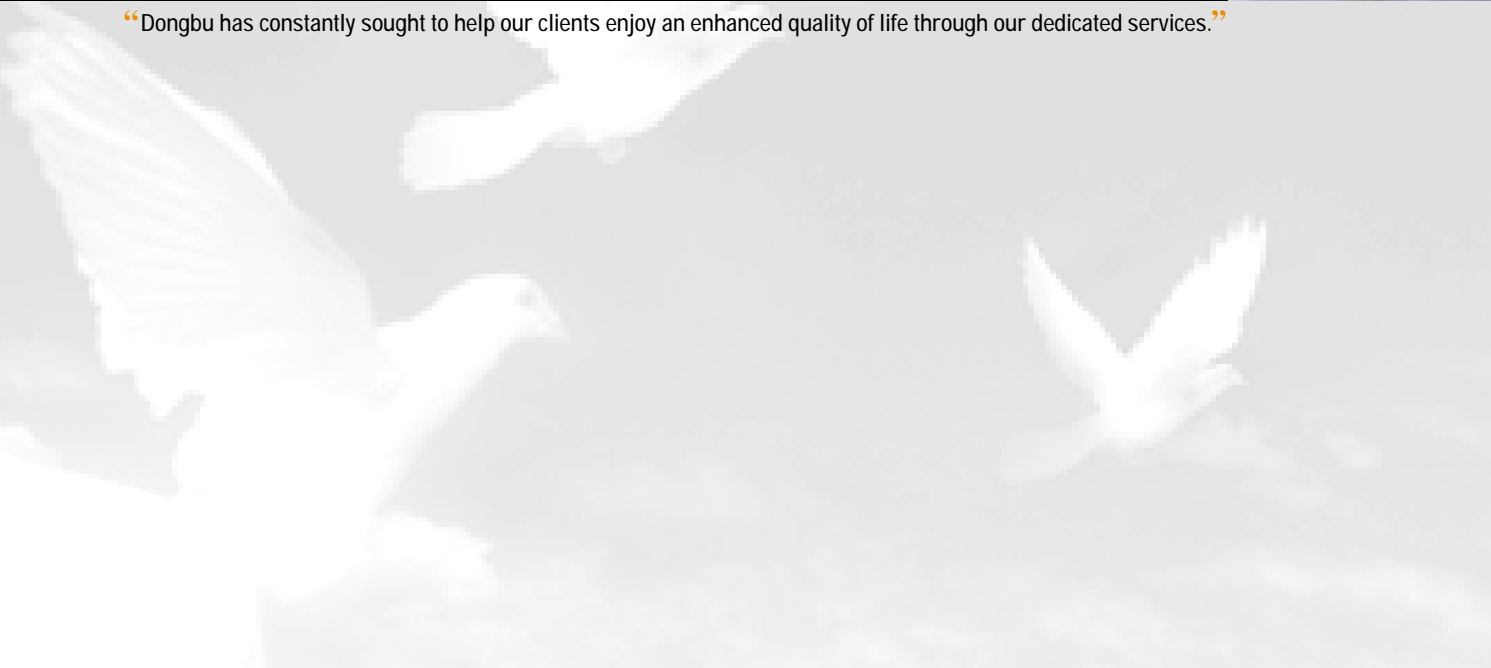
IN THE WORLD OF DONGBU



*Our customers
are always first*



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



Dongbu promises to be more
customer-oriented
by **reforming**
our mindset to avail
them of innovative services.

Dongbu Insurance, which regards its customers as the basic foundation to its survival, has established “Achieving No. 1 status in terms of customer satisfaction” as part of its management goals, and will thus strive ever-harder to provide enhanced customer services.

In line with this commitment, the Company intends to bring about “reform and improvement” to keep pace with the demands of the times. Indeed, Dongbu is making every effort to reform our old-fashioned ways of thinking “to be reborn.” As for product quality, Dongbu is committed to bolstering its service quality assurance system in an effort to avail our clients of innovative services that are significantly differentiated from those of our competitors.

Dongbu has constantly sought to help our clients enjoy an enhanced quality of life through our dedicated services and concern for their well-being.

Based on our advanced online system and differentiated services, the Company always places top priority on its clients and thus strives to provide flawless services.

- Our SOS emergency service is available for anywhere and at anytime –
- Integrated 24-hour Customer Consultations –
- Call 1234 –
- Auto Claims Service processing is underway within one hour after an accident report is filed –
- Installment payment plan for automobile insurance which charges no interest –
- “Chamjoun (Exemplary) Motorist Insurance” that earned a “Hit Products Award” presented by the Korea Management Association –
- Online video consulting through Dongbu’s Internet shopping mall [www.idongbu.com] –

These achievements demonstrate Dongbu’s faithful dedication to its clients, and Dongbu’s constant customer-oriented efforts were recognized by its receipt of the Management Innovation Grand Prize from the KMA.

In 1999, the Company earned the Prime Minister Award for Corporate Management Innovation from the Korean Chamber of Commerce and Industry.

Dongbu ranked first in customer satisfaction in 1999 in surveys commissioned by the Korea Productivity Center and Korea Management Association.

Dongbu promises to work even-harder to provide the very best possible services to all our clients in the years ahead.

