

MTL Fact Sheet

The Company for Forward Thinking People

เมืองไทย
ประกันชีวิต
MUANG THAI LIFE ASSURANCE

Vol. 18: July 2016



Key information

Vision

“ To be the customers’ trusted lifetime partner through innovative life and health solutions by putting customers at the heart of everything we do ”

Mission

- ❖ We are the regional life insurance leader with financial and brand strength under corporate governance and risk management frameworks of international standard.
- ❖ We strive to understand the ever-changing customers’ needs and behaviors in order to provide superior products and relevant services that help our customers attain financial security and lead healthy and fulfilling lives.
- ❖ We give our priority to long-term sustainability together with delivering happiness to our customers, employees, partners, shareholders and society.

Core Values

The M Powered C

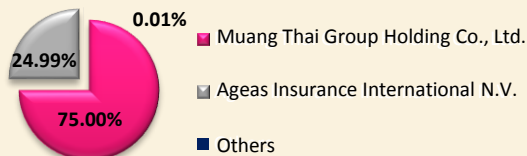
- Customer Centric
- Creativity
- Commitment to Success
- Collaboration
- Caring

Company Profile:

6 April 1951 Date of establishment
1 October 2012 Conversion to public company limited

Registered Capital: 1,000 million Baht

Shareholding Proportion:



Chairman: Mr. Photipong Lamsam

President & CEO: Mr. Sara Lamsam

No. of Branches: 170

No. of Agent Offices: 60 (at the end of 2015)

No. of Care Service Network: Hospital (280), Clinic (137)

Representative Office: Yangon, Myanmar

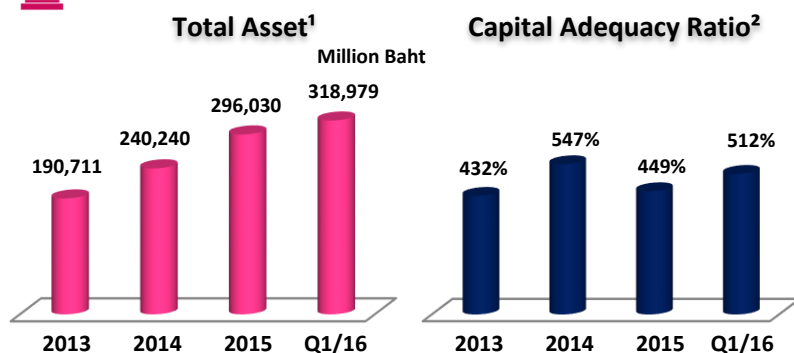
Credit ratings:

	FitchRatings		S&P Global	
	Rating	Outlook	Rating	Outlook
International	A-	Stable	BBB+	Stable
National	AAA (tha)	Stable	aaA+ (Asean)	-

(As of 16 Feb 16) (As of 29 Nov 15)



Financial Highlight



Remarks: 1. Asset data has been reviewed by the Certified Public Account.
2. Calculation of the Company’s capital is in accordance with Risk-Based Capital (RBC) regime.

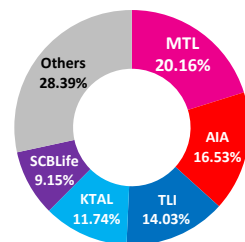


Market Position

1 – 31 May 2016

New Business Premium

MTL ranked **No. 1** in life insurance industry equivalent to 2,465.72 MB, with growth of -7.02% (YoY), with market share at **18.43%**



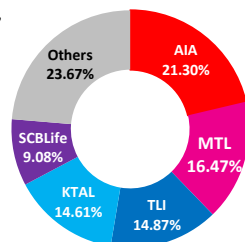
First Year Premium

MTL ranked **No. 1** in life insurance industry equivalent to 2,465.72 MB, with growth of 14.85% (YoY), with market share at **18.00%**

New Business Premium

Total Premium

MTL ranked No. 2 in life insurance industry equivalent to 7,109.70 MB, with growth of 8.59% (YoY), with market share at **16.47%**



Total Premium

Overall Life Insurance Industry

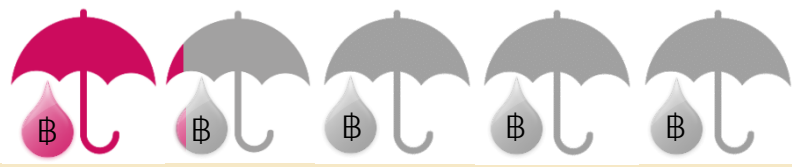
- ✓ New Business Premium of 12,229.49 MB with growth of -7.12% (YoY)
- ✓ First Year Premium of 8,617.67 MB with growth of 3.64% (YoY)
- ✓ Total Premium of 43,159.26 MB with growth of 2.71% (YoY)

Source: The Thai Life Assurance Association

January - May 2016

MTL No. 1 New Business Premium

which was equivalent to 14,600.15 MB,
with market share at **22.42%**



MTL: -7.62% growth (YoY)
Industry: -0.31% growth (YoY)

➤ Life insurance industry recorded
New Business Premium of 65,132.03 MB

MTL No. 1 First Year Premium

which was equivalent to 10,330.84 MB,
with market share at **22.34%**

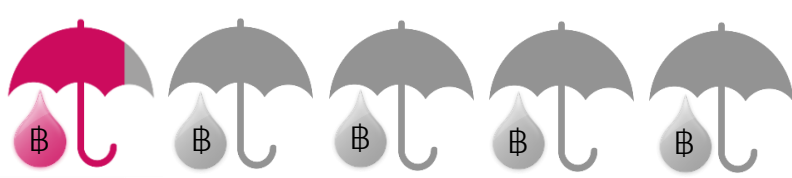


MTL: -3.91% growth (YoY)
Industry: 2.04% growth (YoY)

➤ Life insurance industry recorded
First Year Premium of 46,244.52 MB

MTL No. 2 Renewal Year Premium

which was equivalent to 26,666.58 MB,
with market share at **16.53%**

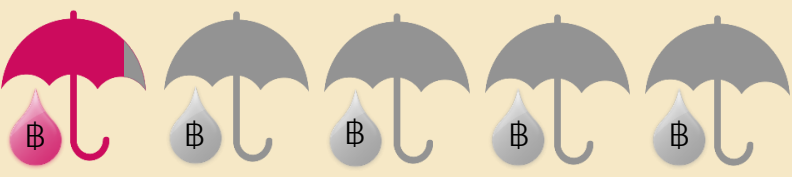


MTL: 26.08% growth (YoY)
Industry: 8.08% growth (YoY)

➤ Life insurance industry recorded
Renewal Year Premium of 161,296.29 MB

MTL No. 2 Total Premium

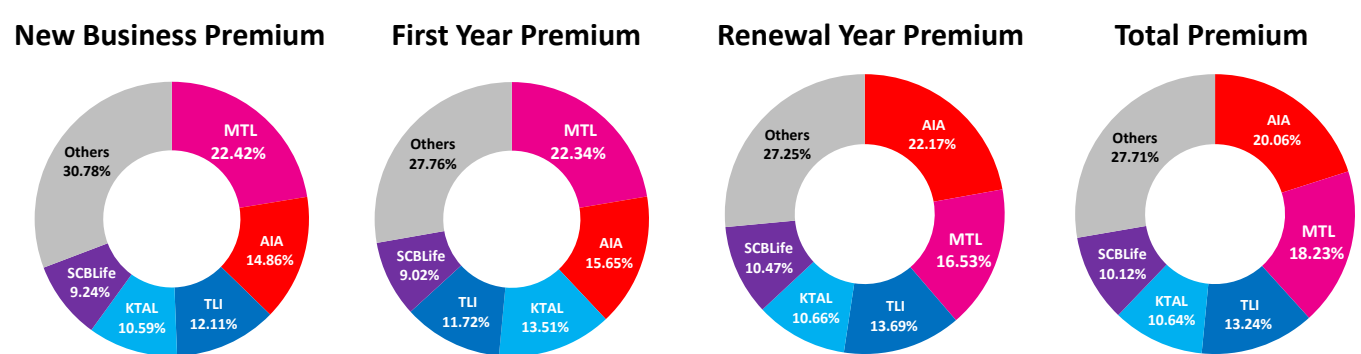
which was equivalent to 41,266.73 MB,
with market share at **18.23%**



MTL: 11.67% growth (YoY)
Industry: 5.52% growth (YoY)

➤ Life insurance industry recorded
Total Premium of 226,428.32 MB

Market Share Summary:



Source: The Thai Life Assurance Association

Highlight Products

Awards & Recognition

Muang Thai UL 1 Sin Yang Yuen



Guarantee minimum benefit at 120% of single premium if the insured lives upon the contract maturity



Get 130% of single premium or investment value at that time (whichever is higher) in case of death during coverage period



Entitled for tax deduction*

*According to the Notification of the Director-General of the Revenue Department on Income Tax No. 172 announced on 30 December 2008

Remark:

- Benefit, conditions and coverage in details are subject to the terms and conditions as stated in the policy.
- Note: Consumer should have an understanding in the details of coverage and conditions every time before making a decision to purchase insurance.



More Products



**Life Insurance Company with Outstanding Management
1st Place Award for 9 consecutive years (2006-2014)**
Winner and Honor of the Prime Minister's Insurance Award for the year 2008 & 2011 From Office of Insurance Commission



**Life Insurance Company of the Year 2014
Corporate Social Responsibility Award 2013**
From Asia Insurance Review Magazine



MTL Happenings



The recent statistics shows that around 68 million people spend 4 hours and 45 minutes on average to browse the Internet via PC/tablet per day (Source: MacThai Company Limited). Once consumer behavior has changed, Muang Thai Life Assurance has then developed the "BIZBOX" application which is a digital sales tool for agents to meet customer's lifestyle.

BIZBOX is a tool that helps agents manage their sales which include 3 functions: Customer Service, Sale and Management. BIZBOX can be compared to a mask that combines various applications in one such as creating sales illustration, filling out life insurance application form as well as making premium payment through mPOS system via credit card, in which paper is no longer needed. With only one iPad, agents can promptly sell insurance, collect premium and manage after sales service.

3 functions in BIZBOX are as follows.

1. Customer Service:
For after sales service
2. Sales:
Tools for selling
3. Management:
News and information for agents



The most frequently used function is Sale which has the following sale process.

1. Smart Proposal Plus



It is a tool which helps select insurance plan upon customer's desire, calculate premium, and present insurance plan's benefit. It is also able to create and calculate sales illustration through Smart Proposal Plus Application immediately and the result can be instantly sent through LINE or e-mail to an insurance applicant.

2. E-APP



It is a tool which helps create life insurance application form through online system by linking data from Smart Proposal Plus. Basically, it functions in the same way as a hard copy of life insurance application form. An insurance applicant can fill in the information in an insurance application form via iPad and electronically sign to submit for underwriting process.

3. mPOS (Use with Application K-Power Pay)



It is an application used with mPOS for premium payment via credit card which supports both first year premium and renewal premium payment. Agent will create a temporary receipt for customer every time as specified by the Company.

All these 3 applications are the facilities that the Company has developed based on the Customer Centricity policy to comprehensively step into the digital era under the concept of "The Company for Forward Thinking People"

Find MTL on



Brand of the Year 2015-2016
Life Insurance Industry
From World Branding Forum



Business Continuity Management System
ISO 22301:2012 Ref. No. 44 756 150640



International Standard Certification
ISO 9001:2008 Ref. No. TH98/1709



**Superbrands Awards 2006 from Superbrands International
Superbrands Awards 2008-2016 from Superbrands Thailand**



Trusted Brand Award Gold Category 2010-2013
From Reader's Digest Magazine